



# From Funnel Obsession to Demand Penetration — KlientBoost's Playbook for 2× Pipeline While Cutting Spend

“ We eliminated the need for retargeting — and doubled our pipeline with less spend.



Patrick  
Director of Marketing

-28%

paid media spend

-14%

acquisition cost

15x

lift from ad exposure

At a glance:

**Company**

[KlientBoost](#)

**Motion**

B2B Demand Generation

**Target**

Marketing Leaders, Growth Leaders, Heads of Product

**Buying Committee**

Multi-stakeholder (avg. ~5 people per deal)

**Core Channels**

LinkedIn (primary), Meta, YouTube, Display

**Stack**

Primer • LinkedIn Ads • Meta • Google Ads • HubSpot • DreamData

**Objective**

Increase pipeline efficiency while reducing dependency on retargeting

- ✓ 2x pipeline target achieved (800 SQLs vs. 440 goal)
- ✓ -28% paid media spend YoY
- ✓ -14% acquisition costs

- ✓ 15× conversion lift from exposed vs. holdout audiences
- ✓ 50% SQL lift in a 30-day segmented reach test

KlientBoost turned paid social from a “funnel engine” into a **high-penetration demand engine** – and proved its impact with controlled lift testing.

**KlientBoost's Strategy to 2x B2B Pipeline Growth**  
PRIMER Labs Reach Everyone In Your ICP

## KlientBoost x Primer: 2× Pipeline While Cutting Spend

**See Case Study**

**KlientBoost** “We eliminated the need for retargeting — and doubled our pipeline with less spend.”

Watch on **YouTube**

## The ToFu, MoFu, BoFu Strategy Wasn't Cutting It

[KlientBoost](#) reached a point where they had seen the limits of traditional funnel-based marketing. The classic:

Top-of-funnel awareness.

Mid-funnel nurture.

Bottom-of-funnel conversion.

In theory, it worked. In practice, it created what Patrick called “mythical funnels” – journeys that didn’t reflect how buyers actually move in and out of market.

The result:

- ✓ Overthinking funnel stages

- ✓ Overspending on low-intent content
- ✓ Heavy dependence on retargeting
- ✓ Rising ad costs across platforms

Patrick brainstormed (and [now champions](#)) a new model – one built around **audience penetration and frequency**, not funnel progression

# The KlientBoost Demand Penetration Framework

## Pillar 1: Constrain the Audience (Bulletproof ICP Targeting)

**Goal: Ensure every impression reaches your true ICP.**

Patrick knew the demand penetration strategy would only work if the audience was extremely precise.

When campaigns rely on high reach and high frequency, wasted impressions compound quickly. If even a small percentage of the audience is wrong, the strategy becomes inefficient.

But [LinkedIn's native targeting introduces a problem](#).

When marketers target job titles like *VP of Marketing* or *Head of Growth*, LinkedIn automatically expands those titles through fuzzy matching. That often pulls in adjacent roles like specialists, coordinators, or unrelated departments.

For most teams, fixing this requires constant cleanup – sometimes hundreds of excluded job titles.

KlientBoost solved this problem by building audiences in Primer first, then deploying them into ad platforms.

## Optimization 1 — Job Title + Seniority Control (Primer)

Primer allowed KlientBoost to [define ICPs](#) with two layers of precision before audiences ever reached LinkedIn:

- ✓ Exact job title targeting
- ✓ Explicit seniority filtering

This prevented LinkedIn's job-title expansion from introducing low-quality inventory.

KlientBoost then applied additional seniority filtering inside LinkedIn as a second layer of protection.

The result was unusually clean targeting.

Over the entire year of running campaigns, KlientBoost only needed to exclude two job titles.

For a LinkedIn-heavy B2B program, that level of targeting stability is extremely rare.

## **Optimization 2 — Cross-Channel ICP Portability**

Once the ICP was defined in Primer, KlientBoost deployed the same audience across multiple channels:

- ✓ LinkedIn
- ✓ Meta
- ✓ YouTube
- ✓ Display

This solved a common B2B problem: most platforms have weak native B2B targeting.

By exporting a consistent ICP across channels, KlientBoost ensured every campaign was reaching the same buying committee — regardless of platform.

## **Why This Was Critical**

The entire demand penetration strategy depended on repeated exposure to the right people.

Primer made that possible by turning ICP targeting into a portable audience layer across the paid media stack.

Instead of trusting each platform's targeting independently, KlientBoost controlled the audience definition once – and used it everywhere.

**Goal:** Ensure every impression reaches a true ICP.

Patrick knew his approach would only work if targeting was flawless. LinkedIn's native targeting expands job titles through [fuzzy matching](#). That often includes specialists, junior roles, or irrelevant departments.

KlientBoost implemented two layers of protection:

### Optimization 1 — Job Title + Seniority Control (Primer)

- ✓ Built audiences with job title AND seniority filters
- ✓ Applied additional in-platform seniority narrowing
- ✓ Avoided LinkedIn's fuzzy expansion problem
- ✓ Result: Only excluded ~2 job titles across the entire year

#### **Why it worked:**

The algorithm could only serve ads to pre-qualified marketing and growth leaders. No noise. No inflated reach. No wasted impressions.

### Optimization 2 — Multi-Channel ICP Portability

The same high-quality audience was deployed across:

- ✓ LinkedIn
- ✓ Meta
- ✓ YouTube
- ✓ Display

#### **Why it mattered:**

Penetration increases when the same audience sees the same message across environments.

