



Paid Media Strategies for B2B Success in 2025

A CMO'S GUIDE



closedloop.com

Table of Contents

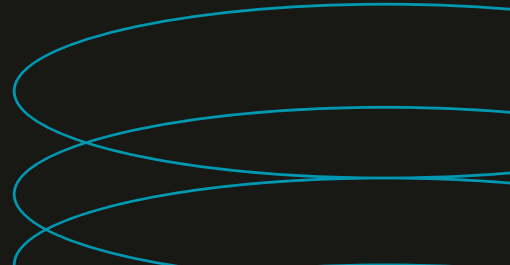
- 3 Introduction
- 4 Executive Summary
- 6 **Marketing Imperative #1:**
Become the Organization's Chief Growth Orchestrator
- 9 **Marketing Imperative #2:**
Prioritize Paid Media Data Management
- 12 **Marketing Imperative #3:**
Master Real-Time Data for Paid Media Agility
- 14 **Marketing Imperative #4:**
Make Paid Digital Advertising a Top Three Marketing Expenditure
- 17 **Marketing Imperative #5:**
Implement a Video-First Strategy
- 21 **Marketing Imperative #6:**
Use Generative AI to Improve Content Processes
- 24 **Marketing Imperative #7:**
Use Predictive AI to Jumpstart Paid Media Campaign Optimization
- 26 Closed Loop Case Study
- 28 In Summary: Stay One Step Ahead of the Competition
- 29 About Closed Loop

Introduction

B2B marketing is rapidly evolving as the proliferation of digital media channels combines with higher customer demand for a more personalized purchase experience. B2B buyers are spending more time online researching products and services. According to HockeyStack's [What Does it Take to Close a Deal](#) report, the B2B customer journey now includes more than fifty touchpoints just to get from prospect to marketing qualified lead (MQL). Potential buyers are expecting to find engaging and personalized content in every brand interaction, similar to their experiences as B2C consumers.

As a result, the role of the Chief Marketing Officer (CMO) is expanding, and now includes managing seamless omnichannel creative and media campaigns, leading multi-functional teams across the organization, and being accountable for bottom-line sales impact and results. Today's CMO is expected to be the brand champion of customer-centricity, driving strategy and growth across the entire purchase journey. But it's a tall order. A survey of Fortune 500 B2B marketing leaders last year found that almost 90 percent said their role had become "more" or "much more complex."

To thrive in this challenging new environment, CMOs must embrace a forward-looking approach in which paid digital media stands at the center of a successful B2B marketing strategy. This ebook presents seven B2B marketing imperatives for CMOs, providing a blueprint for how to maximize digital advertising success in 2025 and beyond.



Executive Summary

- CMOs are now also Chief Growth Orchestrators (CGOs), charged with creating an organizational mindset to use data-driven media strategies that demonstrate business results. To thrive in this challenging B2B environment, CMOs must demonstrate fluency in ROI-generating KPIs and champion customer centricity.
- Paid media stands at the center of B2B marketing success. Paid media is no longer just a tactic in the marketing toolkit, it's an essential driver of sustainable growth that aligns with organizational goals around the customer journey.
- First-party data strategies and privacy-first audience targeting are the competitive edge in a cookie-less and AI-driven marketing future. CMOs need to step up their use of contextual targeting, first-party data targeting, publisher data targeting and geo-targeting, as well as measurement metrics like incrementality, data clean rooms and media mix modeling.
- When customers provide more data, they expect better brand experiences. As a result, trust is integral in a data-driven world. It is vital that CMOs establish robust standards for data quality and management, including working with reliable vendors and marketing tools that handle data with integrity.
- Real-time data provides a robust stream of time-sensitive information that can be mined for more accurate insights into customer preferences. It is the key to paid media agility, enabling CMOs and their organizations to quickly pivot in response to changing customer behaviors and deliver more relevant advertising messages.

