

MMX Reveals the Hidden Power of LinkedIn Ads in Agent.ai's Q1 & Q2 Success

CASE STUDY



Agent.ai, an AI-powered platform that helps businesses automate customer interactions, entered 2025 with ambitious goals focused on deep user engagement. In Q1 2025, Agent.ai grew its base to over **1 million new sign-ups**, primarily via Google Ads, but faced a lingering question



Are our marketing dollars—especially LinkedIn's—actually moving users forward into high-value, long-term adoption? Should we be spending even more on LinkedIn?

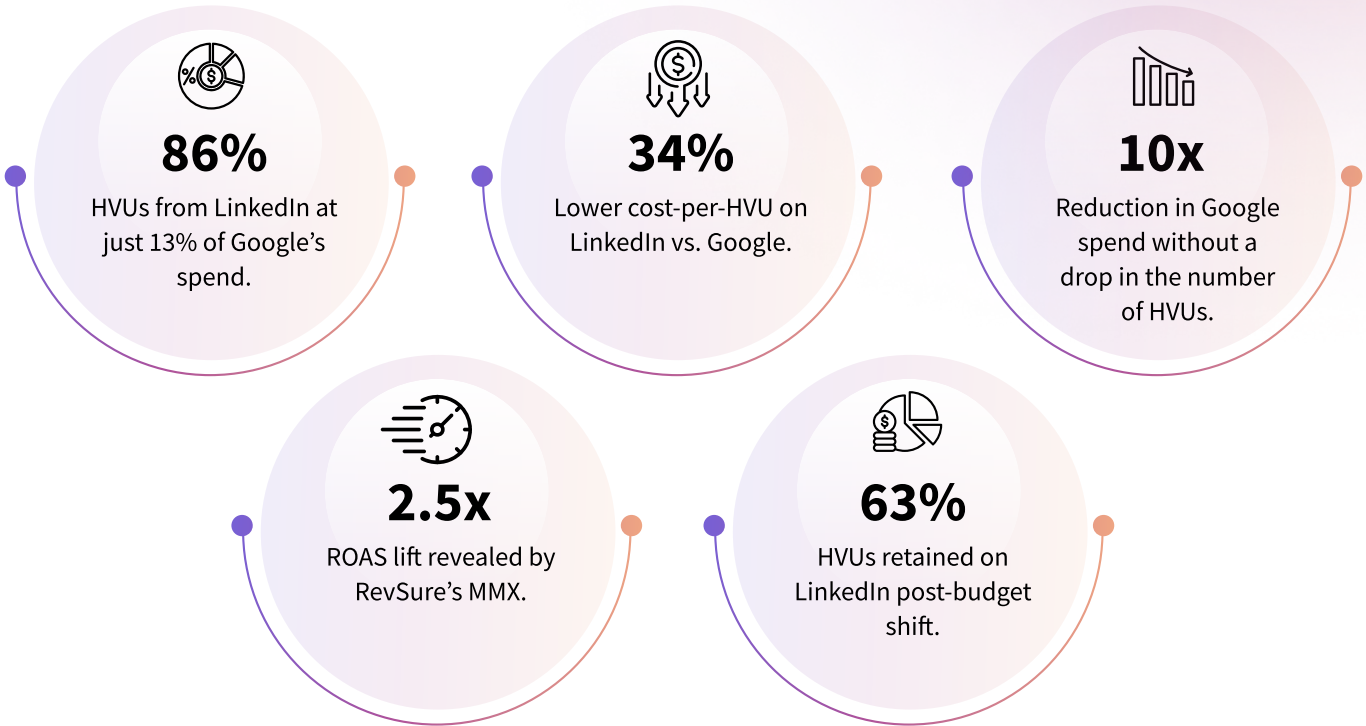
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General Manager



Fast-forward to **Q2 2025**: within the first 24 days of the quarter, Agent.ai observed a significant acceleration—not in raw sign-ups, but in the **activation of long-term, multi-agent users** from the existing pool of members.

Agent.AI Wins With RevSure

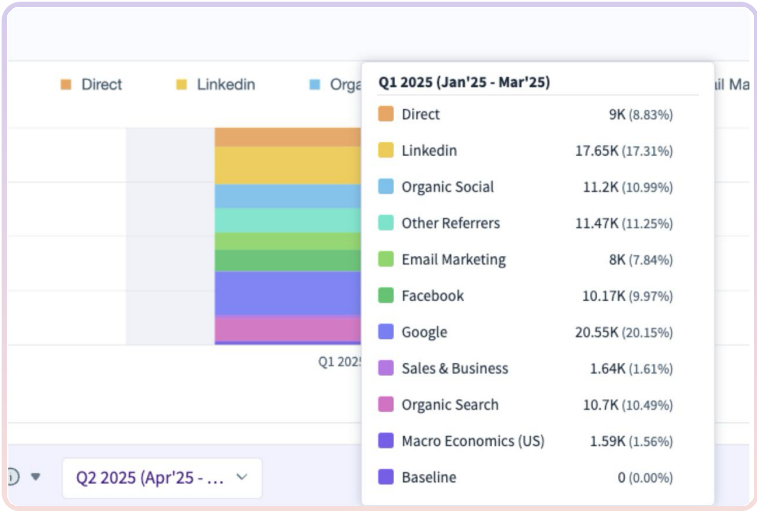
Scaled High-value User (HVV) acquisition with smarter channel mix.



