Metadata

FOR DEMAND GENERATION

Eight things *$57.6M* of B2B ads says to change

Each one names the number, the chart behind it and the move to make this week.

$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

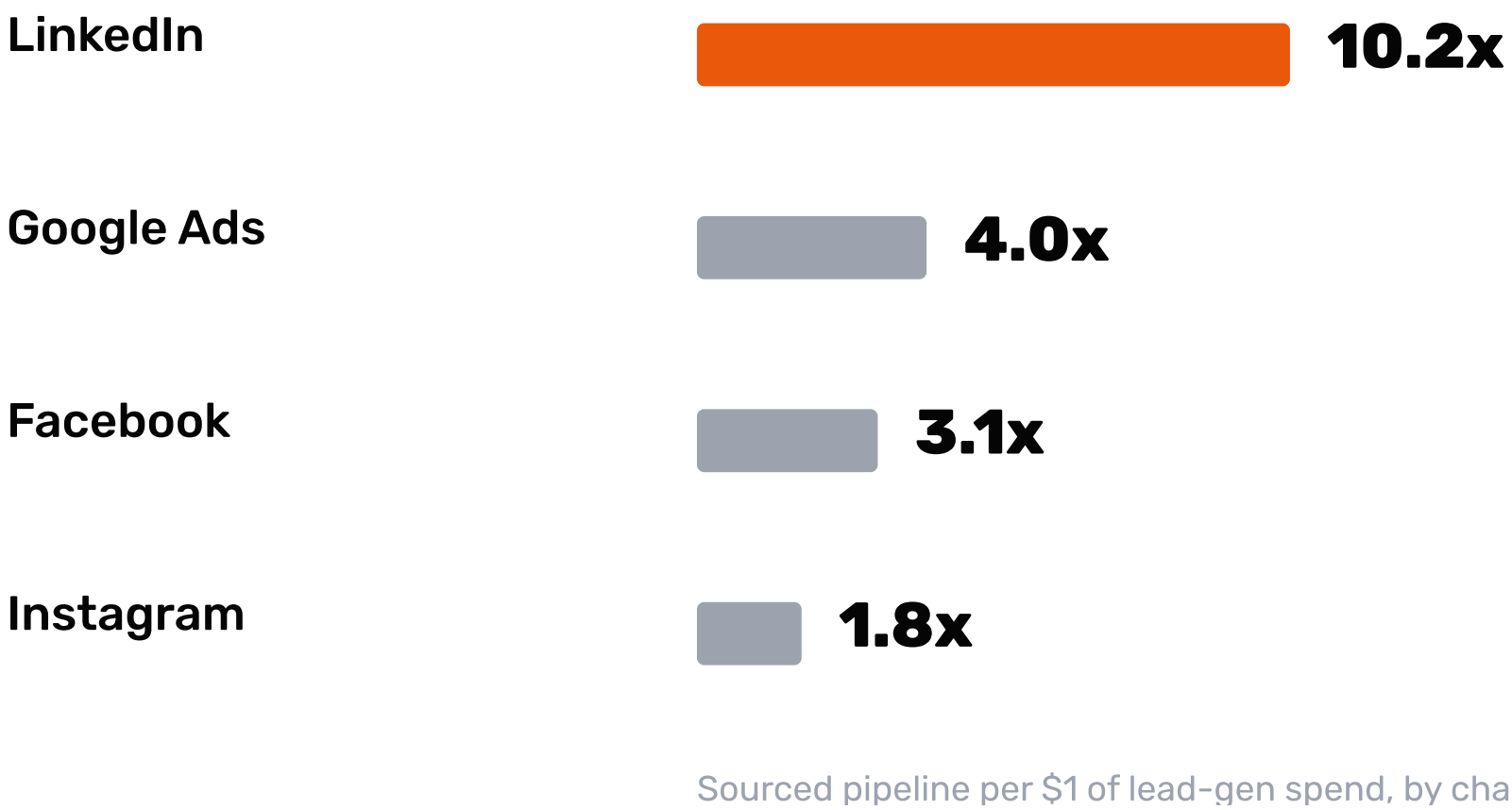
THE MOVE

Pull opportunities created this year with an ad-generated lead as the source and divide by lead-gen spend. That is your number.