Executive Summary

(continued)

- A strong digital media plan and presence are must-haves in today's competitive B2B markets, where buyers have moved online and are seeking more B2C-like brand experiences. Paid search and social top the list of digital media tactics that are effective at every stage of the customer journey.
- A video-first strategy is essential in today's B2B markets. Emotions play a much larger role in B2B purchases, and video is proving to be the most effective media for communicating vibrant, compelling business stories to prospects and customers.
- More B2B marketers are using Generative Artificial Intelligence (GenAI) in their quest for bold and innovative advertising creative. But GenAI requires strict guardrails, particularly around regulatory and privacy concerns, and is most effective when used as a creative support tool rather than a substitute for human interaction.
- Predictive AI offers a critical advantage in paid media campaign planning and optimization, providing unparalleled insights into B2B customer behavior and preferences. AI-driven predictive tools can maximize efficiencies in many facets of paid media, including budget allocation, audience targeting and message personalization.

Marketing Imperative #1:

Become the Organization's Chief Growth Orchestrator

B2B CMOs are expected to deliver tangible business outcomes while efficiently allocating marketing dollars and coordinating a multi-functional growth engine within their larger organizations. Fitness and fluency in ROI-generating KPIs are essential to demonstrate to internal and external stakeholders that marketing is boosting the bottom line. Managing data in the pursuit of customer centricity is also crucial, and requires strong knowledge of the media landscape, as well as a deep understanding of how to influence the revenue pipeline and build long-term customer relationships. In other words, the CMO is now the Chief Growth Orchestrator (CGO).

Top 10 Marketing Metrics/KPIs

1. Marketing/Sales Pipeline
2. Revenue
3. Marketing/Sales Funnel
4. Web/Mobile Analytics
5. Customer Retention Rate
6. Content Engagement
7. Customer Acquisition Cost
8. Customer Satisfaction
9. Customer Referrals
10. Customer Lifetime Value

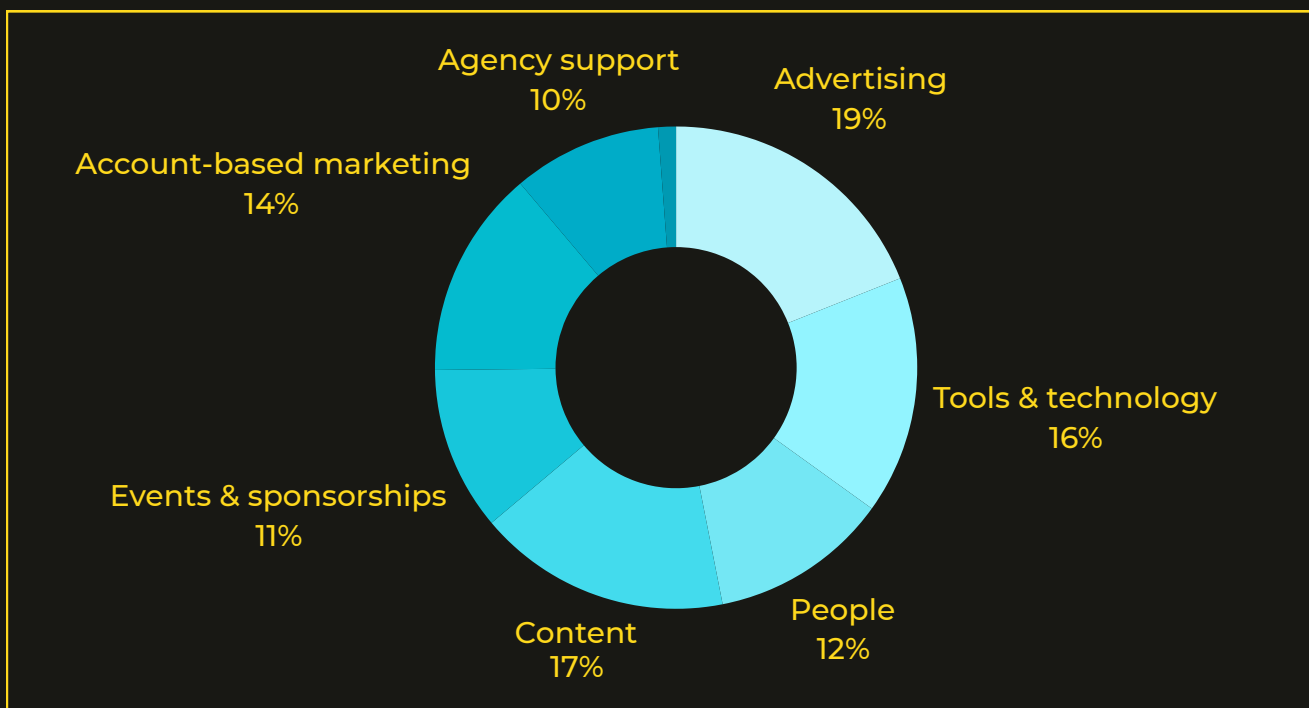
Source: Salesforce State of Marketing, Ninth Edition



