How We Drove 119% of Quarterly Healthcare Leads for an AI and Automation Tool [NDA] via LinkedIn

LinkedIn   Software Development

In accordance with a non-disclosure agreement, we are unable to reveal the client's name or brand. However, the results speak for themselves.

Software company [NDA] is an AI-powered automation tool that helps users complete repetitive tasks like form filling, data entry, and messaging faster. It works as a browser extension and connects with apps like Salesforce, HubSpot, Gmail, LinkedIn, and Google Sheets. Users can create automations by recording actions, using a visual builder, or simply describing tasks in plain English.

The client uses "Agentic AI" to make smart decisions and improve over time. It also offers human-assisted automations for better control and accuracy. The tool is especially useful for teams in customer support, healthcare, sales, and recruiting.

Challenge

Client's primary goal for Q1 2025 was to increase the number of Healthcare leads across all traffic sources, as they shifted their business focus toward Healthcare clients.

The complexity and unique challenge lay in the fact that the product's target audience was not medical staff, but rather individuals responsible for Revenue Cycle Management and Billing within clinics and practices across the United States.

Solution
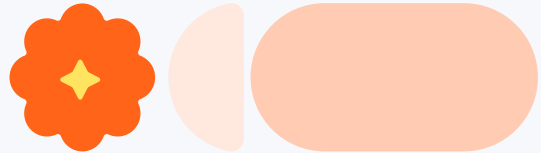
To achieve the Q1 2025 goal, we began by analyzing historical performance data across all paid channels. LinkedIn turned out to be the most effective platform for MQL generation, accounting for over 90% of total MQLs from PPC campaigns. Based on these insights, we decided to prioritize LinkedIn as our primary lead generation channel.

The platform offered several key advantages:

- Flexible targeting options
- Direct access to C-level decision-makers
- High-quality leads
- A wide range of effective lead generation formats

As part of the strategy development, we structured lead generation efforts into two key streams:

- **Top of Funnel (TOFU):** leads captured through lead magnets, requiring further nurturing by the sales team.
- **Middle of Funnel (MOFU):** leads who immediately booked demo calls, showing higher intent and converting more easily into deals.

To drive lead generation, we launched a mix of campaign types tailored to each audience segment:

- Message Ads targeting specific job titles
- Sponsored Content (single image and video formats) using job title targeting and ABM customer lists
- Document Ads focused on relevant decision-makers

For targeting, we focused on **C-level audiences and key decision-makers** in Revenue Cycle Management and Billing, such as CEOs, Directors of Revenue Cycle, Chief Financial Officers, and RCM Directors.

Alongside campaign setup, we worked intensively on audience optimization. We tested various lead magnets, aligning them closely with audience needs, and conducted a deep CRM data analysis to refine targeting even further.

This analysis helped identify which job titles and company sizes were more likely to convert into MQLs, and also revealed which job titles had the highest conversion rates.

These insights clarified our ideal customer profile and provided a clear strategy for how to effectively approach and target this audience, proving crucial for improving campaign efficiency.

**Due to this thorough analysis, we uncovered several key insights:**

1. **It is critical to analyze data in detail and adjust campaign settings accordingly.** During the execution of the strategy, we discovered that many MQLs came from job titles we had previously considered non-priority. For example, "Billing Manager" turned out to be a strong source of leads, while roles like "CEO" and "Owner" showed very low conversion rates into leads and MQLs.

2. **Lead Gen Form campaigns on LinkedIn proved to be more effective,** generating a higher volume of leads and MQLs at a lower cost compared to Website Traffic campaigns. For the client, we primarily tested Lead Gen campaigns, with a few tests on Website Traffic campaigns. The results clearly showed that the majority of leads and MQLs came from Lead Gen Form campaigns.

Results
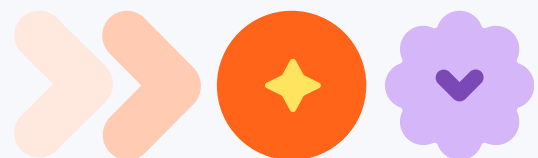
We achieved **119% of the quarterly lead generation target** and, more importantly, identified a more reliable source of leads for future growth. While we actively worked on MOFU campaigns (regularly updating offers, refreshing lead magnets, and refining audience targeting), TOFU campaigns ultimately proved to be more effective.

- Overall, TOFU campaigns **generated 6.6 times more leads** and **9 times more MQLs** compared to MOFU campaigns.

- The conversion rate from lead to MQL **was 43.3% for TOFU and 31% for MOFU.**

This outcome not only helped us surpass immediate lead targets but also laid a strong foundation for scaling client's Healthcare user acquisition efforts in future quarters, with a clearer understanding of which audiences and campaign types deliver the highest quality results.

TOFU vs. MOFU volume comparison by platforms

Legend: TOFU Leads, TOFU MQLs, MOFU Leads, MOFU MQLs

Categories: Google Ads, Meta Ads, LinkedIn Ads