Metadata

FOR THE CMO AND VP OF MARKETING

What *$57.6M* of B2B ads says about your budget

Eight numbers that change where the money goes next year, and the question to ask your team on each one.

$57.6M
of 2025 B2B ad spend

153
advertisers

$7.97
of pipeline per $1 of lead-gen spend

The $7.97 return

LinkedIn's $10 dollar

The real price of a lead

Where every dollar went

Forms beat landing pages

Documents beat video

Retargeting pays 9.6x

The $31k customer

Prepared by Metadata.io • Gil Allouche, Founder & CEO

metadata.io/benchmark-report-2026

01 • THE $7.97 RETURN

Every *$1* of lead-gen ad spend sourced $7.97 of pipeline in 2025.

$43.3M of lead-generation spend at 90 CRM-connected advertisers opened $345M of opportunities. Influenced closed-won revenue came back at 5.98x per dollar.



What a lead-gen dollar returned in 2025

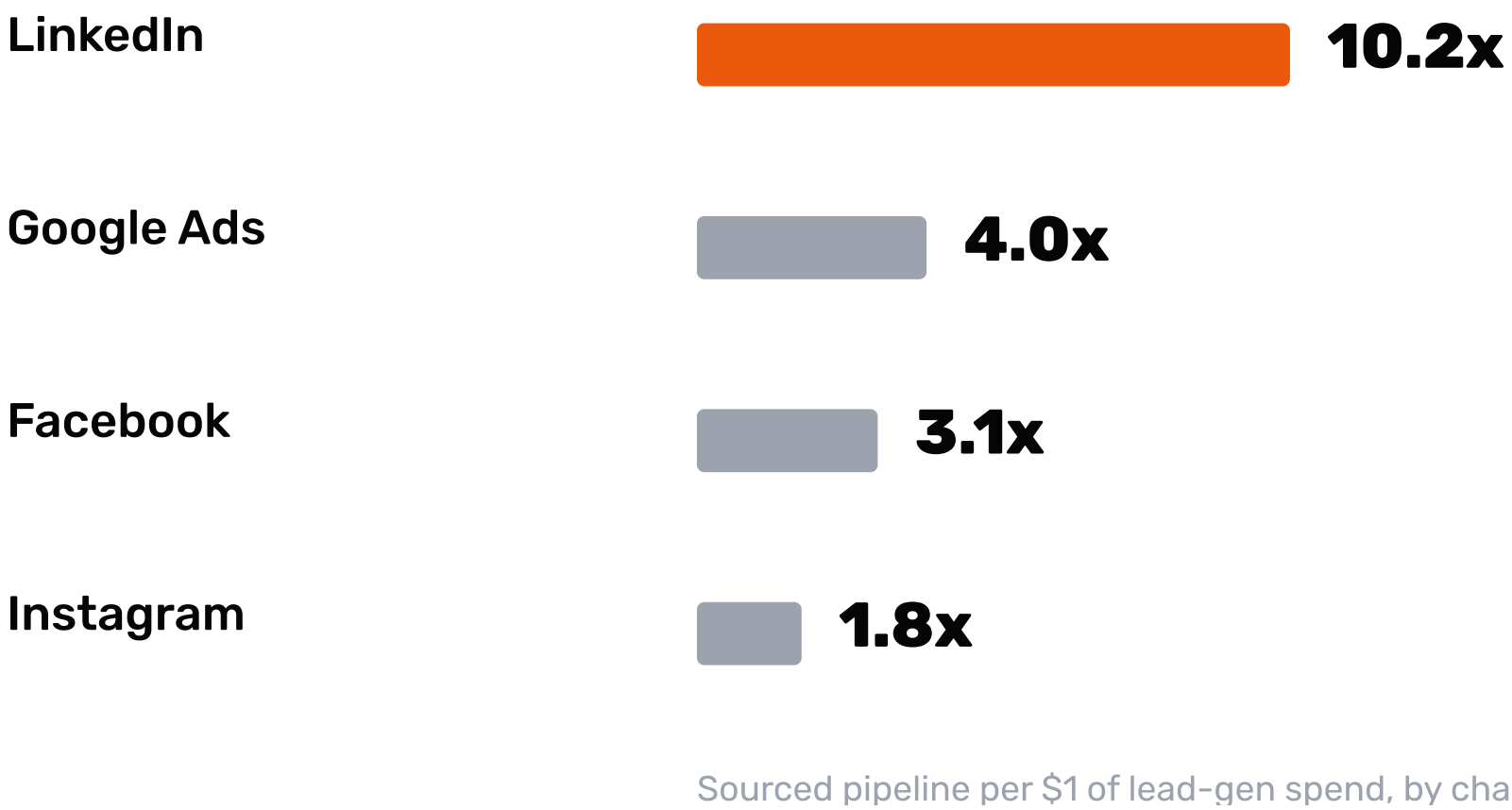
ASK YOUR TEAM

Ask for sourced pipeline per lead-gen dollar on next quarter's board slide, beside cost per lead.

02 · LINKEDIN'S $10 DOLLAR

LinkedIn turned *$1* of lead-gen spend into $10.20 of pipeline.

Google Ads returned 3.95x, Facebook 3.11x, Instagram 1.8x.



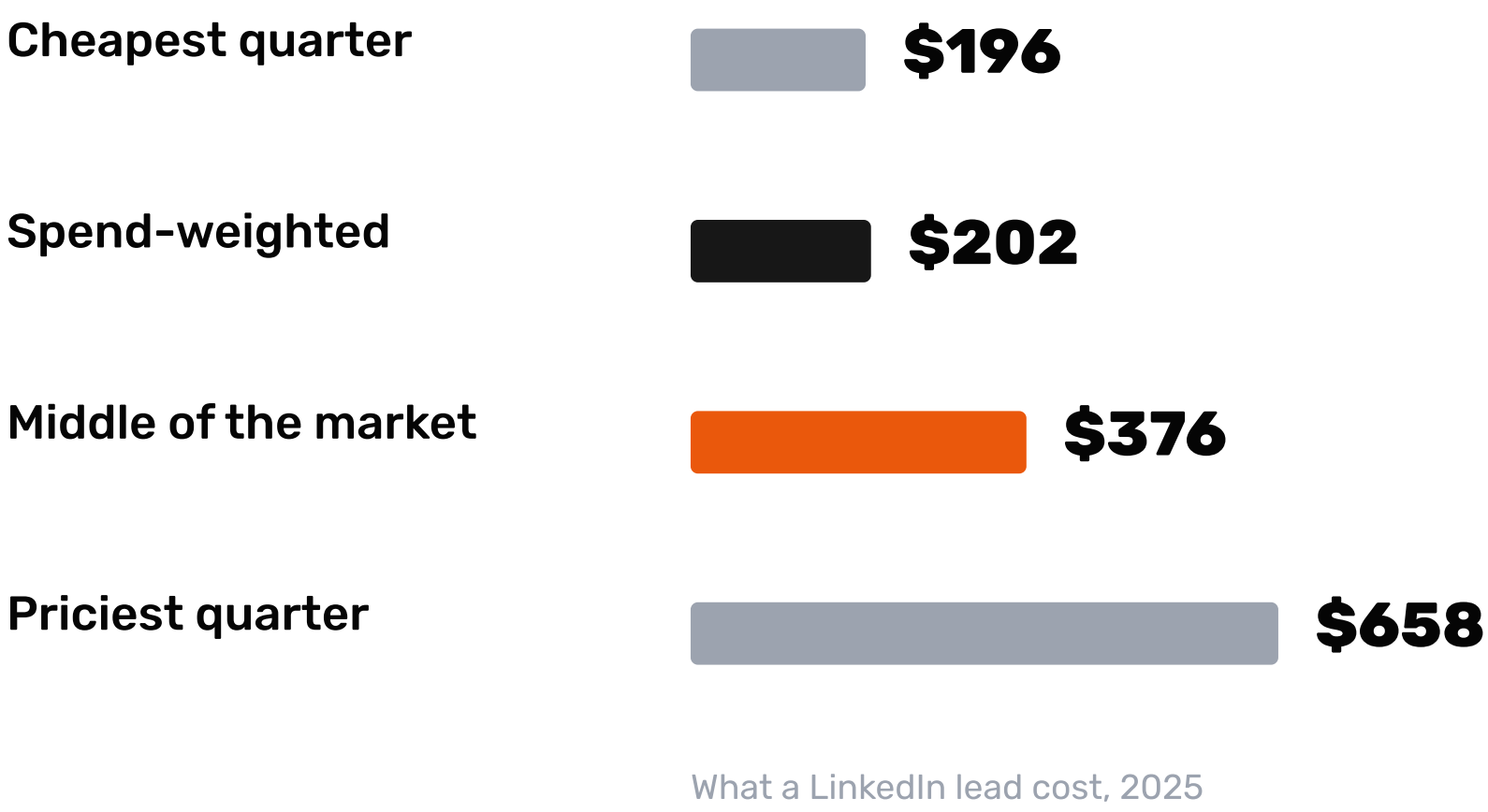
Sourced pipeline per $1 of lead-gen spend, by channel