At a high level, the CMO/CGO is charged with instilling an organizational mindset to use data-driven media strategies that demonstrate business outcomes. More than 80 percent of marketing leaders say they have a clear sense of their impact on revenue and pipeline, according to Salesforce's State of Marketing Report. Marketing metrics increasingly track marketing value, refine performance and drive sales (see sidebar). As a result, marketing KPIs are becoming critical inputs for more effective decision-making, and not just a report output.

Customer-centric Paid Media Journeys are the Future

Success as the organization's CGO hinges on the ability to align paid media with the organization's broader goals around the customer journey. Advertising expenditures continue to account for the largest piece of the B2B marketing budget pie (see figure below). Paid media is no longer just a tactic in the marketing toolkit, it's an essential driver of sustainable growth.



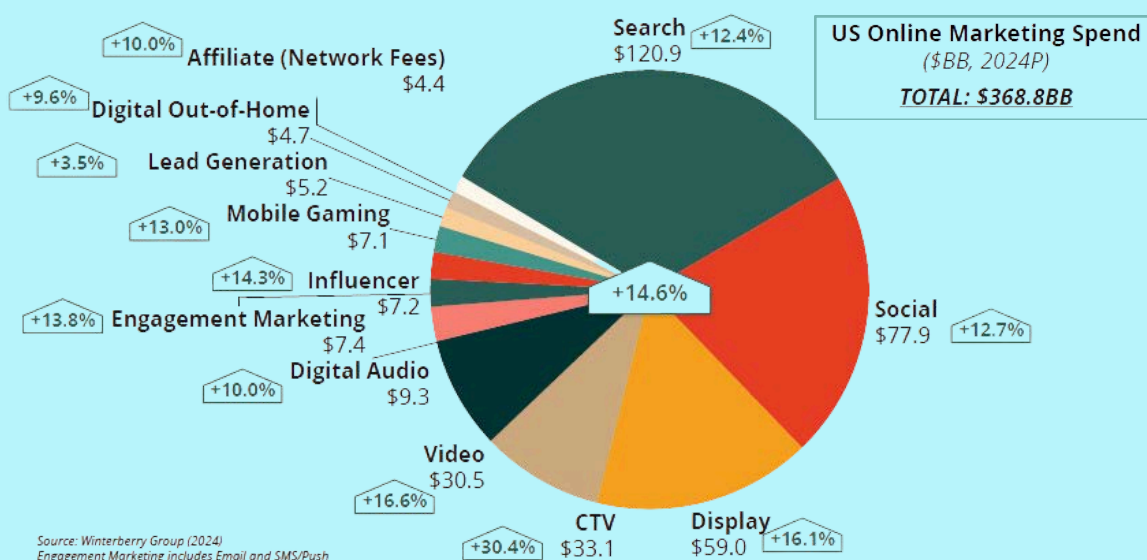
Source: Salesforce State of Marketing, Ninth Edition

Perhaps even more significantly, digital media channels, including paid search, social, display and CTV, are experiencing double-digit spending increases, far outpacing traditional advertising channels, according to Winterberry Group research (see figure below). With primary responsibility for the customer experience, CMOs are expanding digital media's role in driving growth and making the customer the focus of their paid media strategies.

What's Next for CMOs:

Building Teams for Customer-Centric, ROI-Driven Strategies

To execute these strategies, CMOs/CGOs are building cross-functional teams of strategic thinkers who can assess media campaign success from both the qualitative (i.e., customer experience) and quantitative (i.e., ROI metrics) perspectives. The goal being to develop marketing content and solutions that connect with customers and deliver on their business needs throughout their purchase journey.



