

skilable

Refocus, Realign, Results

Skillable's ABM-Inspired Paid Media
Tactics Drive 50% YoY Pipeline Growth

Directive



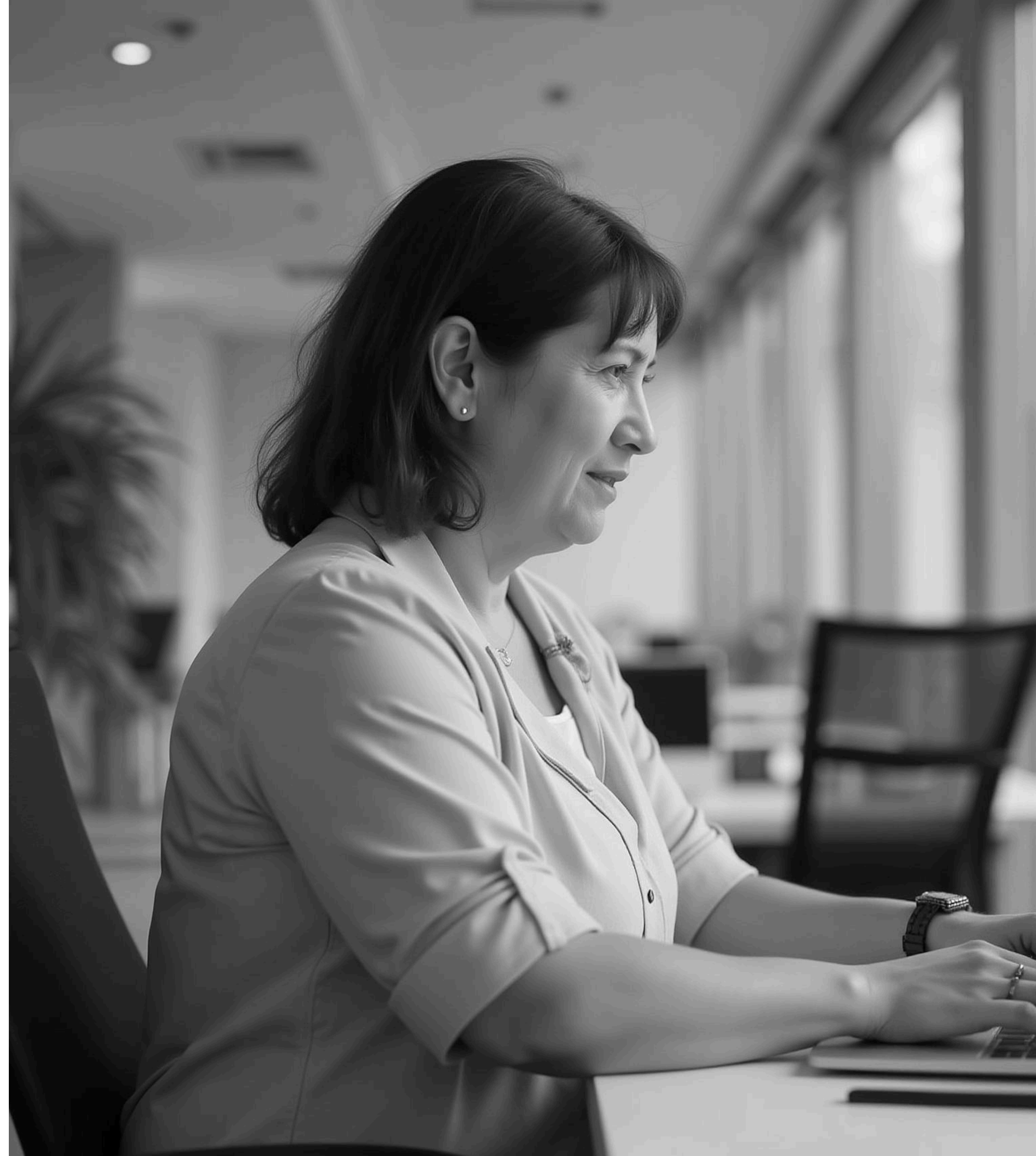
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Discover how Directive and Skillable, a pioneering platform for experiential learning and skilling, leveraged ABM-inspired paid media strategies through LinkedIn to achieve a 32% QoQ and 50% YoY pipeline increase, whilst increasing MQL efficiency and boosting MQL-to-SQL conversion rates from 23% in August to a record-breaking 42% in October.

The Challenge

Skillable faced two primary hurdles:

1. Their combined Search + Performance Max strategy on Google garnered a **high volume of low-quality MQLs**, that weren't converting down-funnel and instead attracted individual contributor (IC) traffic vs. traffic from target companies.
2. They understood the industry they were 'winning' in but **lacked visibility and full-funnel engagement on social media** to reach and convert their pipeline-driving target ICP effectively.