ASK YOUR TEAM

Ask which channel sourced the most pipeline per dollar last quarter, not which one had the cheapest lead.

A LinkedIn lead cost *$202*. Instagram $138, Facebook $145, Google Ads $524.

$202 is the spend-weighted figure. Three out of four LinkedIn advertisers paid more; the middle of the market paid $376.



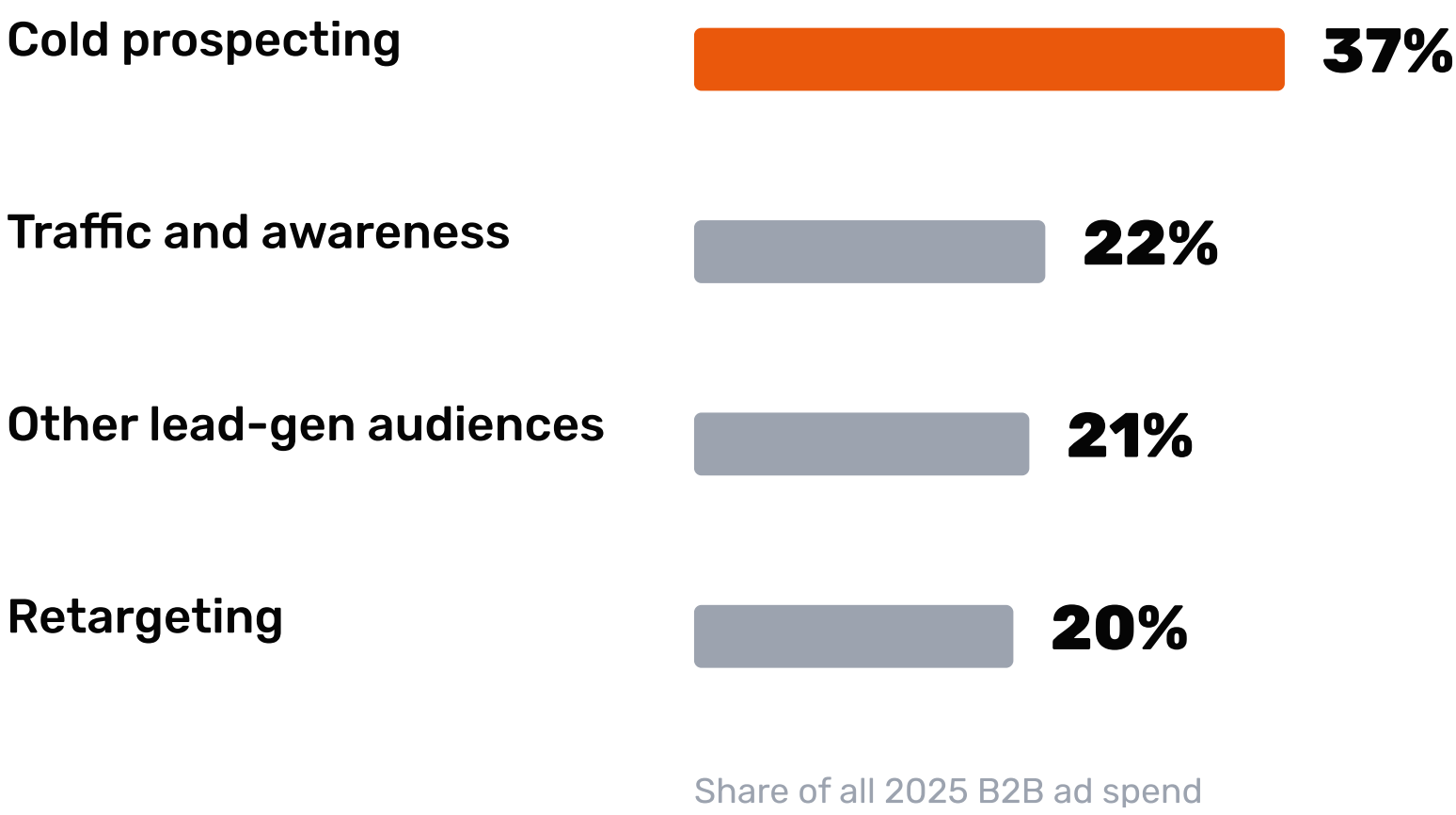
What a LinkedIn lead cost, 2025

ASK YOUR TEAM

Ask where your LinkedIn cost per lead sits against $376, the middle of the market, not against $202.

Where *$57.6M* of B2B ad spend went: 37% cold prospecting, 20% retargeting, 21% other lead-gen audiences, 22% traffic and awareness.

Traffic and awareness campaigns took 22 cents of every dollar and bought 4.4 million visits. Lead-generation campaigns took the rest.



Share of all 2025 B2B ad spend

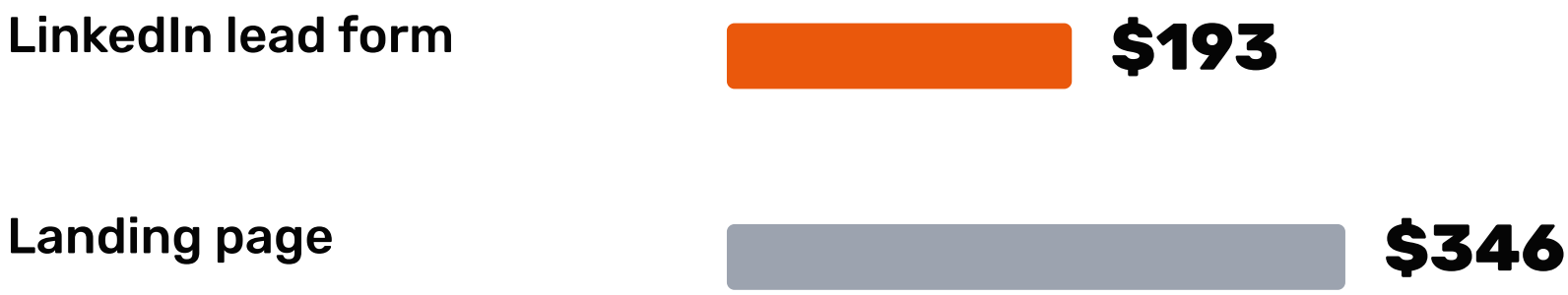
ASK YOUR TEAM

Ask for your own four shares: cold prospecting, retargeting, other lead-gen, traffic and awareness.

05 • FORMS BEAT LANDING PAGES

LinkedIn lead forms cost *$193* a lead. Landing pages cost $346.

Same click, different destination. Forms sourced 9.3x of pipeline per $1; landing pages 5.3x.



Cost per lead by destination, LinkedIn lead-gen campaigns 20

ASK YOUR TEAM

Ask what share of LinkedIn lead campaigns still send the click to a landing page.

06 · DOCUMENTS BEAT VIDEO

LinkedIn document ads made a lead for *$142*. Image ads $200, video $265.

Documents turned 11.9% of clicks into leads. On lead-gen campaigns, image ads sourced 7.6x of pipeline per $1 and video 1.6x.



Cost per lead by LinkedIn ad format, 2025

ASK YOUR TEAM

Ask whether the team has run a document ad this quarter, and what it cost per lead against the image ad.

07 • RETARGETING PAYS 9.6X

Retargeting sourced *9.6x* of pipeline per $1 at $196 a lead. Cold prospecting cost $187.

Warm and cold audiences cost about the same per lead. Retargeting returned more pipeline per dollar than lead-gen spend overall, 7.97x.



