



Buyer Group Ads for LinkedIn

Cut Costs, Boost Engagement, Close Deals

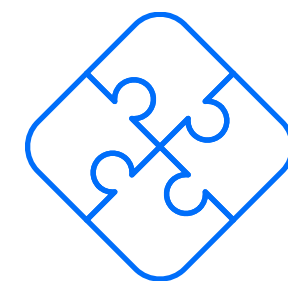
Driving Smarter Engagement on LinkedIn Newsfeed

Reach every decision-maker with precise, cost-effective LinkedIn Newsfeed ads.



Fact

B2B deals over \$100K involve 15+ stakeholders.



Challenge

Missing key decision-makers leads to lost opportunities.



Solution

Ignitium's Buyer Group Ads target the right people with personalized, high-quality ads at lower costs.

The Challenge of Enterprise Account Targeting

Engaging large accounts can be costly and inefficient. 45% of B2B marketers struggle to engage all decision-makers, leading to delays and lost deals.

Ignitium's Solution

Micro-segmentation targets relevant stakeholders with precision, ensuring you don't waste resources on irrelevant audiences.



Outcome

Save time and budget by focusing on the stakeholders that matter most.

Ignitium's Advantage in LinkedIn Click Identification

Ignitium provides 100% account-level visibility by day and by campaign message through our custom Buyer Group campaign segments. This capability is not natively available on LinkedIn, as standard LinkedIn campaigns require larger audience segments to activate reporting.

What We Offer



100% of LinkedIn clicks identified at the account level through Buyer Group campaigns.



Break down engagement by day, campaign message, region, product, or persona for deeper insights.



Gain full visibility into LinkedIn activity with precise data tracking, ensuring every click is actionable.

Why This Matters

Hypertargeting Beyond LinkedIn Campaigns: Leverage Ignitium's advanced capabilities, including nuanced search filters, niche keyword targeting, and role-specific searches to pinpoint key decision-makers with unmatched precision.

Active LinkedIn User Identification: Identify and prioritize individuals actively engaging on LinkedIn, ensuring campaigns focus on prospects ready to take action.

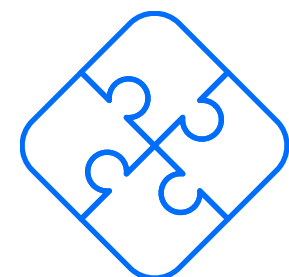
Granular Account-Level Insights

Ignitium delivers real-time insights into how each account interacts with your ads and content.



Daily Insights

Track clicks, impressions, and creative engagement for each account.



Web Personalization

Use behavior-based data to deliver personalized experiences.



Outcome

Sharper targeting and more relevant engagement with your top accounts.

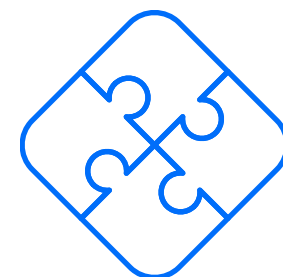
Higher Intent and Budget Control

Ignitium aligns your budget with intent, allowing you to efficiently manage expenses and quickly pinpoint the most interested accounts, maximizing both efficiency and ROI.



Intent Signals

Leverage custom intent signals and LinkedIn Intent data from Sales Navigator to target active, high-value prospects based on engagement levels, job tenure, and role-specific behaviors.



Budget Control

Optimize ad spend by aligning resources with conversion-ready accounts and using auto-pause capabilities to eliminate inefficiencies.



Outcome

Focus on high-engagement accounts through activity-based segmentation, ensuring maximum ROI by prioritizing the most valuable prospects.

Extend Reach with Multi-Channel Retargeting & Activation

Broaden your reach and keep engaging conversations across platforms for maximum impact. Ignitium lets you retarget on multiple channels, boosting the power and consistency of your campaigns.



