

# ActivTrak Case Study

## How ActivTrak Built Enterprise Pipeline with a Full-Funnel Marketing Strategy

### CHALLENGE:

ActivTrak gives HR leaders, IT teams, and operations executives visibility into how work actually gets done — surfacing productivity trends, identifying burnout risk, and connecting workforce behavior to business outcomes. But selling workforce analytics at the enterprise level is uniquely difficult. The category sits at the intersection of HR, IT, and ops — meaning multiple stakeholders, long sales cycles, and a persistent risk of being misread as an 'employee monitoring' tool rather than a strategic intelligence platform

### Specific challenges included:

- Reaching CXO and VP-level buyers simultaneously across mid-market and enterprise accounts
- Building a community on LinkedIn to increase engagement from users who fit the buyer profile
- Nurturing a growing list of open opportunities with consistent, credibility-building content between sales touchpoints
- Connecting LinkedIn ad activity to pipeline and demonstrating channel ROI to leadership

### STRATEGIC APPROACH:

Speedwork built a LinkedIn Ads strategy structured around four distinct audience segments: CXO prospecting, VP-level prospecting, a mult-layered remarketing pool, and a dedicated open opportunities campaign targeting accounts already in ActivTrak's pipeline. Rather than running a single catch-all campaign, each audience received unique messages designed for where they stood in the buying cycle.



Most leaders assume AI makes work easier.

443 million hours of real workforce data reveal something different.

Productive hours increased.  
AI adoption hit 80%.

But focus efficiency fell to a three-year low.

Work isn't getting lighter — it's getting faster, denser and harder to govern.

The 2026 State of the Workplace report reveals what leaders need to understand about AI, productivity and the future of work.

Swipe to explore the findings.

2026 State of the Workplace Report • 24 pages



## WHAT CHANGED:

Over time, Speedwork made several strategic pivots that compounded into significant performance gains. Messaging shifted from feature-led to outcome-led — anchoring ads around executive-level language: labor cost savings, 122x ROI, 20% increase in productive time, 12,000 extra hours per month. These weren't abstract claims; they were drawn from ActivTrak's own customer data and leveraged in doc ads, thought leader posts, and social proof campaigns.

Thought leader ads featuring ActivTrak's executive team became one of the highest-performing formats, with CTRs of 6-11% and dwell times of 5-7 seconds. AI-themed posts consistently outperformed all others, and the strategy evolved to prioritize that angle. Doc ads also proved 16x more engaging than single-image ads for social proof, at 2.2x cheaper cost per engagement.

## RESULTS:

As campaigns matured, Speedwork continuously refined targeting, creative, and budget allocation, pausing underperformers, reallocating toward highest-engagement segments, and building out separate campaigns for webinars and newsletters to help drive registrations and subscribers. The result was a program that delivered compounding performance improvements quarter over quarter.

The campaigns delivered **measurable improvements across every stage of the funnel:**

**60%**

Drop in CPC

**2k+**

ICP page followers since 2025

**6-11%**

CTR on top thought leader ads

**16x**

higher engagement doc ads vs. image ads

**200+**

open opps reached & nurtured

**8.3x**

ROI from LinkedIn Ads

\*Source: LinkedIn Revenue Attribution report

***“Speedwork has been an incredible partner. The level of detail they bring to every report, every optimization — it's not just about the numbers. They help us understand what's actually working and why.”***

– Growth Marketing Manager, ActivTrak

## READY TO BUILD PIPELINE LIKE THIS?

Speedwork is the LinkedIn Ads Agency for Enterprise B2B SaaS companies that want pipeline – not just leads

[speedworksocial.com/free-consultation](https://speedworksocial.com/free-consultation)