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

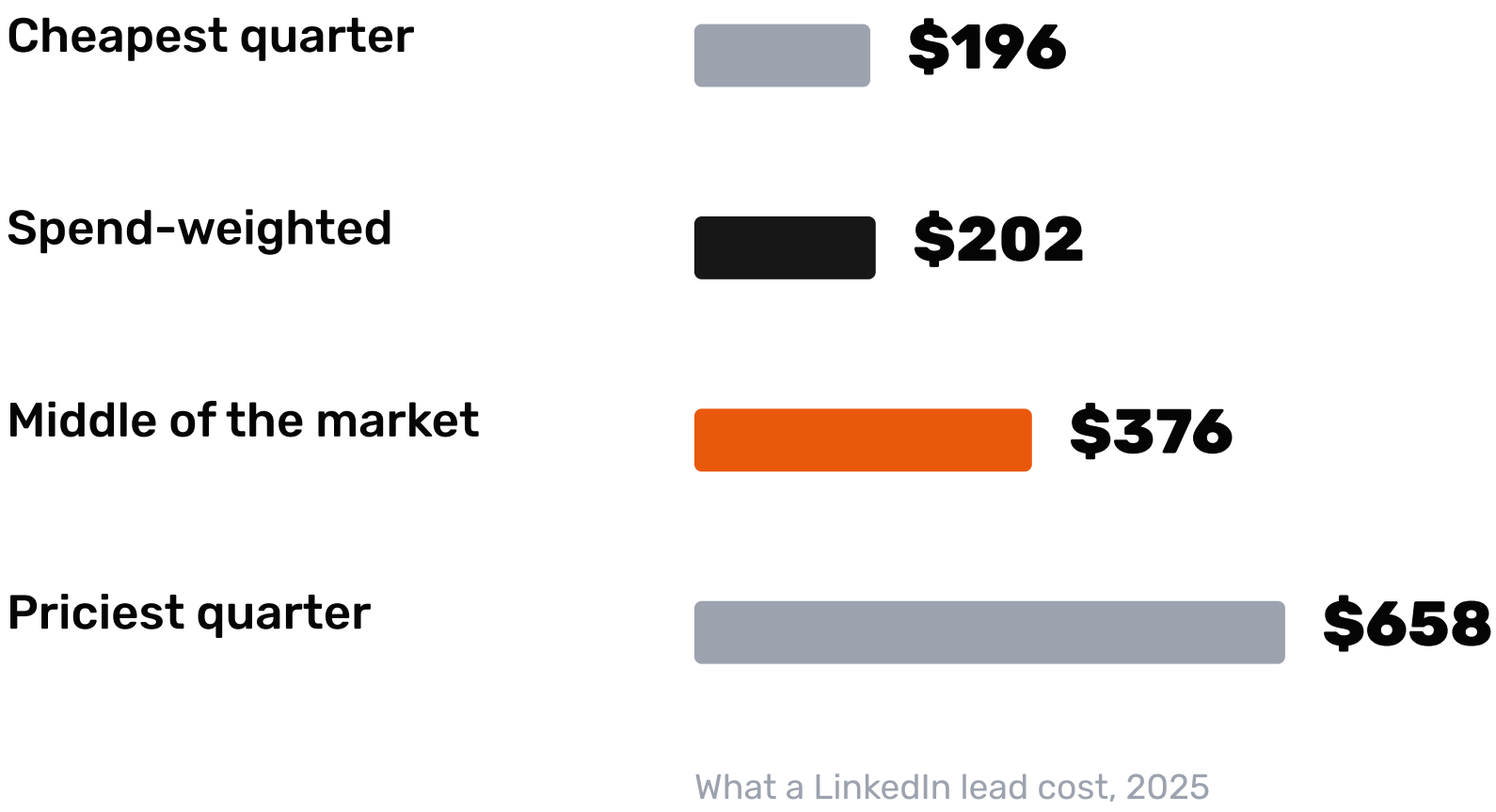
THE MOVE

Rank your channels on sourced pipeline per dollar this week and move budget toward the top of the list.

03 • THE REAL PRICE OF A 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.