Marketing Imperative #2:

Prioritize Paid Media Data Management

Precision in paid media requires strong data management, especially given today's challenging data environment. Seamless campaign execution now depends on a solid data foundation to deliver personalized buyer experiences that lead to measurable ROI. The focus for CMOs should be on all aspects of data collection, quality, governance and storage.

First-party data strategies and privacy-first audience targeting are the competitive edge in a cookie-less marketing future. Although Google halted "Cookiepocalypse," the deprecation of third-party cookies on the Chrome browser is still occurring through its new informed consent cookie model. Chrome users can make informed choices about cookie tracking that apply across their web browsing and can be adjusted at any time. According to EMARKETER, already, fewer than 20 percent of U.S. consumers always accept third-party cookies when given the choice.

Researchers also predict that nearly 90 percent of U.S. web browsers will eventually operate without cookies. As a result, CMOs need to step up their use of alternative audience targeting methods, including contextual targeting, first-party data targeting, publisher data targeting and geo-targeting, as well as measurement metrics like incrementality, data clean rooms and media mix modeling.

Google will maintain its investment in the Privacy Sandbox, and encourage advertisers to utilize its APIs for more privacy-focused data collection and analysis. In addition, Closed Loop SVP of Advertising Laurel Galloway recommends the following three actions for first-party data collection when users opt-out of third-party cookies:

1. Enable Enhanced Conversion Tracking through Google Tag Manager or custom tagging on the brand website.
2. Enable Consent Mode V2 to track conversions and other website activity in an anonymous and privacy-compliant way.
3. Enable Server-to-Server Tracking through Google's and Facebook's APIs to provide unique IDs to platform servers without the data being stored in a cookie.

Centralize Data Management to Build Customer Trust

When customers provide more data, they expect better brand experiences. Centralizing data management will build trust and create more seamless customer journeys. Trust is integral in a data-driven world, especially for organizations that operate in regulated sectors like finance and healthcare. It is vital to establish robust standards for data quality and security, including working with reliable vendors and marketing tools that handle data with the utmost integrity.

What's Next for CMOs:

Using Data Partners

To help evaluate data partners, CMOs should seek strong assurances that they are:

- 1) transparent about their data policies
- 2) properly ingesting and storing data
- 3) utilizing data without compromising its security.
- 4) SOC 2 compliant

Marketing Imperative #3:

Master Real-Time Data for Paid Media Agility

Along with putting the organization's data house in order, it is crucial for CMOs to master real-time data to use paid media as a strategic advantage. According to [Salesforce State of Marketing](#), about 40 percent of marketing leaders still don't have real-time data available for crucial tasks, and rely instead on potentially outdated insights. Even marketing teams with access to live data are slowed down by their inability to use it: more than half of marketing leaders with access to real-time data say they need the IT department's help to activate it.

Real-Time Reports in Google Analytics:

Google Analytics offers the following Real-Time Reports, allowing marketers to monitor website activity as it occurs. Use them to extract actionable, meaningful insights about user activity:

- | | |
|---------------------------|-----------------------|
| 1) Overview | 5) Events |
| 2) Locations | 6) Conversions |
| 3) Traffic Sources | 7) Shortcuts |
| 4) Content | |

Note: A user qualifies for the report if they've triggered a pageview or an event within the past 5 minutes.

But real-time data — data that is passed on to the marketing end user as soon as it is generated — provides a robust stream of time-sensitive information that can be mined for more accurate insights into customer preferences. It is the key to paid media agility, enabling marketers to quickly pivot in response to changing customer behaviors and deliver more relevant advertising messages. A Harvard Business Review survey found that 58% of business leaders achieved higher customer retention by incorporating real-time data analytics into their business strategies.

What's Next for CMOs:

Lead with Real-Time Advantage

Faster analysis of real-time data provides the added advantage of being able to customize paid media campaigns to immediate customer or prospect needs. For example, using real-time geolocation data to target a potential customer based on how close they are to a product or store. As the location changes, so will the information sent to them.