Our Strategy

Recognizing that while lead form conversion rates were high across Performance Max, conversion rates were poor, resulting in expensive down-funnel activity. With MQL quality and therefore pipeline revenue being our core objective, we needed to finetune our advertising across channels that mattered. Our strategy therefore centred around:



01

Streamlining Channels to Focus on Pipeline Growth

We began by narrowing our advertising efforts to focus solely on the most promising channels: Search (specifically branded campaigns) and LinkedIn. Performance Max was paused entirely, as we needed offline conversion tracking (OCT) in place to enable the machine learning algorithm to reliably deliver high-quality MQLs.

02

Prioritizing “Money” Terms on Search

We then shifted our focus to driving quality bottom-of-funnel (BOF) traffic by expanding our reach across target countries for branded terms, extending from the US and Canada into the UK, Germany, Netherlands, Norway, Denmark, Ireland, France, Sweden, and Switzerland. This expansion quickly brought in high-quality leads from Europe.

To avoid attracting traffic from individual contributors (ICs) rather than companies, we dug deeper to identify key “money” terms - specific keywords that would attract company decision-makers instead of ICs. By concentrating on five highly targeted, non-branded keyword themes, we ensured our campaigns focused on bringing in traffic with the greatest potential to drive pipeline growth.

03

Driving Visibility Across Target Account Lists through Segmented ICP Targeting & Optimizing for Efficiency

Our biggest challenge was re-aligning LinkedIn campaigns to drive awareness, engagement, and lead generation across 6 target account lists (TALs). This involved segmenting messaging and creative by ICP to address their specific needs, whilst also adjusting budget based on audience sizes. We created multiple campaigns with distinct objectives: raising **awareness** about a better solution for performance-based training, **engaging** prospects with thought-provoking guides that challenged the status quo and highlighted the efficiency of the lab-based model, and **driving MQLs** through incentivized

conversation ads targeting tightly aligned job titles, with decision-making power, in the right industry. The key link in the chain was ensuring that all of our **remarketing** loops were in place across each TAL targeted, so that we could retarget users at exactly the right time with the right messaging to get them to take a step closer to converting.

Whilst we initially saw CPL efficiencies, we later sacrificed this in favor of driving higher converting SQLs and Opps down-funnel, using granular data insights from HubSpot to prioritize MQL, SQL, and opportunity-driving campaigns.

The Results

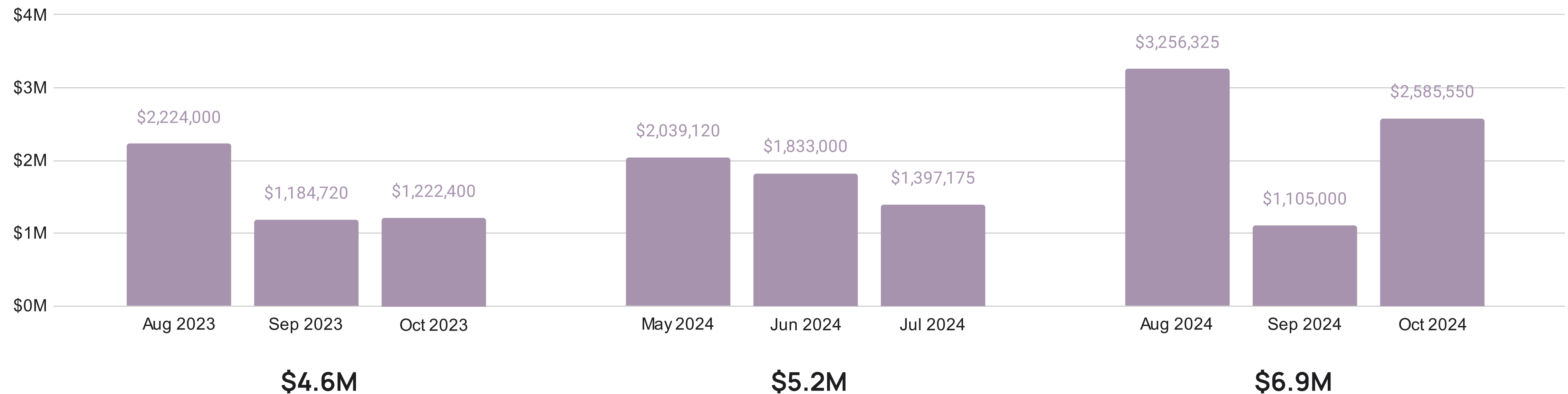
Our strategy yielded immediate in-quarter results for Skillable in Q3 (Aug - Oct):

+42%
QoQ MQLs

+32%
QoQ Pipeline Revenue

42%
SQL > Pipeline
(Highest ever achieved - vs. 23% in Aug, 32% in Sep)

Sales Pipeline by Month



Ready to
See Results?

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Directive,