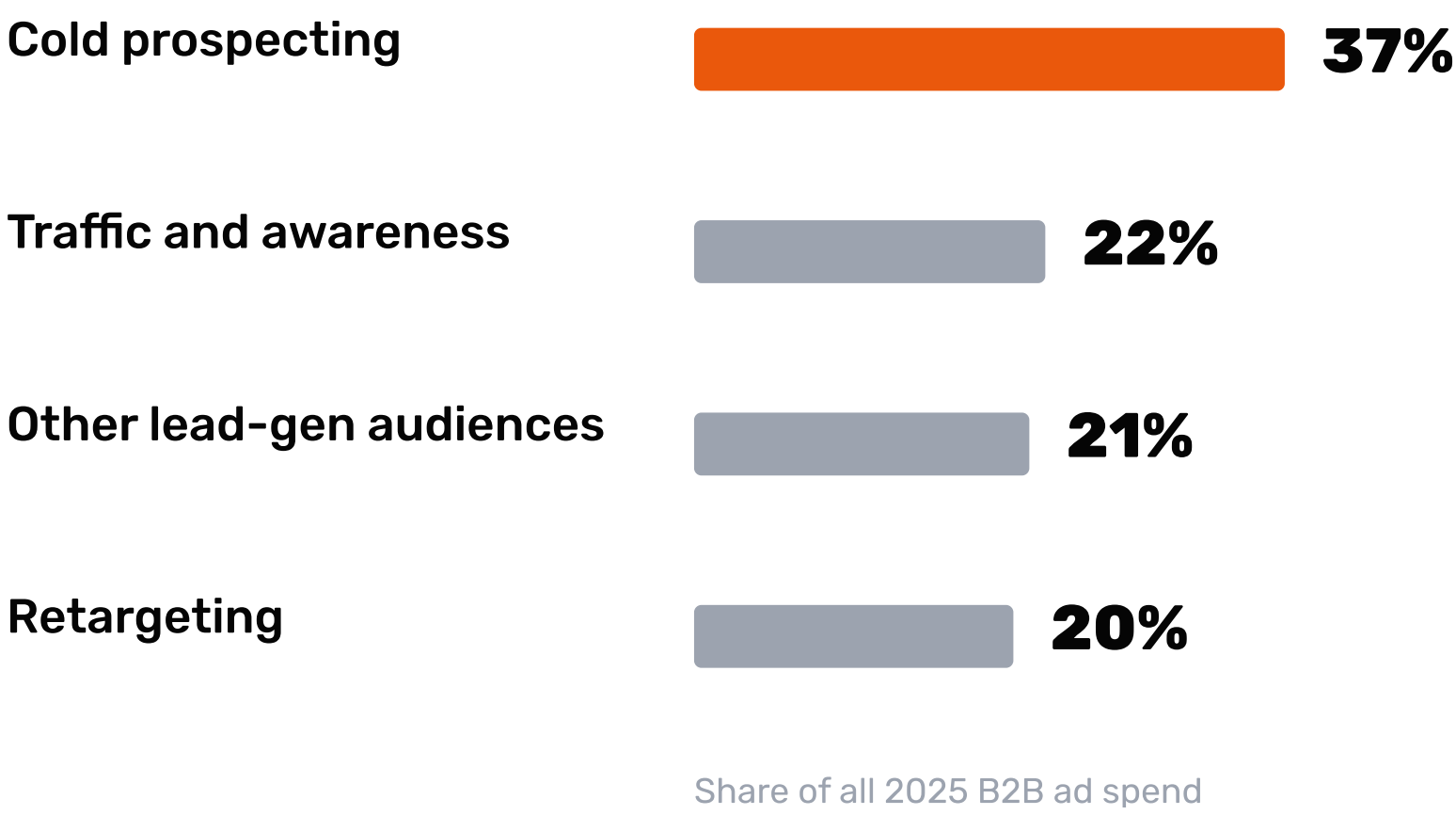
What a LinkedIn lead cost, 2025

THE MOVE

Put your own LinkedIn cost per lead on this scale and stop comparing it to a blog post.

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.