Marketing Imperative #4:

Make Paid Digital Advertising a Top Three Marketing Expenditure

B2B marketing is at a critical juncture of digital transformation. According to [Gartner research](#), 72 percent of B2B marketing budgets are now being allocated to digital channels. In addition, Gartner predicts that 80 percent of B2B sales interactions will take place through digital channels by 2025.

A strong digital media plan and presence are must-haves in today's competitive B2B markets, where buyers have clearly moved online and are seeking more B2C-like brand experiences. B2B marketers now use an average of nine different channels in an omnichannel approach across the customer journey, according to Salesforce. The effort to meet prospects and customers where they are online can drive higher engagement rates, clickthroughs and conversions, and lead to granular insights that can boost message personalization and relevance.

Media mix modeling (MMM) can help B2B marketers optimize paid media allocation decisions and measure campaign contribution to business goals. In general, successful MMM should include a diverse media mix with four to five channels and a minimum spend of \$50k/month per channel. Total annual spend should range from \$2 million to \$3 million, although higher spending can offer better results. Lastly, spending should vary across months and seasons



The Growing Role of Paid Search and Social in Ad Budgets

Paid search and social top the list of digital media tactics that are effective at every stage of the marketing funnel. The key to success is aligning campaigns with funnel-specific goals with distinct KPIs and metrics. What works at the top of the funnel won't work at the bottom of the funnel:

1. Top of the funnel: Target a broad audience to create awareness through channels such as the Google Display Network, which offers varying content options and benchmarks. Metrics can include impressions, CPMs, CTRs and engagement.

2. Middle of the funnel: Grow interest from prospects who already know the brand with a variety of tactics, including display ads and search/dynamic search ads. KPIs such as increasing engagement, driving consideration and nurturing leads can be measured by CTR, bounce rates and conversions (i.e., demos and appointments).

3. Bottom of the funnel: Drive actions such as form fills, phone calls, purchases and RFQs. Includes search campaigns through search campaigns with high intent keywords and display remarketing that targets users that previously engaged with mid-funnel campaigns. Useful metrics include conversion rates, CPAs, ROAS, AOV and cart abandonment rates.

New advertising formats and the popularity of LinkedIn are fueling the rapid growth of B2B paid social campaigns. Nearly half of B2B marketers surveyed by [TopRank Marketing](#) and [Ascend2](#) say that social media is making the highest contribution to the success of their marketing programs. And according to [Anteriad](#), almost three-quarters of B2B buyers also say they now use social media for research and decision-making.

Paid search advertising expenditures were forecast to climb 12 percent to \$121 billion in 2024, while paid social spending was set to rise 13 percent, according to Winterberry Group research.

LinkedIn is the dominant platform for B2B social media advertising, although Facebook, YouTube and Instagram are all delivering value to digital marketers. LinkedIn launched connected TV (CTV) advertising on its network in spring 2024, enabling marketers to incorporate CTV platforms such as Paramount, Roku and Samsung Ads, into their B2B campaigns. The company also offers LinkedIn Premiere, a managed service provided in partnership with NBCUniversal. A Demandbase study found that 90 percent of B2B marketers using CTV said it was effective for reaching customers.

What's Next for CMOs:

Leveraging Influencers, UGC & Video Trends

Partnering with B2B influencers or sourcing user-generated content (UGC) is a highly effective way to fill the ad content pipeline in many markets. Short-form videos are also taking center stage in B2B social media strategies: a March 2024 LinkedIn survey found that short-form videos produced the highest ROI for B2B marketers, followed by testimonials/case studies and product/service demos. Advertisers on the bleeding edge of social media are finding that long-form and educational videos are working well on YouTube.

Marketing Imperative #5:

Implement a Video-First Strategy

B2B decision-making used to rely on number crunching and lengthy procurement processes. Today, storytelling has become integral to B2B marketing success, with video proving to be the most effective media for communicating vibrant, compelling business stories to potential customers. Emotions play a much larger role in B2B purchases, and compared to other media

formats, video evokes the strongest emotions and is a powerful way to sway viewer sentiment, according to [LinkedIn's B2B Institute](#).

