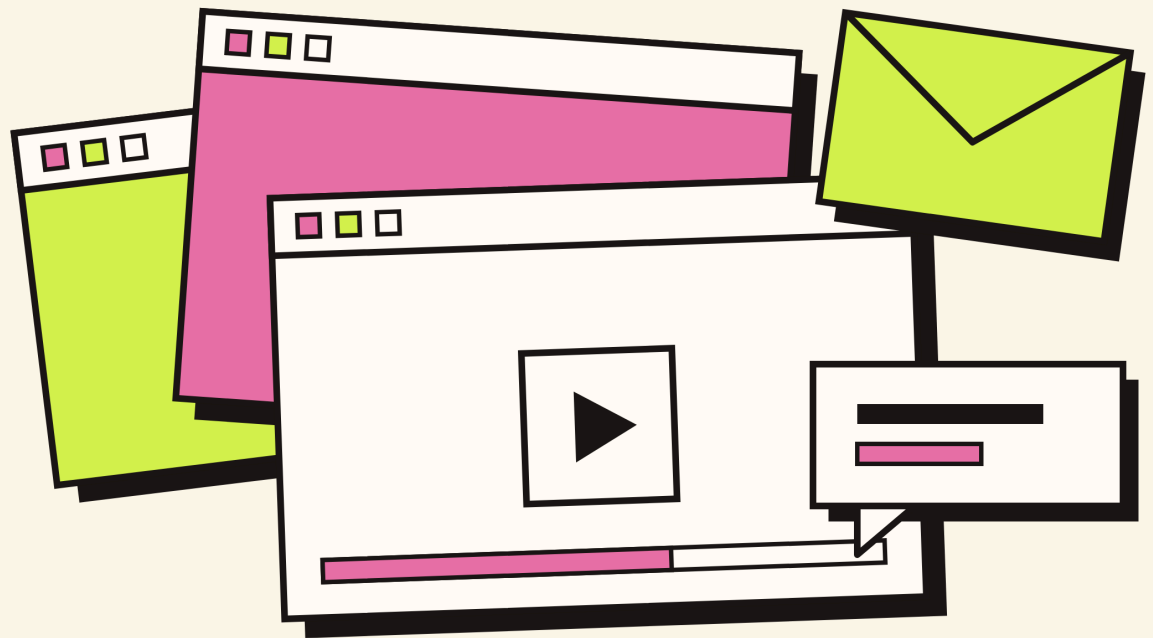


CASE STUDY • STORYSNAP • JAN TO SEP 2026

**\$3M+** pipeline.  
**\$1.28M** closed.

How Kiin ran full-funnel LinkedIn Ads for a B2B video agency with two products, and grew leads 124% on a flat budget.



|                                     |                                      |                                |                                              |
|-------------------------------------|--------------------------------------|--------------------------------|----------------------------------------------|
| <b>\$3M+</b><br>INFLUENCED PIPELINE | <b>\$1.28M</b><br>CLOSED-WON REVENUE | <b>50+</b><br>CLOSED-WON DEALS | <b>\$300 → \$101</b><br>INMAIL CPL, DOWN 66% |
|-------------------------------------|--------------------------------------|--------------------------------|----------------------------------------------|

# \$3M+ pipeline and \$1.28M closed-won from companies reached on LinkedIn first.

## PIPELINE AND REVENUE

**\$3M+**

LinkedIn-influenced  
pipeline, both accounts

**\$1.28M**

Closed-won revenue, Feb  
to Jul

**50+**

Closed-won deals reached  
on LinkedIn first

**\$189K**

Total ad spend, all  
campaign types

## EFFICIENCY

**\$300→\$101**

InMail CPL, down 66%

**183**

Leads in July, up 124%

**+12pp**

Open rate with no  
subject line

**~\$18K**

InMail spend a month, flat

# 01

## Two products, one agency and **no line of sight to revenue.**

### TESTIMONIAL HERO

Customer story videos for SaaS marketing leaders, SMB to Enterprise

### PRODUCT HYPE

Product demo videos for SaaS product marketing and content teams

### HIGH COST, LOW VOLUME

## \$213 to \$300

InMail CPL a month, at 65 to 82 leads. The structure was too broad for two ICPs.

