QBurst | A High AI-Q™ Company



Turning LinkedIn Into a Global B2B Growth Engine for Enterprise Financial Services

A full-funnel, always-on LinkedIn program doubled B2B engagement and built a recognizable global brand for a fintech SaaS provider across four regions.

Overview

QBurst designed and executed an always-on, full-funnel LinkedIn brand-building program across four global regions to establish sustained market presence and authority for our client.

- **Full-Funnel Content Architecture:** Deployed 30+ campaigns and 70+ ad sets integrating awareness, thought leadership, product education, event promotion, and account-based marketing (ABM).
- **Benchmark-Surpassing B2B Engagement:** Achieved a 0.86% blended CTR—roughly 2x the LinkedIn B2B benchmark—delivering over 318,000 qualified impressions to senior financial decision-makers.
- **Parallel Global Activation:** Unified branding across North America, EMEA, APAC, and LATAM simultaneously while holding cost-per-click ($12.31) strictly within financial services standards.



Client Profile

A Canada-based leader in relationship banking software, providing SaaS solutions that enhance core banking systems and enable financial institutions to streamline operations, enhance customer experiences, and increase profitability.

Saturated Feed and High-Cost Senior Audiences

- **High-Cost, Highly Saturated Target Audience:** Banking executives and pricing decision-makers represent one of the most expensive and vendor-saturated B2B segments on LinkedIn.
- **Risk of Episodic Marketing Decay:** One-off, campaign-based promotional bursts faded quickly, leaving visibility gaps throughout the year.

- **Balancing Portfolio Breadth with Brand Voice:** Needed to showcase multiple specialized product lines without diluting Zafin's unified market positioning.
- **Overcoming the B2B Credibility Gap:** B2B financial buyers required external validation—such as analyst reports and original research—rather than traditional product ad copy.

Solution: Full-Funnel Always-On Growth Program

We deployed a structured, multi-layer LinkedIn marketing engine designed to maintain continuous presence and drive multi-region engagement.

- **Structured Content Architecture:** Mapped campaigns across five dedicated layers.
    1. **Awareness:** Global brand boosts, video views, and post-engagement campaigns.
    2. **Thought Leadership:** Promoted original research including Loyalty, Credit Union, and Corporate & Commercial Banking whitepapers, alongside Celent analyst recognition reports.
    3. **Product Education:** Detailed campaigns for Transaction Enrichment, Offer Management, Disclosure Management, and Core Modernization.
    4. **Events & Community:** Drove engagement around the Banking Leadership Summit 2025 and Credit Union Leadership Exchange via post boosts and lead-gen forms.
    5. **Account-Based Marketing (ABM):** Targeted specific high-value UK/EU banking accounts for Core Modernization and Transaction Enrichment.
- **Always-On Cadence:** Executed 30+ campaigns and 70+ ad sets to maintain 12 months of uninterrupted market presence.
- **Precision Audience Segmentation:** Built region-specific and global audience pools targeting senior banking leaders, pricing decision-makers, and credit union executives in parallel.
- **Multi-Format Optimization:** Deployed a mix of sponsored content, video ads, direct post boosts, native lead generation forms, and ABM target lists matched to specific funnel stages.

Implementation Highlights & Campaign Strategy

- **Parallel Regional Execution:** Activated North America, EMEA, APAC, and LATAM simultaneously rather than sequentially to build immediate global scale.
- **Analyst & Event Anchoring:** Leveraged third-party analyst validation (Celent) and live industry event presences to establish immediate brand authority.
- **Unified Global Messaging:** Maintained a single, recognizable brand voice across diverse regional ad sets and product-level narratives.

Market Authority and Benchmark-Beating Metrics

The 12-month program transformed the client's B2B digital footprint, outperforming industry benchmarks while maintaining cost discipline.

- **2x Higher Engagement Rate:** Achieved a 0.86% blended CTR compared to the ~0.45% LinkedIn B2B industry benchmark.
- **318,082 Qualified Impressions:** Reached target decision-makers across senior banking, product, and pricing roles.
- **Competitive CPM & Controlled CPC:** Maintained an efficient ~$106 CPM in a high-cost enterprise category, holding CPC at $12.31 despite heavy top-of-funnel reach.
- **Continuous Brand Presence:** Sustained 12 months of continuous market visibility, eliminating regional messaging fragmentation.