

Anteriad sees 81% increase in LinkedIn Ads influence on pipeline with Octane11 reporting



Anteriad | Industry: Advertising Services | No. of Employees: 1,000 | HQ: New York, NY

Anteriad, a B2B marketing and data provider, knew LinkedIn Ads influenced target accounts, but lacked a centralized view to prove it. By working with Octane11 and integrating LinkedIn's Company Intelligence, Anteriad brought together company-level engagement data with CRM opportunity and revenue data. For Anteriad, this integration unlocked full-funnel clarity and allowed the team to demonstrate LinkedIn Ads' impact on measurable business outcomes.

The Challenge Fragmented data obscured the full buyer journey

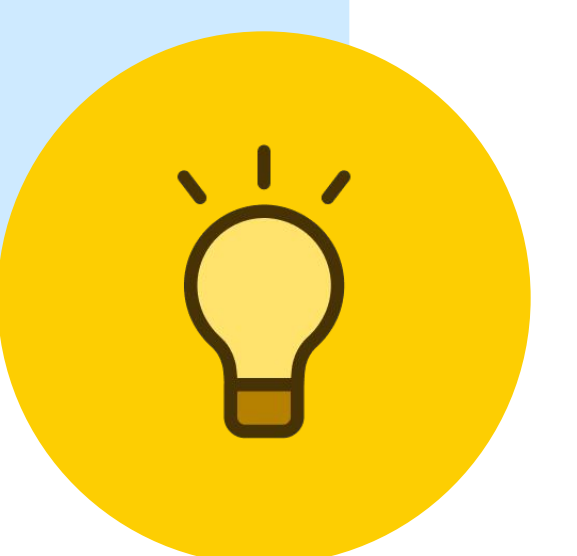
- As Anteriad scaled paid media across LinkedIn, search, display, and CRM performance, data became fragmented — making it nearly impossible to see how target accounts moved from first touch to pipeline.
- Anteriad could see engagement within each channel, but had no way to connect the dots across the funnel -- making LinkedIn's early influence on prospects invisible in standard reporting.
- The lack of consolidated, company-level visibility made quantifying LinkedIn's impact on influenced opportunities and closed revenue difficult.

“With LinkedIn’s Company Intelligence and Octane11, we gained account-level engagement visibility that allowed us to connect LinkedIn activity directly to pipeline and revenue — and invest with confidence.”



Lynn Tornabene

Chief Marketing and Product Officer
Anteriad





The Solution

Integrating Octane11 powered by LinkedIn's Company Intelligence

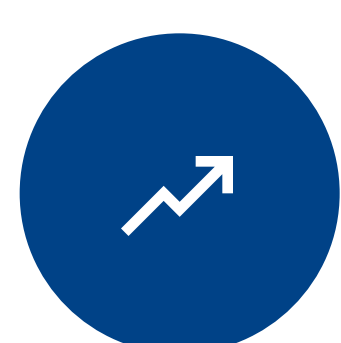
- Antreaid gained a single view of company-level engagement across paid and organic touchpoints thanks to Octane11's integration with LinkedIn's Company Intelligence.
- By combining LinkedIn company-level engagement data with CRM opportunity and revenue data thanks to Octane11 dashboards, early social activity was linked to opportunities and closed-won revenue.
- What were once isolated engagement signals are now consolidated into a full-funnel view, revealing early-stage buying intent sooner than traditional attribution, and improving marketing and sales alignment around target accounts and pipeline impact.

“For the first time, we could see exactly how target accounts engaged with LinkedIn, tie that directly to influenced opportunities and closed deals, and make smarter decisions about where to invest.”



Lynn Tornabene

Chief Marketing and Product Officer
Anteriad



The Results

Greater visibility translated into measurable pipeline impact

- Octane11 reporting showed an 81% increase in opportunities influenced by LinkedIn ads and 9x more opportunities were revealed to have engaged with LinkedIn early in the buying cycle.
- Closed-won deals influenced by LinkedIn rose by 20%, confirming LinkedIn's revenue contribution.
- Confident in the pipeline impact, Anteriad increased its LinkedIn investment by 2x year-over-year, reallocating budget to the high-performing channel.

9x

9x more opportunities were revealed to have engaged with LinkedIn Ads prior to opportunity creation.

2x

Based on revenue-connected insights, Anteriad were able to scale their LinkedIn investment 2x year-over-year to deepen their business impact.