### ATTRIBUTION BLIND SPOT

## \$0

Influenced pipeline on LinkedIn's click model. The API records no clicks on InMail or video view campaigns, most of the mix.

# 02

## Five changes. Each one from the data.

Kiin restructured both accounts using what the accounts themselves showed, not generic best practice.

01

### Full funnel

Video and thought leader ads warm, conversation ads convert, CTV alongside.

02

### Message testing

Conversation ad variants with and without a subject line.

03

### Targeting

Titles vs function and seniority, tested per product.

04

### Creative fatigue

Health audits, rotation and briefs on the gaps.

05

### Attribution

Pre-deal exposure matched to HubSpot deals.

# Video warms the audience. Conversation ads convert it.

**TOFU**

## Video view + thought leader ads

SMB, Mid-Market and Enterprise by segment. Separate US, Global and Cybersecurity ICP campaigns.



**BOFU**

## Retargeting conversation ads

Served only to people who already saw TOFU video, so the message lands warm.

**CTV**

IN PARALLEL

The same ICP, off LinkedIn.  
Fibbler tracks CTV touches in the pipeline.

# Dropping the subject line lifted open rate **12 points.**

## CONVERSATION AD OPEN RATE

WITH SUBJECT LINE • JAN TO APR



WITHOUT SUBJECT LINE • JUN TO JUL



conversation ad open rate • Testimonial Hero + Product Hype  
Kiin Labs • kiin.co • Case study 2026