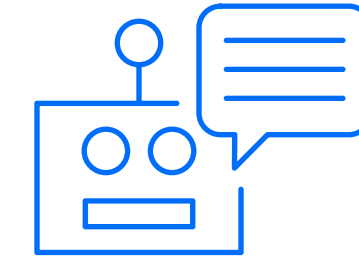
Multi-Channel Retargeting

Run ads across Facebook, Google, and more.



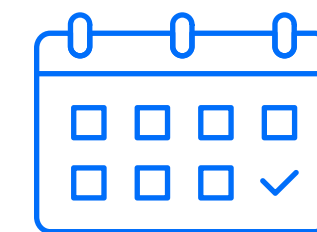
Speed & Flexibility

Make real-time updates to thousands of campaigns at scale.



API-Free Efficiency

Scale campaigns without manual effort.



Time-Based Campaigns

Run ads during specific hours to optimize engagement.



Web Personalization with Buyer Group Ads

Tailor your website's content to your visitors based on how they engage with your LinkedIn ads.



Higher Engagement

Personalized web experiences create more meaningful connections with target accounts.



Result

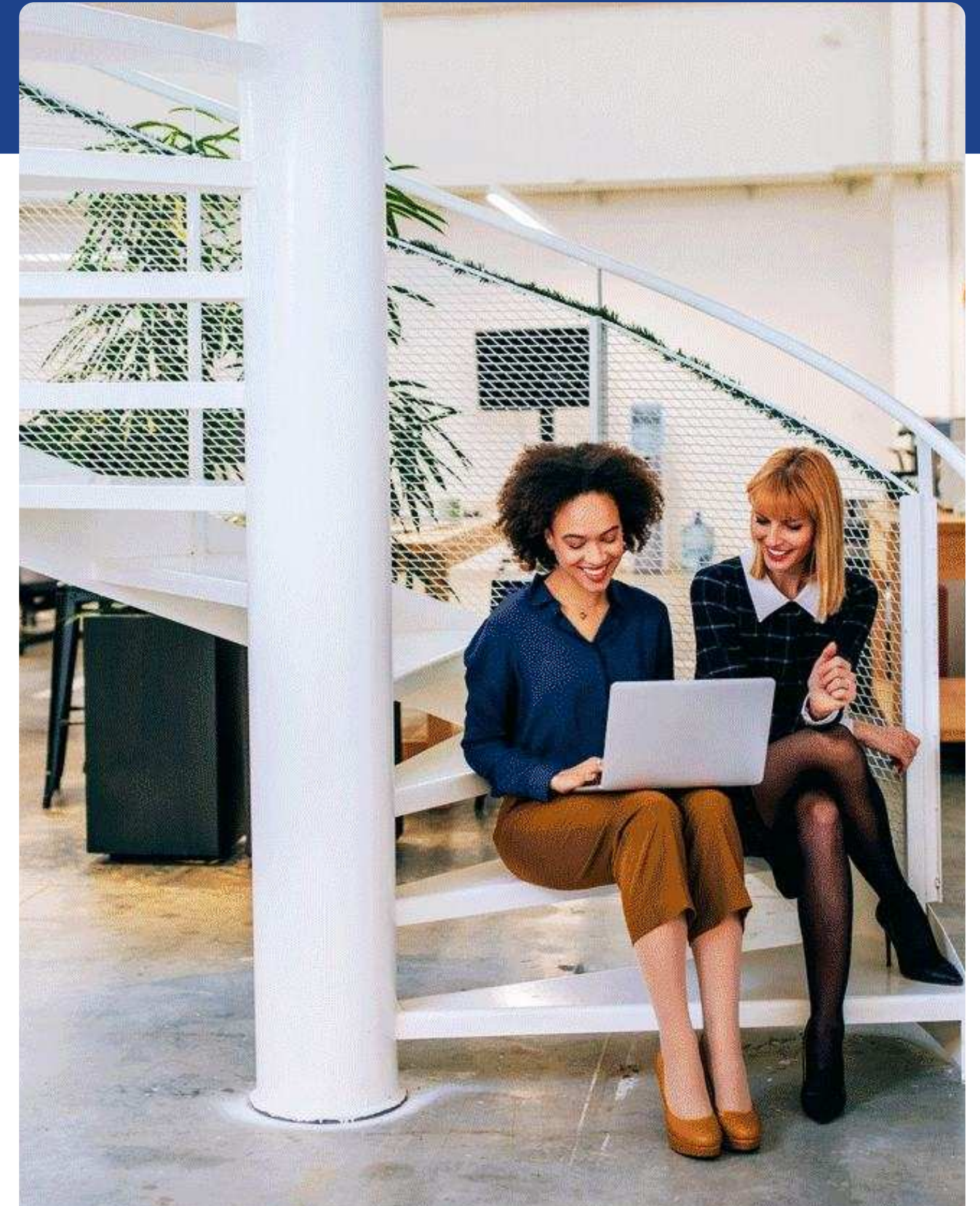
Drive relevance and build stronger relationships using real-time LinkedIn data.