Nearly half of B2B buyers surveyed want to learn about a company's product or service by watching a short video — far more than buyers who say they want to read an e-book, product manual, infographic or receive a sales call, according to Wyzowl's 2024 Video Marketing Statistics Report.

Always test video creative, including changes to video length, ad copy, offer, footage type or CTA. And remember to adjust one variable at a time for more meaningful insights.



Whether relaying a brand's origin, describing a corporate mission and values, or showcasing key product features and benefits, video is easy to consume and share across digital channels and advertising campaigns. "B2B marketers typically promote complex products or solutions that are difficult to convey with static ads," explains Jeremy Olson, SVP of Creative Strategy at Closed Loop. "As a result, video ads tend to be more captivating — and they also help the target audience unpack the brand's value proposition."

Marketing organizations that have not already adopted a video-first strategy, are well behind the competitive curve. The [2024 Video Marketing Statistics Report](#) also found that 88 percent of B2B marketers surveyed consider video to be an important part of their strategy, and plan to maintain or increase their video spending next year.

ON THE BLEEDING EDGE OF VIDEO MARKETING

B2B brands on the bleeding edge of video are redefining how they approach advertising. These brands understand that motion is critical to engagement. They commit to a video-first model that is always on.

To achieve this within a reasonable budget, winning brands invest in multiple tiers and types of video content that align with their media mix:

- Tier One: Full-scale productions shot on location with a full cast and crew.
- Tier Two: In studio shot on set with limited cast and crew.
- Tier Two: On the road with a single camera and "run and gun" filming.
- Tier Four: Motion Graphics with 3D effects and animation
- Tier Five: Micro-video using simple film editing with supers and v/o.

Video Supports a Full-Funnel Approach

From expanding brand awareness to generating qualified leads, a video-first marketing strategy enables brands to engage B2B buyers at every step of their buying process and drive meaningful results at each stage of the marketing funnel.

Top of the funnel: At any given moment, only a small fraction of the target audience is ready to buy. In fact, according to the 95/5 rule, just 5 percent of potential buyers are “in-market,” meaning too many digital advertising dollars are being wasted on too few prospects. Longer-form videos, including testimonials, brand videos and edutainment, work very effectively to build brand awareness, and create relevant category entry points for the other 95 percent of the target audience.

Mid-funnel: More than 90 percent of B2B buyers now believe video is essential for building trust in a brand, according to Ascend2 research. Shorter videos, including micro-videos under 15 seconds, are ideal for achieving brand consideration objectives such as building website traffic or generating leads through paid campaigns on LinkedIn and Meta social networks.

Lower funnel: Video advertising can drive buying decisions thanks to its ability to convey information efficiently, and its appeal to busy B2B buyers who are always processing high volumes of data. When creating video content to generate leads and conversions, don't stop with a single ad. Instead, experiment with different versions and iterate on top-performing ads.

Rising Demand Spurs New Paid Ad Options

In response to growing user demand for video, [LinkedIn](#) expanded its video advertising options and enhanced automated campaigns in October 2024. The new ad options include “Thought Leader Ads,” “Sneak-Peak” videos of live broadcasts, and broader access to in-stream video ads. The goal is to provide LinkedIn advertisers with better targeting capabilities and more efficient ways to create and optimize campaigns. The anticipated results will be improved ad performance and audience engagement.

Google is also rolling out [streamlined video experiments](#) for advertisers to simplify A/B testing, and enable faster, data-driven optimizations of creative elements to improve video campaign performance and return on investment (ROI). Key features of the new experiments include quick setup, automatic duplication from the control campaign and flexible confidence intervals to get directional results in days.

What's Next for CMOs:

Lead with Video Innovation

To stay competitive, CMOs need to do more than just use video—they should make it central to their marketing. AI-driven personalization helps brands create videos that connect with individual buyers. LinkedIn and YouTube continue expanding video ad options and Google's video experiments make it easier to refine campaigns. Whether for storytelling, customer trust, or driving conversions, video remains one of the strongest ways to reach B2B buyers. With interactive video, AR ads, and shoppable content gaining traction, CMOs can lead with more engaging and forward-thinking strategies.