**75 → 129**

Leads a month, April to May: the month the new variants launched

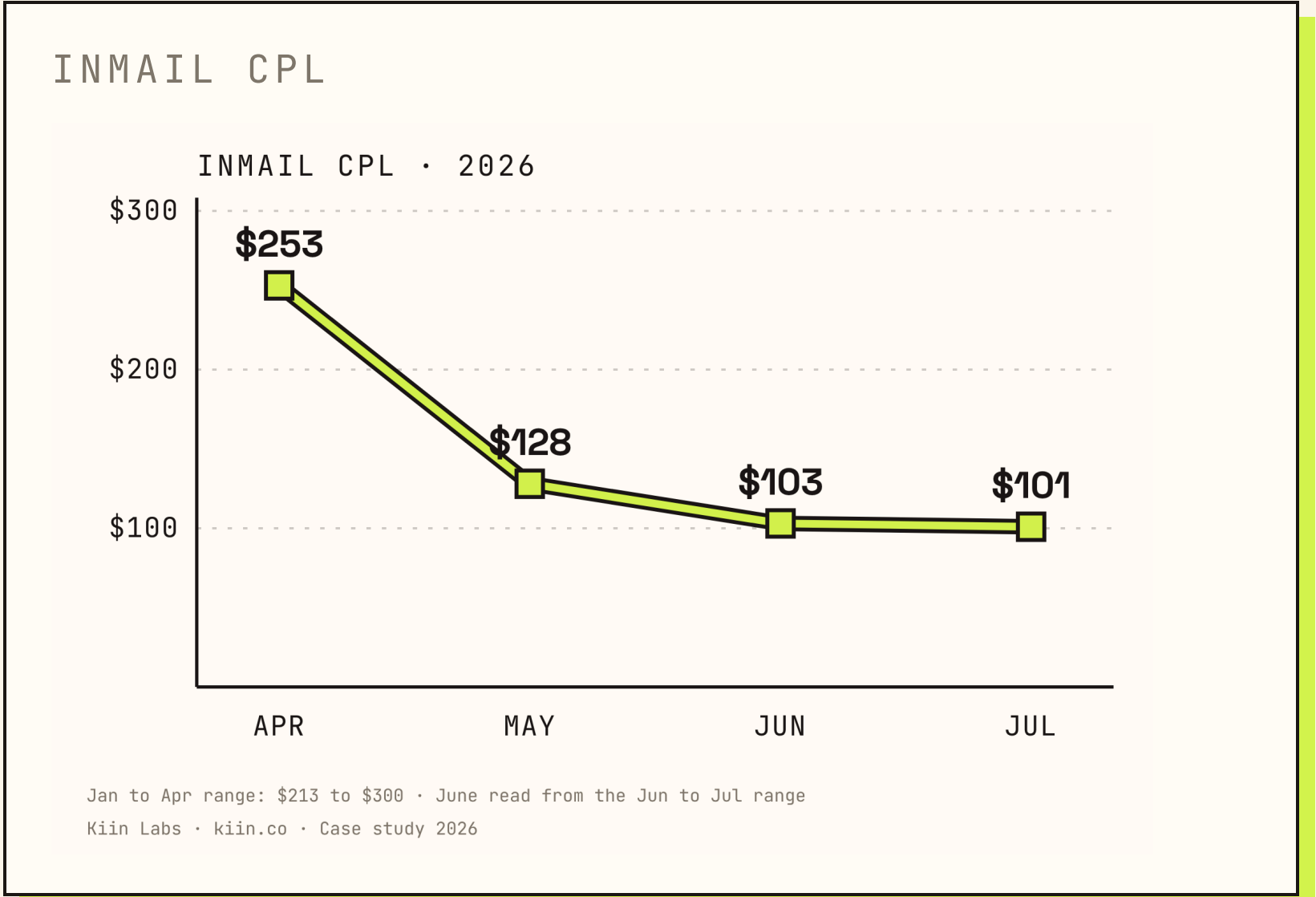
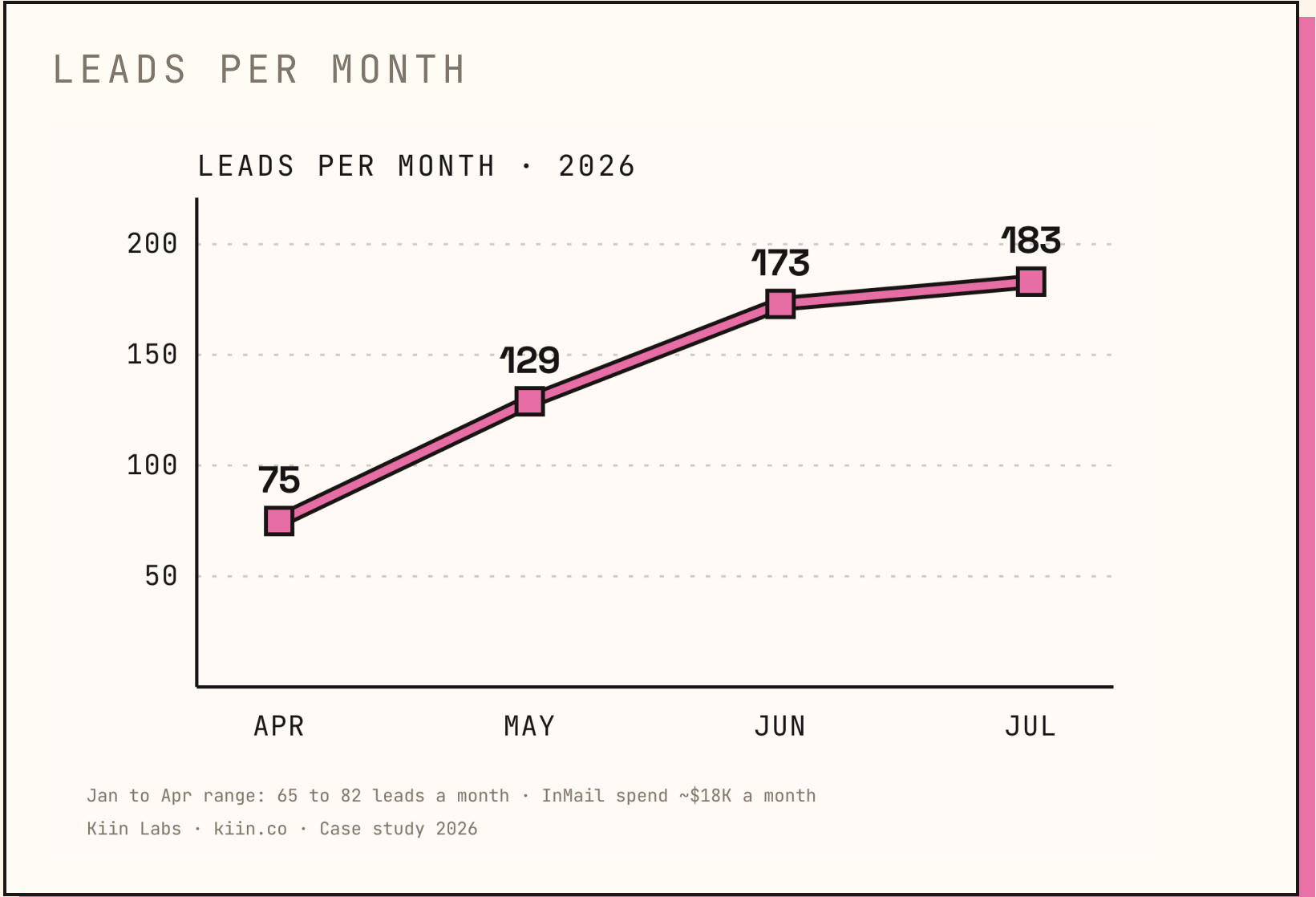
**\$101**

