

# Outsmarting the Giants: How a Lean Team Captured 42% of LinkedIn Leads

Smaller budget. Fewer resources. Bigger results—with Ignitium.



**Company Level:** Enterprise

**Industry:** Technology — Software Development

**Company Size:** 1,000 Employees

**Location:** North America

## The Challenge

How does a nimble SaaS team with a lean media budget go head-to-head with enterprise giants—and win?

This fast-growing platform set out to generate high-quality leads on LinkedIn. But they weren't just competing with anyone. They were up against the five biggest players in their space—each with larger teams, deeper pockets, and higher brand recognition.

**The Goal:** Drive performance that punches far above its weight with the help of Ignitium's enterprise-grade ABX orchestration.

## Results

Despite being the smallest player in the field, this team led the pack—achieving unmatched form fill lead generation during the 3-month campaign window.

- **Captured 42% of all LinkedIn leads** among the top 6 competitors.
- **#1 in performance**, with nearly half of total lead volume—beating companies with significantly higher spend.
- **Maintained tight control on budget**, proving that execution > investment.

## Overview

While larger competitors poured budget into broad brand awareness campaigns, this team made every dollar count. Instead of chasing impressions, they chased impact—designing a smart, conversion-focused strategy rooted in Account-Based Experience (ABX) principles.

## Strategy

Ignitium stepped in as the strategic partner to architect a data-driven, precision-focused ABX program designed to drive real pipeline—not just vanity metrics.

While competitors focused on broad brand plays, Ignitium leaned into full-funnel performance. Every tactic, every dollar, and every creative asset was engineered for one outcome:  
**momentum with the right buyers.**



### Ignitium's Key Strategic Advantages:

#### Buyer Group Intent Activation

Ignitium mapped real-time intent signals at the person level—ensuring media dollars were spent on accounts that were actually in-market and actively researching solutions.

#### Persona-Based Messaging

Rather than generic ads, Ignitium crafted personalized content for each decision-maker within the buying committee. Whether it was operations, IT, or procurement, each stakeholder saw messages relevant to their specific pain points.

#### Orchestrated Multi-Channel Engagement

Ignitium activated LinkedIn as the core performance channel—leveraging Document Ads, Sponsored Content, and Direct Messaging—while also advising on future expansion into video and Spotlight formats.

#### Real-Time Optimization

With daily performance tracking, Ignitium continuously fine-tuned audiences, messaging, and spend allocation to maximize ROAS and reduce wasted impressions.

#### Scalable, Composable ABX Infrastructure

Ignitium's AI-enabled orchestrators allowed seamless activation across campaigns, giving the client speed, agility, and clarity—without needing a massive internal ABM team.

# What They Did Differently:



## Precision Over Volume

Focused on MOFU/BOFU content that spoke directly to buying groups, rather than top-of-funnel noise.



## Persona-Centric Messaging

Built creatives that resonated with decision-makers, not just general audiences.



## Channel Efficiency

Leveraged high-performing LinkedIn formats like Document Ads to drive engagement, while actively testing new approaches like Video and Spotlight Ads.



## Outsmarted, Not Outspent

Competitors had significantly larger teams and media budgets—yet they still led the pack.

### Outsmarted, Not Outspent

| Company              | Est. Employees | Est. Media Budget | % of Total Leads Captured |
|----------------------|----------------|-------------------|---------------------------|
| <b>This Platform</b> | <b>~1,000</b>  | <b>\$</b>         | <b>42%</b>                |
| Competitor A         | 5,000+         | \$\$\$\$          | 17%                       |
| Competitor B         | 4,000+         | \$\$\$            | 14%                       |
| Competitor C         | 3,500+         | \$\$\$\$          | 11%                       |
| Competitor D         | 2,000+         | \$\$\$            | 9%                        |
| Competitor E         | 1,500+         | \$\$\$            | 7%                        |

Note: This platform achieved the top spot with the lowest headcount and one of the smallest budgets in the group.

# Conclusion

Ignitium's precision-targeted ABX strategy enabled the client to outperform significantly larger competitors—capturing the highest share of LinkedIn leads while maintaining cost control.

By aligning marketing and sales around the right buying groups and deploying high-conversion ad formats, every dollar was optimized to engage in-market decision-makers at exactly the right time.

With 42% of total leads across the top 6 competitors and the #1 position in LinkedIn performance, Ignitium's approach proved that **intelligent orchestration beats brute force**. This success showcases the power of data-driven, intent-activated campaigns to drive measurable growth, even in the most competitive markets.

## About Ignitium

Ignitium creates composable ABX platforms for enterprise B2B organizations to orchestrate account-based experiences at scale. Since 2010, we've helped launch world-class ABM programs, creating pipeline for enterprise and hypergrowth SaaS companies like Okta, HPE, Verizon and C3. Ignitium operates at the cutting edge of technology, intent data and human expertise so GTM teams can get in front of the right people at the right time, every time.

