# How We Turned LinkedIn into a Revenue Channel for mdeg with 730% ROAS

`LinkedIn`  `MedTech`

**mdeg** is a Certified Cloud & Connectivity Solutions provider for medical and devices and Healthcare AI. The company helps startups and SMBs build, deploy, and maintain secure infrastructure for connected medical devices—from the first prototype to a global launch.

## Challenge

At the start, the client already had a steady stream of inbound LinkedIn leads, but the core pain point was simple:

> "We get a lot of leads—but most of them don't convert into demos or revenue."

So the issue wasn't top-of-funnel volume. It was **quality and funnel progression:** leads were coming in, but they weren't turning into opportunities and meetings.

## Solution

### 1) Rebuilt lead gen campaigns around product value

We launched **Single Image Ads** and **Video Ads** in LinkedIn Lead Gen, focusing on a clear offer and strong product specificity:

- Real-time, encrypted data transmission for medical devices
- Compliance: ISO 13485, ISO 27001, HIPAA, GDPR
- Instant Connectivity: mdeg ConnectBox
- A simple next step: leave contact details and start the conversation

**Why this mattered:** In complex B2B / regulated industries, "generic" messaging often brings cheap but weak leads. We intentionally made the message more specific and "heavier" to filter the audience through value—not vague promises.

## 2) Tested different ads inside every campaign

In each campaign, we tested **4–5 ads simultaneously** to:

- compare different "value → USP → wording" combinations
- understand what drives demos
- capture insights and build the next hypotheses based on data

## 3) Reworked creatives and identified what truly drives demos. We tested multiple creative directions and got a clear takeaway:

**Converts into demos better:**

- banners and videos featuring **real medical devices**
- visuals showing **documents / lead magnet pages**

**Converts worse:**

- creatives with people, abstract charts, small icons

This insight is especially relevant in medical/diagnostics: **specificity (hardware/ documents/compliance)** builds trust faster than "generic marketing visuals."

## 4) Tested lead magnets as a "warm-up + remarketing" system

We launched lead magnets based on case studies, interviews and checklists that worked in two ways at once:

**As remarketing:**
We saw that people who had already submitted a lead form were also downloading materials—helping warm them up and increasing engagement, which improved the chance of reaching a demo.

**As awareness for future demand:**
Some leads explicitly said they "don't have a product yet," but they remembered mdeg and were open to coming back later—meaning the brand was being anchored in a niche with a long sales cycle.

**Additional note:** Our team redesigned the lead magnets based on Word documents (interviews and articles) provided by the client. We turned raw material into a polished asset people could confidently download and share internally.

## 5) Optimized lead forms to increase completion rates

We didn't treat the form as "just a form":

- wrote custom form copy for each campaign to logically guide users to completion
- aligned the form text with the exact value proposition from the ad to avoid expectation mismatch

## 6) Updated the website to help leads understand the product faster

In parallel, our team updated the mdeg's website (https://www.mdeg-digital.com) so that someone who clicked or saw an ad could quickly:

- understand who mdeg is and who it's for
- see trust markers (compliance, certifications, regulated-industry context)
- clearly understand the next step

## 7) GEO & audience optimization: test → filter → scale what works

To find the best-performing GEO and audience setup, we:

- **Built an initial GEO shortlist** based on the client's priorities, our experience, and industry benchmarks.
- **Set MedTech-focused targeting as the core audience** to keep relevance high from day one.
- **Refined targeting for ICP fit:**
  - Excluded l**arge enterprises,** since the client prioritizes **medical startups and SMBs** over tech giants.
  - Removed **Entry-Level seniorities** (Entry, Training, Unpaid), as these roles rarely influence vendor selection and are typically not part of the decision-making group.
- **Tested and validated performance,** then reviewed results by **GEO and Job Title. Kept only the segments driving conversions/demos** and paused everything else to concentrate the budget on what consistently works.

## Why it worked

We didn't "inflate lead volume." We built a system where:

- the ad message itself filters and attracts the right segment
- creatives build trust through specificity (devices/documents/compliance)
- lead magnets warm up prospects and help them reach a demo
- targeting excludes obviously irrelevant layers of the audience
- the form and website don't break the funnel at the last step

## Results

- **Higher lead quality:** leads became more relevant and better matched to the ideal customer profile.

- **More Book a Demo conversions:** leads started moving to the next step instead of "getting stuck" at the form stage.
- **Revenue impact:** the client closed multiple deals from LinkedIn-generated leads.

## Key outcome

**ROAS 730%** - some demos converted into profitable deals that paid back LinkedIn ad spend multiple times over. In other words, LinkedIn stopped being a source of "just leads" and became a channel that generates **measurable revenue.**