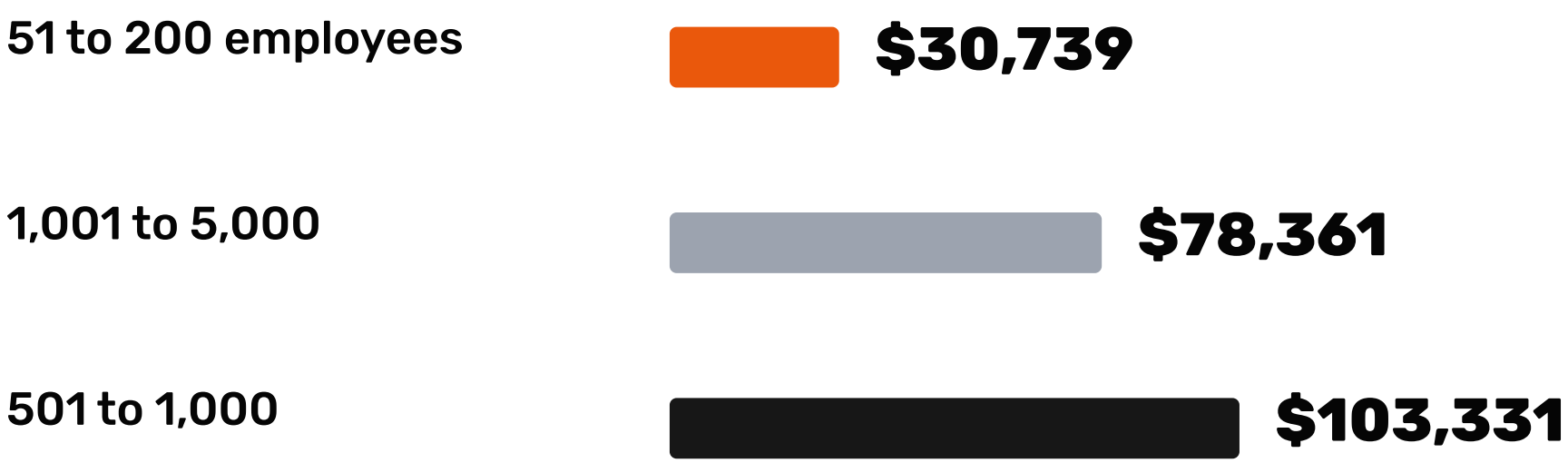
Sourced pipeline per $1, 2025

ASK YOUR TEAM

Ask what retargeting returned in pipeline per dollar, not what it cost per lead.

On LinkedIn a small-company customer cost *$31k*. Mid-market $103k. Enterprise $78k.

51 to 200 employees: $31k a customer, and those campaigns already returned 1.37x in closed-won revenue. 501 to 1,000: $103k. 1,001 to 5,000: $78k.



Cost per customer on LinkedIn, by target company size, 2025

ASK YOUR TEAM

Ask what a customer costs by target company size. One blended number hides a 3x gap.

JUMP TO ANY PAGE

The eight findings

01 **Every $1 of lead-gen ad spend sourced $7.97 of pipeline in 2025.**

02 **LinkedIn turned $1 of lead-gen spend into $10.20 of pipeline.**

03 **A LinkedIn lead cost $202. Instagram $138, Facebook $145, Google Ads $524.**

04 **Where $57.6M of B2B ad spend went: 37% cold prospecting, 20% retargeting, 21% other lead-gen audiences, 22% traffic and awareness.**

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09 **How we counted**

Every number here is filterable by company size, industry and channel at **metadata.io/benchmark-report-2026**

HOW WE COUNTED

Four rules behind every number

153 advertisers, $57.6M, 2025.

Every advertiser ran its paid media through Metadata in calendar 2025 across LinkedIn, Google Ads, Facebook and Instagram.

Pipeline comes from the CRM.

90 advertisers connected their CRM. Sourced pipeline is the value of opportunities the CRM credits to an ad-generated lead. Influenced revenue is closed-won deals an ad touched on the way.

When several ads touch one deal, they split the credit.

Equally, so the numbers still add up when you roll them together.

A number needs enough advertisers behind it.

At least 5 advertisers and $50,000 of spend for a media number, 8 for a pipeline number, and no single advertiser as the majority of any published figure.

See how your size, industry and channel compare

metadata.io/benchmark-report-2026

Free, filterable, no email required.