CYNGN · META + LINKEDIN OUTREACH

From ad clicks to open deals on a $300K+ product

How MarketKing combined Facebook, Instagram and LinkedIn outreach to turn a long B2B sales cycle into booked meetings and sales qualified leads for Cyngn.



107 B2B leads	**27** Sales meetings booked
18 Sales qualified leads (SQLs)	**1,588** LinkedIn connections sent

Overview

Client: Cyngn Inc. (Palo Alto, USA — Nasdaq-listed industrial autonomy company)

Product: DriveMod Tugger — an autonomous material-handling vehicle for warehouses, manufacturers and CPG plants; a high-ticket B2B product ($300K+) with a long sales cycle

> **Outcome:** In under three months: 107 B2B leads, 27 sales meetings and 18 SQLs from Facebook, Instagram and LinkedIn direct outreach — every one tracked in HubSpot.

The Problem

Before MarketKing, Cyngn's paid social was buying clicks and downloads — but almost none of them turned into sales conversations.

Paying for downloads, not deals

Before August, about $10K went into a lead-magnet campaign: 88 content downloads, and none of them could be traced to a sales meeting.

Cheap traffic, zero leads

The spring prospecting campaign was optimized for landing-page views: 8,300 visits and not a single form lead.

No link between ads and the CRM

HubSpot showed contacts, not sources. Nobody could tell which campaign produced meetings, SQLs or deals.

A long sales cycle with one touch

Plant and operations leaders take months to decide on a $300K+ purchase. A single ad was forgotten long before sales could follow up.

Result: *Ad spend kept running, but the sales team had nothing qualified to work with.*

What We Did

We rebuilt Cyngn's paid social around one goal: qualified sales conversations

We combined Facebook and Instagram ads with LinkedIn direct outreach to stay in touch with prospects through a long B2B sales cycle — targeting warehouses, manufacturers and CPG plants, and tracking every lead in HubSpot from form fill to open deal.

PAID MEDIA
Facebook & Instagram lead gen
Separate campaigns for Instant Forms, job-title audiences, account lists and the EasyLaunch offer, so each one is judged on lead quality.

AUDIENCE
Warehouses & manufacturers
Targeted plant managers, VPs of Operations and C-I leaders at warehouses, manufacturers and CPG plants, plus Apollo account lists.

OUTREACH
LinkedIn direct outreach
HeyReach outreach from Cyngn's sales reps to Warehouse & 3PL and Food & Beverage leaders, running alongside the ads.

TRACKING
Ad-to-deal tracking in HubSpot
Every lead tracked by lead status, from form fill to meeting, SQL and open deal, in a weekly results dashboard.

CREATIVE
Proof-led creatives & video
Zero-capex and route-qualification offers, real deployment numbers and product video instead of generic brand visuals.

RETENTION
Omnipresent retargeting
Stayed in front of every engaged prospect across the long B2B sales cycle until they were ready to talk to sales.

RESULT · AUG 24 – NOV 8, 2026

What the numbers look like now

Every lead tracked by lead status — from form fill to SQL and open deal.

107
B2B Leads Generated
From Facebook & Instagram since Aug 24, all synced to HubSpot — spam and test leads excluded

27
Sales Meetings Booked
1 in 4 leads booked a call with Cyngn's sales team

18
Sales Qualified Leads
18 deals opened in HubSpot, at $864 per SQL for a $300K+ product

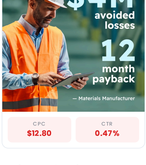
1,588
LinkedIn Connections Sent
245 accepted, 33 replies; weekly acceptance rate grew from 7% to 29%

Creative Transformation

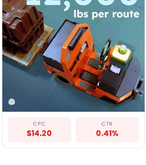
From generic brand visuals to clear offers, real proof and product video

Before

Low efficiency



CPC	CTR
$12.80	0.47%



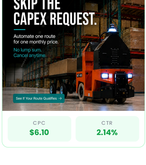
CPC	CTR
$14.20	0.41%



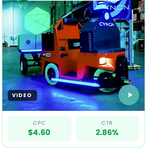
CPC	CTR
$11.60	0.55%

After MarketKing

High efficiency



CPC	CTR
$6.10	2.14%



CPC	CTR
$4.60	2.86%



CPC	CTR
$5.30	2.38%

What Changed

From paying for downloads to building a tracked B2B sales pipeline

FROM
- ✕ Budget spent on lead-magnet downloads
- ✕ 8,300 landing-page visits, 0 form leads
- ✕ No attribution from ad to CRM
- ✕ One channel, one touch, then silence
- ✕ No sales meetings traced to ads

TO
- ✓ 107 B2B leads from plant & ops decision-makers
- ✓ 27 sales meetings booked
- ✓ 18 SQLs and 19 open deals in HubSpot
- ✓ Meta ads + LinkedIn outreach working together
- ✓ Weekly dashboard from click to deal

Wanna be our next success story?

- **Book a Complimentary Growth Audit** — we'll show you exactly where your marketing is leaking revenue
- Get a clear map of what's broken, what's missing, and how to fix it
- Walk away with a step-by-step growth plan — whether you work with us or not

Contact Us

18
SQLs for a $300K+ B2B product

27
sales meetings booked