



From zero to hero:

How Creo built a LinkedIn ad program that outperformed industry benchmarks by 2x

[Digital Onboarding](#) helps banks and credit unions replace slow, paper-based account opening with secure, automated digital workflows. With a compelling product and a clear market need, Digital Onboarding was ready to expand its marketing reach through a new channel: LinkedIn advertising.

But building a high-performing LinkedIn ads program from scratch requires more than budget. It requires deep platform expertise, a strategic understanding of B2B buying behavior, and the ability to rapidly test and learn what works and what doesn't with the creative and with audiences.

That's where Creo came in.

Digital Onboarding

Client snapshot



Client

Digital Onboarding



Duration

6 Months



Industry

FinTech (Banks & Credit Unions)



Program

LinkedIn Ad foundation & optimization

Key results over 6 months

0.92%

Average CTR, more than 2x the 0.4% industry benchmark

\$12.18

Average CPC, well below the \$20-\$40 industry range

200K+

Total impressions across 18 optimized ads

1834

Total clicks driving real engagement

Building a foundation for growth

Before a single ad went live, Creo laid the strategic groundwork to maximize performance.

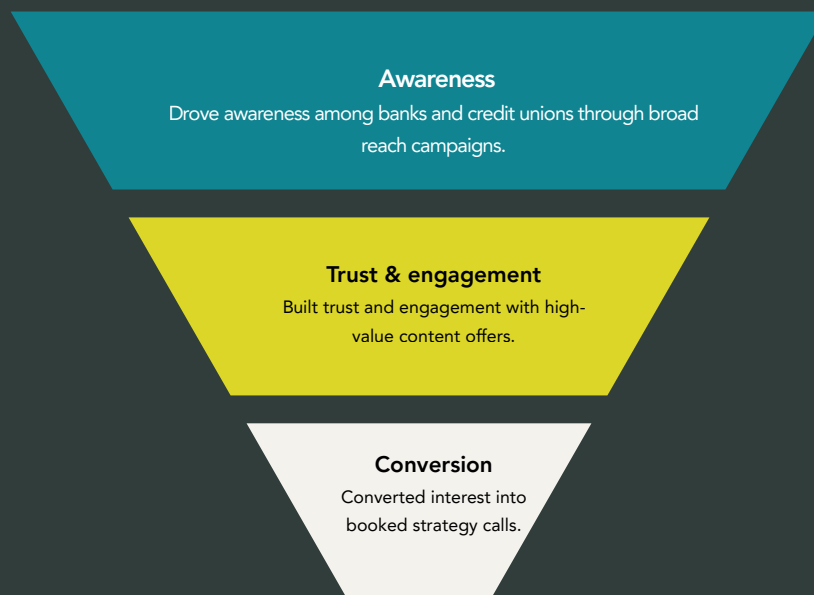
- **Content audits** to surface Digital Onboarding's highest-performing assets.
- **Audience research** to understand what motivates their three distinct buyer personas – Heads of Marketing, Heads of Retail Banking, and Heads of Customer Experience.
- **SME calls/interviews** to sharpen messaging around Digital Onboarding's key differentiators.

A strategic partnership

Creo operated as an embedded extension of the Digital Onboarding team. Through monthly optimization cycles, transparent performance reviews, and proactive recommendations, Creo brought both the hands-on execution and the strategic thinking needed for a truly successful campaign.

Full-funnel ad strategy

From there, Creo built a full-funnel strategy designed to move buyers from awareness to action, adjusting the ad focus and goal based on funnel alignment.



The program structure set Digital Onboarding on the right path, but **what made the program successful** was the continuous learning built into it. Every month, Creo tested messaging themes and asset types against one another and reallocated budget toward what was working. The program got smarter with every iteration, and so did Digital Onboarding's understanding of what resonated with their buyers.

The Creo difference

- **Transparent performance reports:** Creo shared every metric in a detailed monthly report, providing insights and next steps to keep Digital Onboarding informed and in control.
- **Continuous learning:** Rather than setting a strategy and walking away, Creo treated every month as an opportunity to get smarter. Every insight — from which creative resonated to which messaging theme clicked — was documented and fed into the next set of ads.
- **Scalable and repeatable:** Digital Onboarding didn't just get a campaign. They got a repeatable, proven playbook for LinkedIn advertising that they can build on for future ad campaigns.

Results

Over the six-month program, Creo launched and optimized 18 ads across all three funnel stages, generating over 200,000 total impressions and more than 1,800 clicks.

- **0.92% average CTR**
More than 2x the 0.4% industry benchmark
- **200,054 impressions**
Across 18 optimized ads
- **\$12.18 average CPC**
~40% below the \$20-\$40 industry range
- **1,834 total clicks**
Driving real engagement
- **\$111.64 average CPM**
With some ads as low as \$14-\$23, well below the \$80-\$100 benchmark
- **199 BOFU clicks**

Best-performing ads outperformed industry benchmarks by 16–19x

Learn more about Creo's paid LinkedIn ad capabilities

The right partnership can turn marketing challenges into growth opportunities, proving that even a small team can achieve big results with the right support.

Creo Collective combines deep expertise in B2B tech marketing with a strategic, data-driven approach to paid social advertising. From audience research and content auditing to full-funnel ad strategy and continuous creative testing, Creo builds LinkedIn programs that don't just generate impressions, they generate pipeline. Whether you're launching LinkedIn ads for the first time or looking to scale what's already working, Creo brings the expertise, the process, and the partnership model to make it happen.

Creo acts as an extension of your team, ensuring precision, personalization, and measurable success to connect you with the right accounts to turn prospects into buyers and customers into advocates.

[Book a call with Creo](#)