Marketing Imperative #6:

Use Generative AI to Improve Content Processes

Quality creative is the definitive asset to stand out in today's complex and crowded B2B marketplaces. In fact, 90 percent of B2B marketers say they are pushing for more innovative, bold campaigns to bolster brand perception and improve customer engagement, according to LinkedIn's B2B Institute.

As a result, the use of Generative Artificial Intelligence (GenAI) in a wide range of B2B marketing activities continues to rise exponentially. Winterberry Group found that nearly two thirds of marketers surveyed are currently leveraging Generative AI to support creative development.

GenAI tools such as ChatGPT, Gemini and Microsoft Pilot are influencing content ideation, personalization and design, and jumpstarting creative processes around copywriting and keywords. GenAI can create efficiencies and support creative brainstorming by drawing insights from historical content and trend data to generate suggestions. B2B account managers use GenAI to generate negative keyword lists and targeting options to tap into new audiences. ChatGPT can also help structure campaigns, write code and compose complex spreadsheet formulas.



Creators Use AI tools INDIRECTLY as Part of Their Workflows

GenAI tools can be applied indirectly to creative tasks such as writing, storyboarding, graphic design, and voiceover. Closed Loop creators turned the sketch on the left into a photo-real key frame for a client's TV commercial.



The technology continues to evolve, and is clearly a valuable tool that all B2B marketing creatives should understand and take advantage of when needed. But GenAI should not replace human creativity, which is needed to ensure message authenticity, as well as validate tool outputs. GenAI is only as powerful as the information it is fed and prompts may take a few iterations to get right. Prompts should include details such as landing page links, company or brand names, industry, audience characteristics (i.e., job titles, company size, and demographics) and brand voice.

| Task | Tool |
|---|--|
| Ad copy creation | Claude AI, Copilot |
| Add products to stock images | Adobe Firefly |
| Add video overlays | Canva |
| Brainstorming | Copilot |
| Color corrections | Colourlab |
| Color corrections, upscaling image resolution | Adobe Premier Pro |
| Edit photos | Adobe Photoshop |
| Extend/fill background | Adobe Firefly |
| Remove a background | Remove.bg |
| Script revisions | Copilot |
| Separate voiceover from music | Lalalai |
| Shot lists | Midjourney |
| Storyboarding | Dall-E 2, Midjourney, Stable Diffusion |

Source: Closed Loop, Inc.

What's Next for CMOs:

Implementing Guardrails for AI

GenAI needs clear guardrails, especially for privacy and regulatory concerns. Only 30% of marketing executives surveyed by IBM say their organizations are ready to use it responsibly. AI-generated errors, or "hallucinations," can damage trust when they produce inaccurate or misleading results—often due to biased data or flawed assumptions. GenAI works best as a creative aid, not a replacement for human interaction. As it becomes more integrated into B2B marketing, strong governance and strategy are crucial to protecting brand integrity, campaign effectiveness, and customer data.

Marketing Imperative #7:

Use Predictive AI to Jumpstart Paid Media Campaign Optimization

Predictive AI is providing data-driven CMOs with a critical advantage in their paid media campaign planning and optimization, offering unparalleled insights into B2B customer behavior and preferences. The technology is built on sophisticated machine-learning algorithms, ranging from decision trees and random forests to neural networks. AI-driven predictive analytics process large datasets, and identify patterns and trends that humans cannot detect. The AI tools can then automatically adjust advertising budgets, target audience segments and tailor messaging to optimize results.

The market is growing fast, as evidenced by Google's introduction of Smart Bidding and Performance Max features, which combine AI technologies with machine-learning algorithms across bidding, budget optimization, audiences, creatives and attribution. Marketers feed the tools their specific advertising objectives, such as a CPA or ROAS target, as well as creative assets, audience signals, and optional data feeds.



Here are just some of the benefits of using predictive AI to guide B2B paid media strategies:

Seamless channel integration: Predictive AI helps unify marketing across channels by analyzing data from social media, paid search, email, and more. This creates a clear picture of customer interactions, allowing for consistent and personalized messaging.

Real-time campaign adjustments: AI tracks user engagement and adapts ads and website elements to match individual preferences. By analyzing browsing history and purchase behavior, it suggests relevant products, increasing conversions and customer loyalty.