Building Your Buyer Group for Maximum Impact

Traditional ABM platforms can track known buying group intent but miss anonymous traffic—such as website visits or content interactions without form fills.

Advanced LinkedIn Search and Targeting:

- **Nuanced Decision-Maker Identification:** Customize searches with criteria like duration at job, skills, and platform knowledge to uncover and engage the right stakeholders.
- **Keyword-Based Customization:** Use niche keywords and custom fields to refine targeting, building dynamic buyer personas within accounts.
- **Tailored Role-Specific Searches:** Pinpoint influencers, budget owners, and decision-makers with targeted search capabilities.



Maximize ROI with Ignitium Buyer Group Ads

Get more value from your existing LinkedIn
budget without spending more.



Same Spend, Better Results

Ignitium delivers higher-quality engagement through precision targeting, reducing wasted spend by up to 25%.



Added Benefits

Advanced analytics, intent data, web personalization, and budget control are included, maximizing your ROI without increasing your ad spend.

How Ignitium Stacks Up

A New Standard in B2B LinkedIn Campaign Precision

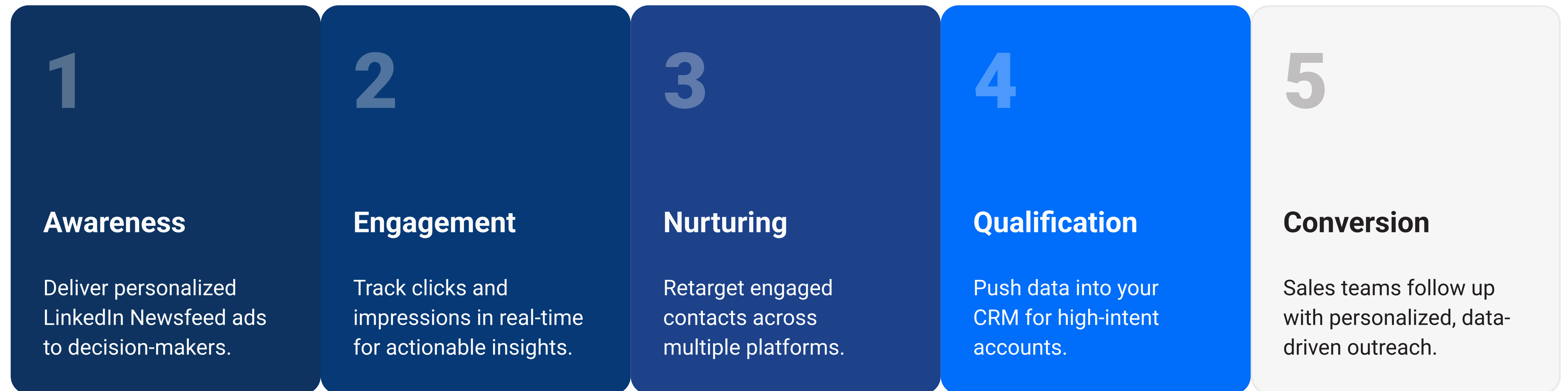
Feature	Ignitium Buyer Group Ads
LinkedIn Click Identification	100% (via custom campaign segments)
Account-Level Visibility	Daily insights by campaign, region, product
Custom Visualizations	Full breakdown by persona, region, etc.
Multi-Channel Retargeting	Facebook, Google & More
Campaign Speed & Agility	Real-time updates, custom segmentation