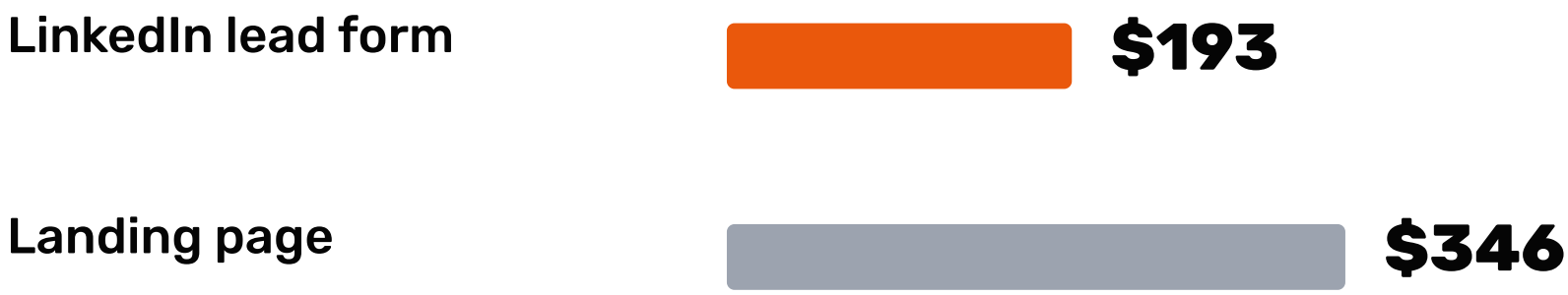
THE MOVE

Give traffic and awareness campaigns their own budget line with a visits target, out of cost-per-lead reporting.

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

THE MOVE

Make the in-feed form the default on every LinkedIn lead campaign: three to five fields, autofill on.

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

THE MOVE

Rebuild your best gated asset as an 8 to 12 slide document ad and run it beside the image ad on the same audience.

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.



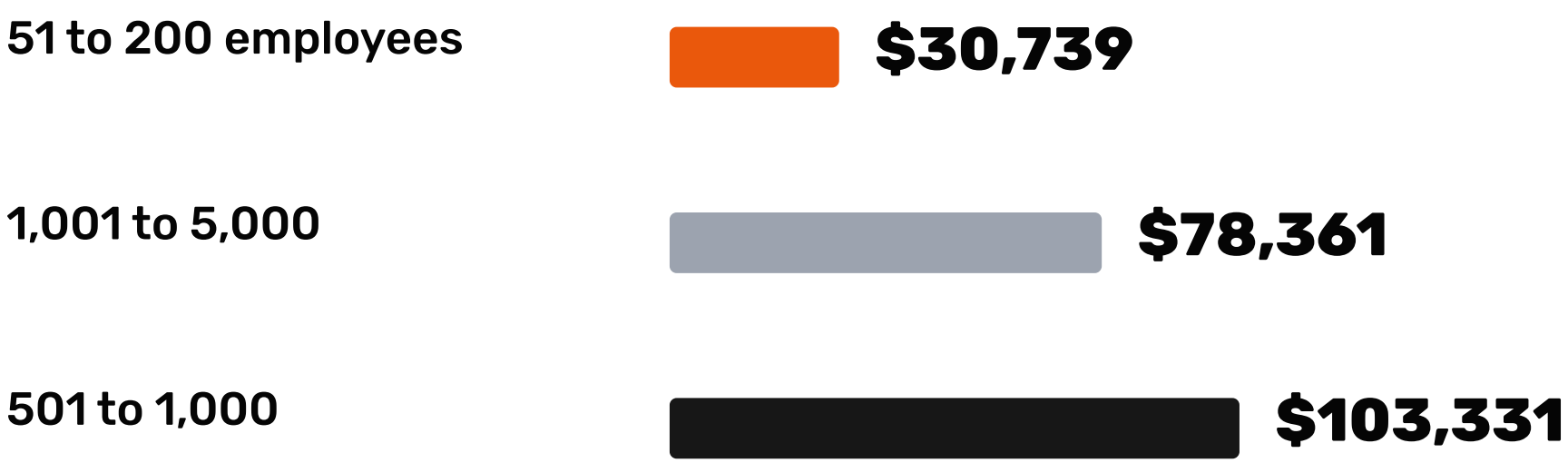
Sourced pipeline per $1, 2025

THE MOVE

Split cold and retargeting into their own budget lines and judge each on its own pipeline.

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

THE MOVE

Give each company-size band its own campaign and budget line, and watch cost per customer per band for a quarter.

JUMP TO ANY PAGE

The eight findings

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

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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.

Check your numbers against the full dataset

metadata.io/benchmark-report-2026

Free, filterable, no email required.