## Pillar 2: Penetrate at High Frequency (Replace the Funnel)

**Goal:** Achieve 50%+ audience penetration with 10+ frequency in 30 days\*\*

Instead of nurturing leads through content stages, KlientBoost focused on:

- ✓ Category entry points
- ✓ Pain-focused messaging
- ✓ High repetition
- ✓ Cohesive creative narrative

### Result:

- ✓ 50% increase in SQLs in a one-month isolated test
- ✓ Demand gen campaigns drove more SQLs than retargeting

Patrick's conclusion:

“If you're hitting someone at 10 frequency every 90 days, you don't need aggressive retargeting.”

High reach and frequency eliminated the dependency on funnel mechanics.

## Pillar 3: Prove Incrementality (Measurement Triangulation)

One of the hardest parts of running demand generation is proving that it works.

Modern attribution is increasingly unreliable. Privacy restrictions, cookie loss, and cross-device behavior have created what Patrick calls a “data black hole.”

Instead of searching for a single source of truth, KlientBoost built a measurement triangulation system – combining multiple types of evidence to prove impact.

Patrick describes it as assembling puzzle pieces that together tell the full story.

### Layer 1 — Correlation Analysis

The first signal came from simple trend analysis. KlientBoost analyzed how **changes in LinkedIn spend correlated with pipeline generation** over time.

The pattern was clear: More LinkedIn spend → more pipeline.

The relationship wasn't perfectly linear, but the correlation was consistent enough to form a hypothesis:

LinkedIn demand generation campaigns were likely driving real pipeline growth.

But correlation alone doesn't prove causation. So they ran an experiment.

## Layer 2 — Controlled Lift Testing (Primer)

To test the hypothesis, KlientBoost ran a segmented audience experiment using Primer.

Primer [automatically created holdout segments inside the target audience](#), allowing KlientBoost to compare two groups:

Group	Exposure
Exposed audience	Saw ads
Holdout audience	Did not see ads

Because both groups contained the **same ICP profile**, any difference in conversion rates could be attributed to ad exposure.

The results were dramatic. Accounts exposed to the ads converted to pipeline **15x more frequently** than those in the holdout group.

This provided strong causal evidence that the demand generation campaigns were creating incremental pipeline.

## Layer 3 — Data-Driven Attribution (DreamData)

Finally, KlientBoost used [DreamData's](#) multi-touch attribution model to analyze how paid channels influenced closed deals.

DreamData examines historical conversion patterns to determine which touchpoints increase the probability of a deal closing. The results reinforced

what the lift test showed:

LinkedIn campaigns generated **13x influenced ROI** according to DreamData's attribution model.

The attribution data aligned closely with the lift test results – strengthening the case that the impact was real.

Each measurement method has limitations. But together, they create a **much more reliable picture of performance**. When all three signals point in the same direction, the conclusion becomes difficult to dispute. For KlientBoost, every layer told the same story:

Demand generation campaigns targeting their ICP were driving **real, incremental pipeline growth**.

## Pillar 4: Optimize Creatives Using In-Platform Data

KlientBoost separated **two different types of optimization decisions**:

Decision Type	Data Source
Ad-level optimization	In-platform data
Channel and strategy decisions	Business performance data

Patrick summarizes it simply:

“Use in-platform data for in-platform decisions. Use business data for business decisions.”

Many marketers distrust platform attribution entirely because of tracking gaps, privacy changes, and incomplete data. KlientBoost takes a more pragmatic view.

Even if attribution isn't perfect, every ad inside the platform operates under the same conditions.

That means in-platform signals can still reveal which creative approaches are working relative to each other.

## What the Creative Data Revealed

With offline conversions feeding back into platforms, clear creative patterns emerged.

### Top performers

- Thought Leader Ads
- CTV (low competition CPMs)
- Ungated document ads
- Vertical podcast video clips

### Underperformer

- Branded single-image ads (4× higher acquisition cost)

One of the biggest surprises was the performance of **ungated document ads**.

Instead of gating content behind forms, KlientBoost delivered value directly in the ad unit – then added a CTA at the end for buyers already in market.

This format captured demand **without forcing users into a funnel prematurely**.

## The Optimization Signal

When multiple ads received similar reach and frequency, KlientBoost looked for creatives that generated **disproportionately higher pipeline attribution**.

Those signals informed the next creative iteration cycle.

The goal wasn't to prove that a single ad generated a specific deal.

The goal was to identify **creative patterns that consistently produced more pipeline**.

## Pillar 5: Build Bulletproof Tracking

Without reliable data, the system collapses. KlientBoost implemented:

- ✓ Server-side tracking (30–50% data loss without it)
- ✓ Offline CRM conversion syncing
- ✓ HubSpot + DreamData dual pipeline feedback loops

Example: Phrase match on Google Ads produced cheaper MQLs –but 0% conversion to SQL

Exact match cost more – but converted at 60–80% to SQL

Without offline conversion data, this insight would be invisible.

## Key Principles from KlientBoost’s Playbook

Theme	Takeaway
Penetration > Funnels	Build memory structures, not nurture flows.
ICP First	Demand gen only works with accurate targeting.
Retargeting Is Overrated	High-frequency cold targeting can replace it.
Measure in Layers	Correlation + Lift Test + Attribution.
Optimize for Revenue	SQL and closed-won > MQL volume.

## The Outcome

After 12 months:

- ✓ 800 SQLs vs. 440 goal (2× target)
- ✓ –28% paid media spend
- ✓ –14% acquisition cost
- ✓ 15× lift from ad exposure
- ✓ Majority of defensible pipeline came from cold demand gen

KlientBoost didn’t just improve efficiency. They redefined how B2B demand generation should work.

# Run This Play

This framework works for:

- ✓ B2B teams trying to improve efficiency on LinkedIn.
- ✓ Marketing orgs frustrated with funnel inefficiencies
- ✓ Teams dependent on retargeting for pipeline
- ✓ Organizations ready to prove incrementality