Refined customer segmentation: Unlike traditional broad categories, AI-driven analytics identify more precise customer segments based on subtle behavioral patterns, enabling highly targeted marketing.

Smarter personalization: AI processes vast amounts of data—demographics, preferences, and brand interactions—to recommend tailored content, products, and communication channels, creating a personalized customer experience.

More accurate lead scoring: Instead of relying on static criteria, predictive AI evaluates website activity, email engagement, and social interactions to assign dynamic lead scores. By identifying patterns linked to high-converting leads, marketers can focus campaigns on the most promising audiences.

What's Next for CMOs:

Leading With Precision & Scale

Use predictive AI to fine-tune campaigns with precision and scale. By analyzing data across channels, it ensures consistent, personalized customer experiences while revealing insights for smarter decision-making. CMOs can refine segmentation, identify high-value leads, and allocate resources more effectively, maximizing impact and efficiency.

Closed Loop Case Study:

LinkedIn's Accelerate AI Supercharges Lead Generation for Calendly

BACKGROUND

Calendly, the go-to scheduling software for businesses, faced a familiar challenge to B2B SaaS marketers — optimizing lead generation for its sales-led product stream. The original strategy involved manually targeting decision-makers across sales, marketing and customer support on LinkedIn.

But even with solid lead quality, the cost per lead (CPL) stayed high, and results fluctuated weekly. Aiming for efficiency, the team hypothesized there were opportunities to reach additional relevant audiences.

GOALS

Calendly's mission was clear -- drive consistent lead quality while streamlining the lead generation process to be more efficient and cost-effective.



Closed Loop built its strategy around three key pillars:

- 1. Manual to AI transition:** Closed Loop fed the AI detailed summaries of Calendly's content offers -- everything from whitepapers to product descriptions. The AI then analyzed this content to automatically generate target audiences, replacing the manual targeting process.
- 2. Comparison testing:** The Closed Loop team rigorously compared the performance of AI-generated audiences against those created manually. They tested broad targeting for Calendly as a whole and more precise targeting for specific content offers, not just trusting the AI, but challenging it to outperform.
- 3. Continuous optimization:** As the tests progressed, the strategy evolved. The AI took on a greater role in audience creation while Closed Loop honed the strategy and managed the AI's output. They discovered that while the AI excelled at targeting, its creative output needed human refinement. As result, the team focused its energy on targeting.

RESULTS

The LinkedIn's Accelerate AI yielded the following standout outcomes:

- ⇒ **3x increase in lead form completion**
- ⇒ **66 percent decrease in CPL**

Contrary to initial concerns, the quality of leads generated by the AI was also on par with those from manual efforts, if not better. The leads were highly engaged, as shown by the boost in lead form completions. Week after week, the AI-driven audiences delivered consistent, stable results with a tighter CPL range compared to the rollercoaster of manual targeting.

With AI handling the heavy lifting of audience targeting, Calendly and Closed Loop zeroed in on strategic planning and optimization. The success of LinkedIn's Accelerate AI beta program with Calendly proves what's possible with cutting-edge technology and expert human oversight. Together, AI and human expertise can deliver extraordinary results.

In Summary:

Stay One Step Ahead of the Competition

Ownership of the B2B customer experience now sits squarely in the hands of the CMO and marketing organization. In fact, there is nothing that marketing doesn't touch: from collecting, managing and safeguarding customer data to overseeing marketing and media strategy and execution to demonstrating the bottom-line impact of marketing campaigns.

Forward-looking B2B organizations are making the customer the center of their marketing strategies, developing paid media campaigns and content that truly connect with them and deliver on their business needs throughout the journey. In 2025, B2B marketers will need to strike a balance between using sophisticated technologies, such as generative and predictive AI, and implementing authentic, human-centered marketing to build customer trust.





About Closed Loop

Closed Loop helps B2B marketing leaders stay beyond the bleeding edge of digital advertising with impactful insight and strategies alongside solutions for today and tomorrow. Our seasoned experts empower leading brands like Calendly, Calm, Clover, and Rakuten with full-funnel paid media and creative production to drive unmatched results.

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