

Vibe.co's Winning ABM Strategy Powered by LinkedIn's Company Intelligence

Case Study - October 2026



How Vibe.co Built a Winning Full-Funnel ABM Strategy

with LinkedIn's Company-Level Measurement & Insights

The Challenge

Vibe.co operates in a competitive Connected TV (CTV) market and was looking to build an ABM strategy that would help them

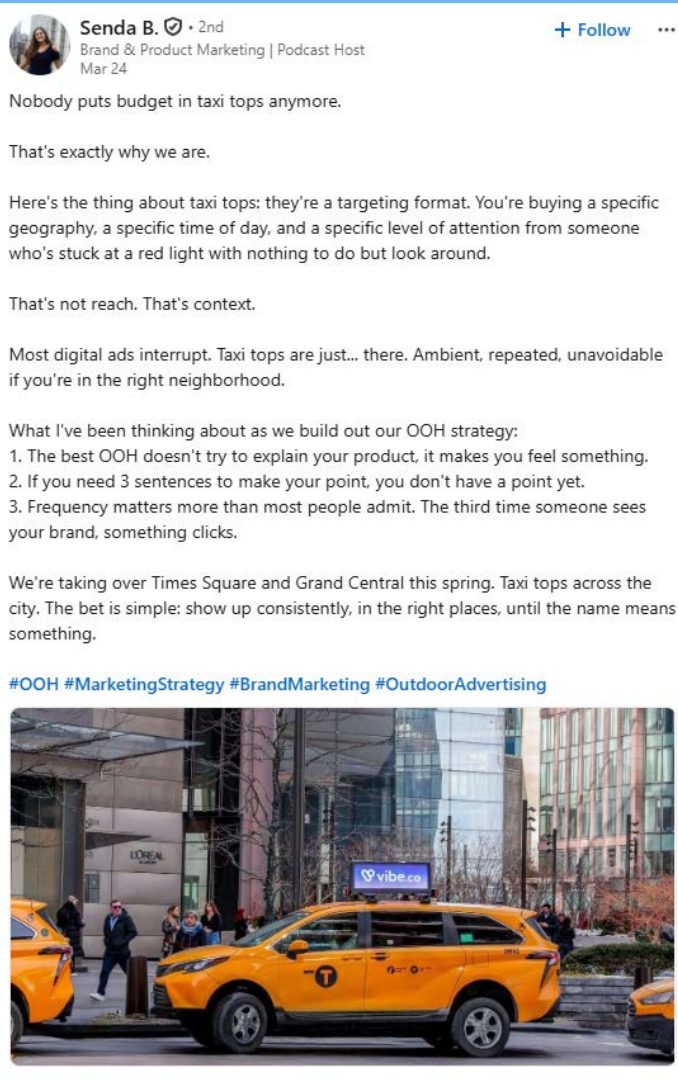
- Build brand visibility and credibility early in the buyer journey
- Nurture high-value accounts consistently over time
- Aligns sales and marketing around shared ABM insights for coordinated growth

The Solution

Vibe.co structured its LinkedIn ABM program around two targeting layers, both fed directly by its CRM

- **Targeting by integration & Targeting by segment**
- **Always- on CRM sync:** account lists are synced automatically from CRM to LinkedIn Matched Audiences, so targeting stays up to date as accounts move through the pipeline
- **Company-level signals to Sales:** Vibe.co built an internal alerting system on top of LinkedIn company-level data, automatically notifying Sales Owners when a priority account reached key engagement thresholds.

The brand executed a **full-funnel, multi-format strategy**, using **in-feed video**, and **thought leader ads** that were personalized at scale to deliver the right message to the right audience at every stage.



Driving Full-Funnel Business Impact: Vibe.Co Unlocked Company Visibility, +200% Growth in Meetings Booked Through LinkedIn ABM

In less than six months, Vibe.co's LinkedIn ABM strategy delivered clear, measurable results. Company-level insights provided visibility into how marketing efforts were consistently reaching and nurturing priority accounts throughout the funnel, while strengthening Sales and Marketing alignment by enabling coordinated outreach. As a result:

+200%

increase in meetings booked from companies exposed to LinkedIn ABM campaigns

Additionally, LinkedIn's Company Intelligence data improved ABM visibility and attribution accuracy for Vibe.co, revealing stronger engagement, higher win rates, and greater efficiency.

+ 45% Increase in Companies Engaged on LinkedIn

+ 57% Closed/Won Deals Attributed to LinkedIn

- 32% Cost per Lead

LinkedIn Company Intelligence has been a game changer for our GTM strategy. By shifting to a full-funnel ABM approach powered by company-level data, we aligned Marketing and Sales around the same accounts, metrics, and goals, resulting in a 200% increase in meetings books. Company Intelligence also gave us better visibility into marketing impact—revealing a +57% increase in Closed/Won deals attributed to LinkedIn—enabling stronger execution, building trust across internal stakeholders, and unlocking long-term investment confidence in LinkedIn.

— Romain Marsal, VP Growth & Marketing, Vibe.co

About LinkedIn's Company Intelligence

Smarter Attribution Drives Stronger Outcomes

LinkedIn's Company Intelligence pipes Company-engagement data directly into partner or in-house measurement tools. It uncovers how companies, not just individuals, engage across touchpoints and progress from awareness to revenue. This added visibility helps B2B marketers more confidently measure marketing influence on outcomes like pipeline and revenue, make smarter investment decisions, and maximize ROI.