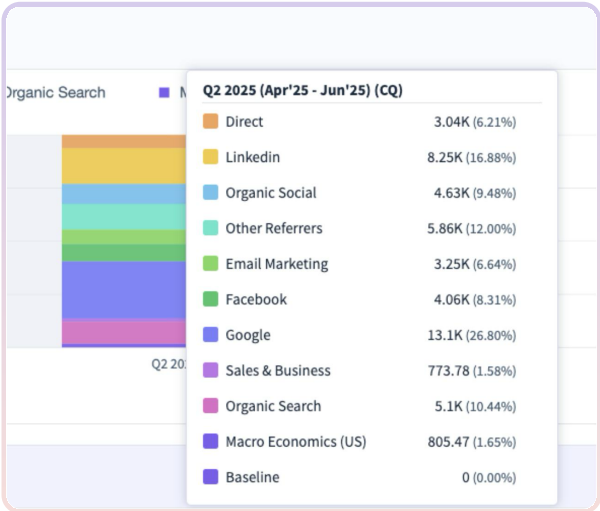
Google ad spend had been significantly optimized and reduced by a factor of **10:1** in Q2 compared to Q1, while **LinkedIn ad spend** remained steady. The outcome was clear: LinkedIn, despite a much smaller budget historically, was now contributing nearly at the same level as Google to the core objective—**creating high-value, engaged users**.

Let's explore that. Thanks to **RevSure's Marketing Mix Modeling (MMX)**, LinkedIn's assistive power in user maturation—previously hidden under simple last-click reporting—became undeniable.

Q1 2025



Q2 QTD



Goals

Agent.ai defined clear Q2 objectives:

Advance More Members Into Long-Term High-Value User Stages

(users operating multiple AI agents, consistently engaging with the platform).

Maintain And Allocate Spend

toward the channels actually driving meaningful user maturation, not vanity metrics like sign-up volume.

Performance Snapshot: Q1 Vs Q2

Q1 2025 (Jan 1 – Mar 31)

Metric	Google	LinkedIn	% of Google (Google = 100%)
Spend	100%	12.74% of Google	
High-Value Users (HVV)	20,550	17,650	85.89%
Cost / HVV	100%	14.84%	
Spend per Day (90 days)	100%	12.74%	
HVV per Day (90 days)	228.3	196.1	85.89% HVV for < 13% of spend

Key Q1 Insight

LinkedIn achieved **nearly 86%** of Google's high-value user volume while operating at **just 13%** of the spend.

Q2 2025 To Date (April 1 – April 24)

Metric	Google	LinkedIn	% of Google (Google = 100%)
Spend to Date	100%	41.65% of Google	
HVUs to Date	13,100	8,250	62.98%
Cost / HVV	100%	66.13%	
Spend per Day (24 days)	100%	41.65%	
HVV per Day (24 days)	545.8	343.8	62.98%

Key Q2 Insight (Day 24)

With spend ratios closer together (~2.5:1), LinkedIn maintained a remarkably strong contribution—delivering **63%** of Google's HVUs at **just 42%** of the spend.

How RevSure MMX Illuminated The Full Picture

About RevSure's MMX Methodology

RevSure's Marketing Mix Modeling (MMX) measures the group-level incremental contribution of each marketing channel to long-term outcomes like multi-agent adoption. Instead of relying on single or multi-click attribution, MMX evaluates how much lift each channel provides relative to a natural baseline—and normalizes contributions to ensure they sum to 100% of observed results.

LinkedIn contributed nearly as many High-Value Users (HVUs) as Google in Q1, despite receiving only about **13%** of the budget.



In **Q2 to date**, with Google's spend cut by approximately **75%**, HVU volume increased—**strongly supported** by LinkedIn's steady contribution.

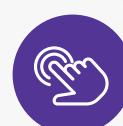


LinkedIn's efficiency in generating HVUs remained strong across both quarters, with LinkedIn achieving a **lower cost per HVU** than Google in both Q1 and Q2.



85% lower for Q1 | **34%** lower Q2

MMX modeling confirmed that LinkedIn's impact on long-term user activation was significant, even though traditional single or multi-click attribution underreported it.



About RevSure.ai

RevSure transforms B2B GTM execution with **Full Funnel Agentic AI**, an enterprise-grade solution that unifies data, workflows, and intelligence across the funnel. It eliminates silos, streamlines workflows, and deploys AI agents to maximize marketing, accelerate pipeline, and drive revenue predictability. Beyond insights, RevSure delivers a true System of Action with automated next-best recommendations, helping GTM teams execute where it matters most. **Customers see up to 50% uplift in pipeline ROI and 20% improvement in conversions.**

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