"Ignitium Buyer Group Ads deliver superior results in every category—no one else offers this level of insight and targeting."

Oleg Solodyankin
CEO, Ignitium

A Smarter Buyer Journey with Ignitium

Ignitium optimizes each stage of the buyer journey to drive deeper engagement and faster conversions.



Seamless Integration: Enable faster targeting and streamlined campaign setup with advanced tools for importing and analyzing Sales Navigator data, aligning campaigns with buyer intent.

Trusted by Industry Leaders

What Our Clients Are Saying

I've loved working with Ignitium. Ignitium is THE authority on ABM/ABX and brings a level of knowledge around cutting-edge strategies that I haven't found elsewhere.



Laura V.
Director, Enterprise Marketing & ABM at Gong

"Their ABX dashboard, contact-based ad targeting, and their team's ability to be an extension of the Okta marketing team from program enablement to digital execution has helped us really penetrate and engage our target account with a best-in-class ABX strategy. There is no way we could have built a program like this internally."



Erica B.
Senior ABM Practice Manager at Okta

Their level of expertise and tech stack to support the program is truly unmatched. Ignitium is the best partner for ABX/ABM for B2B.



Kristin J.
Marketing Strategy Manager at Kenco

I love the team we work with — and they are always quick to turn around requests. They are an extension of the team and we couldn't do it without them.



Cyndee Pelino
Marketing Director at Verizon Connect

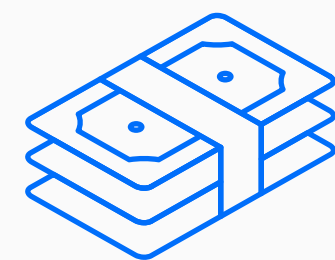
Ignitium's Unique Approach

Ignitium's precision targeting, multi-channel reach, and real-time insights give you the edge in engaging decision-makers.



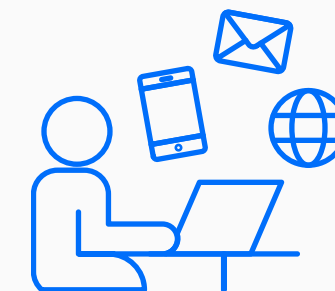
Granular Insights

Track engagement and clicks for sharper targeting.



Intent Signals & Budget Control

Align your spend with high-intent accounts for maximum efficiency.



Multi-Channel Retargeting

Expand your reach across platforms like Facebook, Google, and more.



Contact-Level Activation

Push key contacts into Salesforce or Ignitium Insights for immediate sales follow-up.

The Cost of Missing Out

Don't Let Valuable Clicks Slip Away on LinkedIn

Without Ignitium, much of your LinkedIn engagement goes unnoticed, leading to missed opportunities with key decision-makers.



IT Department
ServiCloud Development

Without Ignitium

- Up to 90% of LinkedIn clicks remain unidentified.
- Limited insights—you lack the ability to see granular, account-level data by campaign or message.



Thomas Taylor
Chief Technology Officer of HHA Corp

With Ignitium

- 100% click identification gives you full visibility into all LinkedIn engagement.
- Break down engagement by day, campaign, region, and persona for actionable insights.
- Turn every click into an opportunity to engage the right decision-makers.

No missed clicks, no missed opportunities.



Let's Get Started

Align your entire buying group and move deals forward faster—reach out today to get started.