Best CPL, July 2026

## HOW KIIN RAN IT

Same audience, same spend. The winning format went live in May on both Testimonial Hero and Product Hype, with the originals kept as a control.

May was the turning point:  
leads up 72%, CPL down 49%.



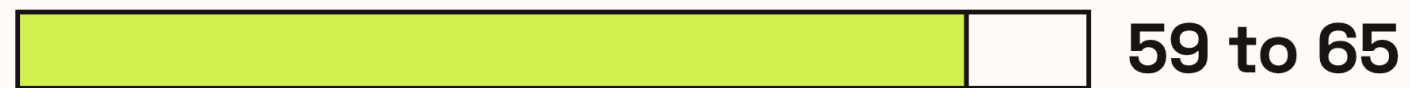
# Product Hype leads **nearly tripled** after one targeting switch.

## PRODUCT HYPE LEADS A MONTH

Q1 2026 MONTHLY AVERAGE



JUL TO AUG 2026 MONTHLY



Product Hype leads a month • bars plotted at midpoint of range

Kiin Labs • kiin.co • Case study 2026

## PRODUCT HYPE

Job function and seniority won: content marketing, product marketing, director and above.

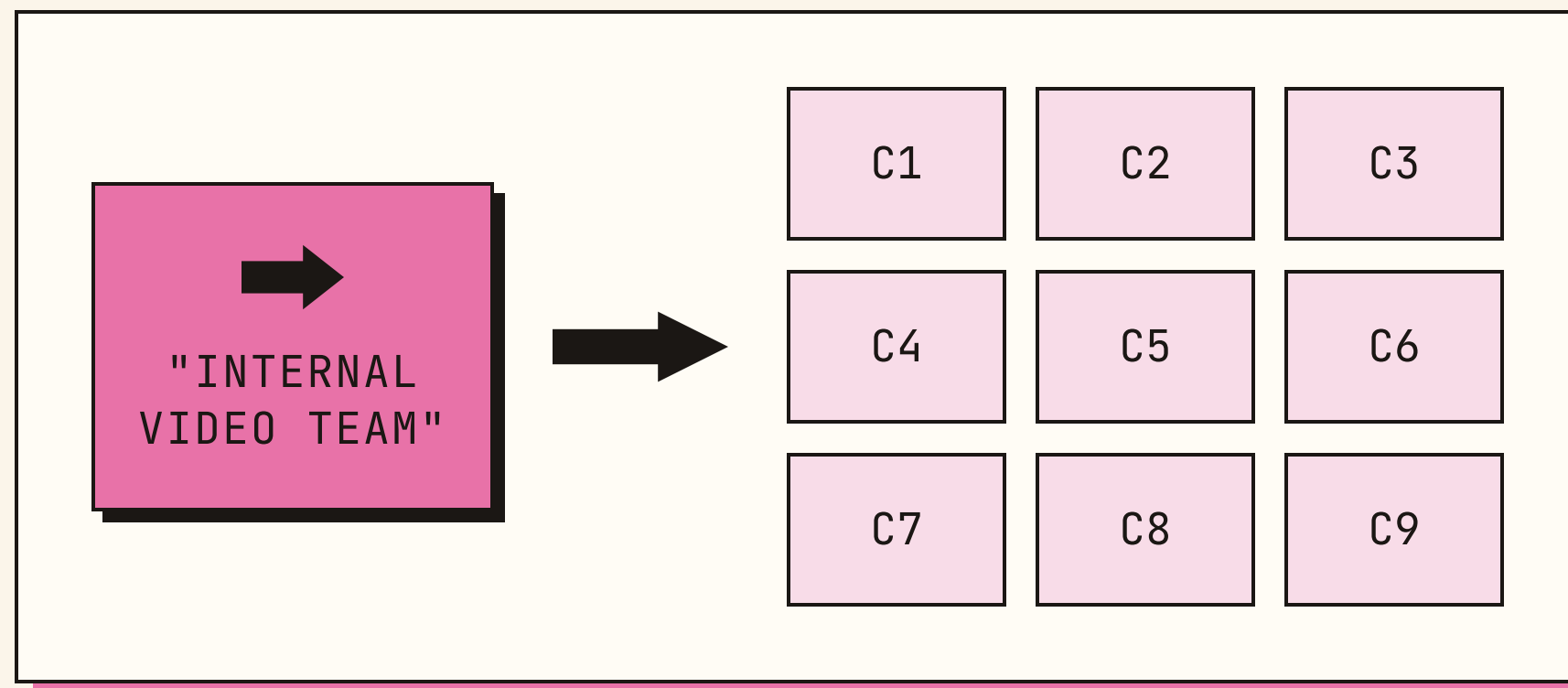
## TESTIMONIAL HERO

Job titles looked promising, but seniority delivered more volume. Reconfigured to match.

