



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.

The image displays three lead magnet cards for BIOS Medical's HIPbeacon project, designed by mdeg. Each card features the mdeg logo and the text 'mdeg we do medtech!'.

- Card 1: Overview**
 - Title: How we connected BIOS Medical's HIPbeacon to the cloud (7 min reading)
 - Image: BIOS logo with a cloud icon and a padlock.
 - Key metrics: Project duration 3 months, Product mdeg Starter-Kit.
 - Text: BIOS Medical, a med-tech start-up based in the Swiss Alps, on a mission to make orthopedic implants smart by developing implanted BIOSensors to restore life after injury. They partnered with mdeg to accelerate their development process and overcome critical challenges in bringing their innovative solutions to life.
 - Page number: 1
- Card 2: Challenge**
 - Title: A Fast Track to a Certified Cloud
 - Text: When BIOS Medical approached us, they were working on something truly groundbreaking: the world's first implantable sensor to monitor hip mobility. But building a device like that isn't just about the hardware — it's about the entire digital ecosystem behind it. They needed a cloud solution that was secure, medical-grade, fast to deploy, and flexible enough to evolve with their product.
 - Text: From day one, we understood that BIOS didn't want to reinvent the wheel. Our Starter-Kit offered them exactly what they were looking for: a ready-made, compliant cloud environment they could integrate and test within weeks — not months.
 - Text: Within just 3 months, they had a fully functional MVP in their hands. Not just a mock-up or simulation — a working system they could show to investors, doctors, and partners with confidence.
 - Text: Partnership Built on Trust and Proximity
 - Text: Our collaboration began in person, at Swiss MedTech Day in Bern — and from the very first conversation, it was clear that BIOS valued working with a team that was approachable, transparent, and close by (we're based in Germany and Switzerland). That proximity meant faster feedback loops, less friction, and smoother decision-making.
 - Image: Anatomical diagram of a hip joint.
 - Text: BIOS required a medtech cloud solution for their HIP Beacon device - the world's first implanted hip mobility sensor - combining a sensor, app & cloud platform.
 - Page number: 2
- Card 3: To the Cloud & Beyond**
 - Title: To the Cloud & Beyond with mdeg
 - Image: Portrait of Dr. Markus Windolf.
 - Text: Dr. Markus Windolf, CEO | Founder, BIOS Medical.
 - Text: Mdeg's Starter Kit surpassed our needs, providing innovative features that elevated our project to the next level.
 - Text: Our work with BIOS is ongoing, and we're proud to support their next steps. Their success is a powerful example of how the right cloud infrastructure — combined with a truly collaborative team — can help digital health products go from idea to implementation, faster.
 - Text: If you're building something ambitious in healthcare, we'd love to help you do the same.
 - Contact: info@mdeg-digital.com, www.mdeg-digital.com
 - Page number: 5

Footer for all cards: ISO 27001, ISO 13485, Full DHF + DevOps support, mdeg logo.

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

The screenshot shows the mdeg website homepage. At the top left is the mdeg logo with the tagline "we do medtech!". To the right are navigation links: "Connectivity & Cloud Solutions" (with a dropdown arrow), "Engineering Services", and "About Us". A green "Contact Us" button is in the top right corner. The main heading reads "Certified Cloud & Connectivity Solutions for Medical & Diagnostic Devices and Healthcare-AIs". Below this is a sub-headline: "We help startups and SMEs build, host, and maintain secure and compliant digital infrastructure for connected medical and diagnostic devices – from first prototype to global launch." A second green "Contact Us" button is positioned to the right of this text. At the bottom, there are four partner logos: METABOLOMIC DIAGNOSTICS, GYNETRONICS, SDS SWISS DENTAL SOLUTIONS, and EmergencyEye® Technology. Below the logos are four checkmarks with corresponding text: "ISO 27001 & 27701 certified", "Built-in compliance & cybersecurity", "Hosting in EU / US / CH / UK", and "For hardware and software-based devices".

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 **large 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**.