

CASE STUDY: 78% DECREASE IN COST PER LEAD ON LINKEDIN

OLD WORLD: EXPERIENCE HIGH LINKEDIN CPL CHALLENGES

As a B2B digital marketing agency, we at Vende know the importance of leveraging LinkedIn to reach high-value prospects. However, despite our expertise, we found ourselves in a frustrating position—our LinkedIn Doc Ad campaign was yielding **only two leads per month** at a staggering **\$550 cost per lead (CPL)**.

With a relatively small ad budget that needed to cover multiple campaigns, including brand awareness, lead generation, and event promotion, we felt stretched thin. The results we were seeing made it difficult to justify continued investment in LinkedIn Doc ads as a lead gen tactic.

“Watching our LinkedIn ad spend climb with little return was frustrating. We knew there had to be a more efficient way to generate leads and optimize our budget.”

COMPLICATION: A HIGH-COST, LOW-VOLUME DILEMMA

Despite making incremental optimizations—adjusting our ad copy, refining our targeting, and testing different creative formats—our CPL remained prohibitively high, and the volume of leads too low.

The challenge was clear: **How could we decrease CPL and increase lead volume while working within a constrained budget, all without sacrificing lead quality?** Without a breakthrough, we risked missing opportunities to engage our audience of self-guided B2B learners effectively.

SOLVING: STRATEGIC BUDGET ALLOCATION AND OPTIMIZATION

Determined to find a solution, we conducted a strategic experiment by reallocating unspent budget from other campaigns. Our hypothesis was simple: by **increasing our daily spend**, we could gain better traction in LinkedIn’s ad algorithm, resulting in lower CPL and higher lead volume.

We executed a series of tests:

PHASE 1: Increased daily spend from \$45 to **\$100/day**, leading to **11 leads at \$150.15 CPL**.

PHASE 2: Increased spend further to **\$150/day** over three weeks, yielding **7 leads at \$272.93 CPL** (during the busy holiday season).

PHASE 3: Relaunched in the new year at **\$150/day**, achieving **10 leads at \$128.50 CPL**.

PHASE 4: Extended the test through February, refining our approach and achieving **18 leads at \$157.75 CPL**, a **72% improvement** over our original CPL.

Through iterative testing, we discovered that our **optimal daily spend range was between \$100 and \$150/day**, allowing us to balance efficiency and lead volume.



NEW WORLD: ACHIEVING SCALABLE, COST-EFFECTIVE LEAD GENERATION

By refining our approach, we transformed LinkedIn into a sustainable and scalable lead generation channel by:

- Decreasing CPL by 78%
- Increasing monthly lead volume by 800%
- Reducing CPL from \$550 to as low as \$128.50
- Improving qualified lead percentage from 63.6% to 73.9%

Even with a limited budget, **smart optimization and strategic spending deliver real results**. This process reinforced what we tell our clients every day—**effective budget allocation and continuous optimization drive better outcomes**.

“This process reinforced what we tell our clients every day—smart budget allocation and continuous optimization drive real results.”

LESSON LEARNED: TESTING AND ADAPTATION ARE KEY

Our experience highlights a critical takeaway: **LinkedIn advertising success isn't just about ad creatives and targeting—it's about knowing how to allocate budget effectively**. Testing different spending levels, analyzing performance trends, and adapting to seasonal fluctuations are essential to maximizing ROI.

One key insight from our testing was that **running LinkedIn Doc Ad campaigns with a higher daily budget over a shorter period is more effective than an 'always on' approach with a lower daily budget**. This strategy led to a higher lead volume and lower CPL while maintaining the same overall spend. Based on these findings, we plan to continue testing this concept throughout 2025, pulsing our LinkedIn lead generation campaigns in shorter, high-impact bursts to maximize efficiency.

At Vende, we practice what we preach. If your LinkedIn campaigns are underperforming, we can help you optimize and scale efficiently—just like we did for ourselves.



READY TO OPTIMIZE YOUR LINKEDIN ADS?

If you're struggling with high CPL and low lead volume, let's talk. Contact us today to learn how we can help you refine your LinkedIn strategy for better results.

[BOOK A TIME TO CHAT](#)