## HOW KIIN READS IT

Same agency, opposite answers. Test, measure, switch per product.

# One video in **nine campaigns** fatigued the whole account.



## 60 to 100%

CTR decline across the account, within weeks

## 19

Critical creatives flagged in Testimonial Hero alone

The fix: rotate creatives on a schedule, and brief Storysnap on the exact formats and audience gaps the data showed.

# LinkedIn's click model said \$0. Pre-deal exposure found \$3M+.

BEFORE THE DEAL IS CREATED • COUNTED

LinkedIn impressions and engagements, matched to HubSpot deals at company level

AFTER • EXCLUDED

Ads seen once the deal exists

## TIER 1

### Lightly exposed

Pre-deal impressions and engagement, below the strict click threshold.

## TIER 2

### Impression only

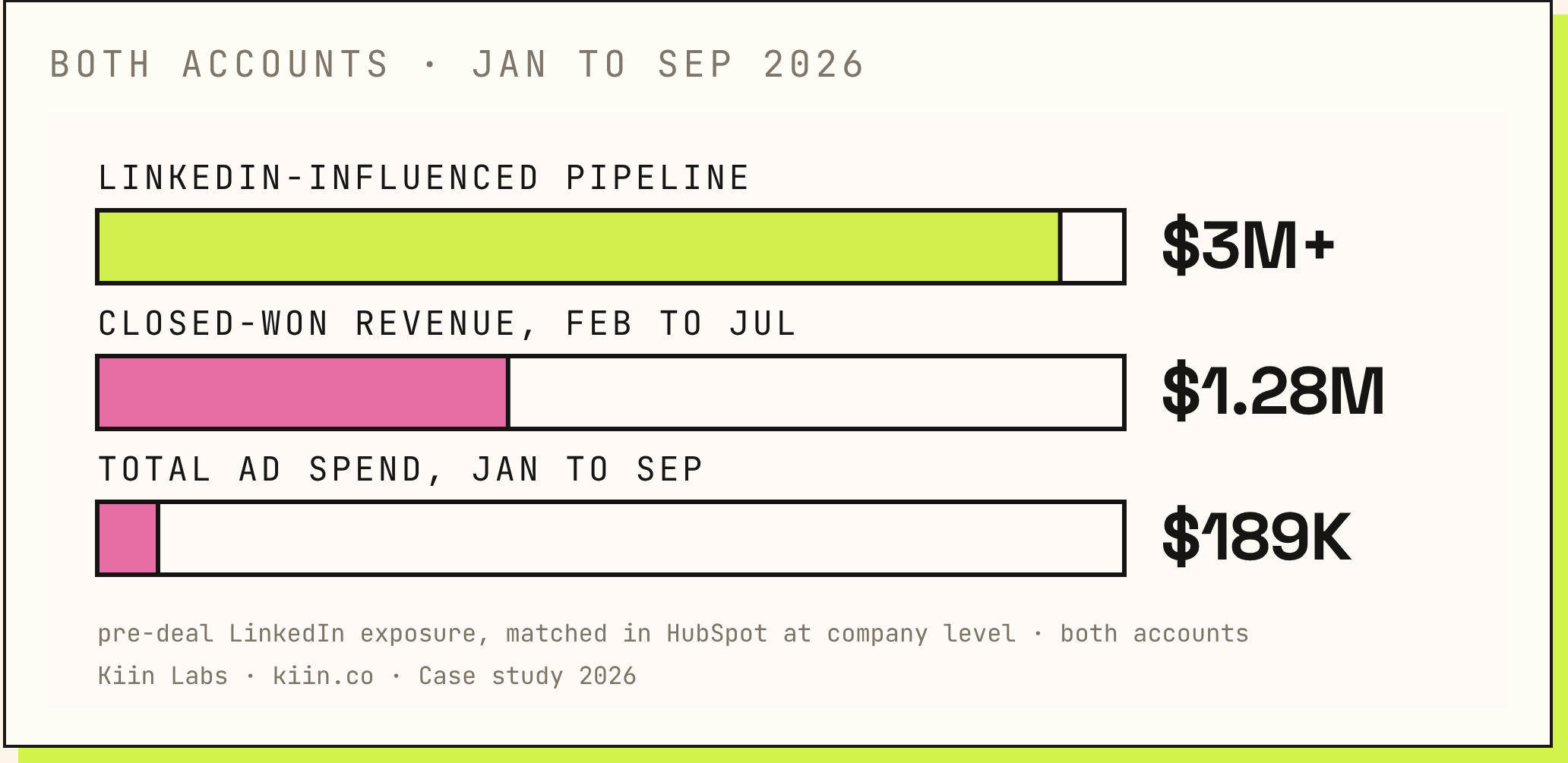
At least one LinkedIn impression before the deal was created.

## EXCLUDED

### Post-deal

Ads that ran after deal creation. Never counted as pipeline.

# 50+ closed-won deals saw Storysnap on LinkedIn before the deal existed.



**15**

Closed-won deals with a CTV touch before the deal

HOW KIIN READS IT

CTV is usually written off as awareness with no ROI. Here it shows up in the deals that closed.

# Every metric moved. The budget didn't.

| METRIC                       | JAN TO APR     | JUN TO JUL     | CHANGE      |
|------------------------------|----------------|----------------|-------------|
| InMail CPL                   | \$213 to \$300 | \$101 to \$103 | Down 66%    |
| Leads a month                | 65 to 82       | 173 to 183     | Up 124%     |
| Conversation ad open rate    | 37 to 38%      | 49 to 52%      | +12pp       |
| LinkedIn-influenced pipeline | \$0 reported   | \$3M+          | New measure |
| Closed-won revenue           | Not tracked    | \$1.28M        | Feb to Jul  |
| InMail spend                 | ~\$18K a month | ~\$18K a month | Flat        |

Every gain came from structure, targeting and messaging. None came from extra budget.

Thursday leads cost **\$149.**  
Saturday leads cost **\$301.**

CPL BY DAY OF WEEK

THURSDAY • CHEAPEST DAY



**\$149**

SATURDAY • MOST EXPENSIVE DAY



**\$301**

CPL by day of week • n = 965 leads, Jan to Sep 2026  
Kiin Labs • kiin.co • Case study 2026

**7 to 11am ET**

When lead creation peaks

HOW KIIN USES IT

Bid strategy and budget pacing, across every account  
Kiin runs.

# What this account taught us.

01

## Drop the subject line

12 points more open rate, across both accounts and every segment.

02

## Fatigue is account-wide

One creative in nine campaigns cut CTR 60 to 100%. Audit overlap.

03

## Clicks miss InMail

No clicks logged on InMail or video view. Click attribution reads \$0.

04

## CTV shows up in deals

A pre-deal touch in 15 closed-won deals, without conversion tracking.

05

## Timing moves CPL

Thursday \$149 vs Saturday \$301. Leads peak 7 to 11am ET.

ABOUT KIIN

## Pipeline, not lead volume

Full-funnel LinkedIn Ads for B2B SaaS, measured against revenue.

**KIIN LABS**

# Want this on your account?

Kiin builds full-funnel LinkedIn Ads for B2B SaaS, from video and thought leader ads to conversation ads and CTV, and measures it against pipeline.

**Book an audit • [kiin.co](https://kiin.co)**

