

# Docker

Precision ABM that penetrated enterprise accounts with 3–6 month committee-based buying cycles.

LinkedIn Ads

ABM

Salesforce

6 Months

**4.2%**

CTR · 2.8x benchmark

**\$78**

Cost per MQL

**\$4.5M**

Pipeline influenced

**40**

New enterprise accounts

## THE CHALLENGE

Docker needed to reach CTOs, DevOps Directors, and Platform Engineers inside enterprises that operate in committee-driven buying cycles spanning months. Standard awareness campaigns weren't building pipeline. The brief: influence an entire buying committee simultaneously — not just one inbox — across a structured 3–6 month evaluation window.

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*The segment with the highest CTR was barely converting. The one with the lowest CTR was generating MQLs at \$78 — vs \$135 benchmark. That gap is where most B2B campaigns leak money quietly.*

## AUDIENCE ARCHITECTURE — 3-TIER ABM

### Buying committee

- › Tier 1 — Decision Makers (40% budget): CTO, VP Engineering, Director of DevOps. 1,000+ employee enterprises. Director level and above.
- › Tier 2 — Technical Influencers (35%): Senior DevOps, Platform Engineers, SREs. Docker/K8s skills. Active in DevOps LinkedIn groups.
- › Tier 3 — Champions (25%): DevOps Engineers, Cloud Architects. Internal advocates who pull deals forward.

### Targeting stack

- › 2,500 target enterprise accounts uploaded via Salesforce, matched to LinkedIn Company Targeting.
- › Intent signals: Members engaging with containerisation content + job-change targeting for new CTOs/VPs.
- › Competitive displacement: Users engaging with Red Hat OpenShift and Kubernetes — sequential messaging.
- › Event targeting: KubeCon, DockerCon, AWS re:Invent attendees.

## CAMPAIGN STRUCTURE

### Three ad formats

- › Sponsored Content \$50K/mo — Whitepapers, webinar recordings across all tiers. Gated resources with progressive profiling.
- › Message Ads \$30K/mo — Direct 3-touch outreach to Tier 1 only. Personalised to their tech stack. 2-week sequence.
- › Dynamic Ads \$12K/mo — Retargeting site visitors, whitepaper downloaders, webinar attendees. CTA: Request Enterprise Demo.

### Attribution

- › UTM parameters on every LinkedIn URL: source, medium, campaign, content.
- › Salesforce integration: every touchpoint mapped to closed deals — not last-click only.
- › View-through conversion tracking for long 3–6 month sales cycles.
- › Pipeline influence reporting: MQL → SQL → Opportunity → Closed-Won.

## RESULTS

<b>4.2% avg CTR</b> 2.8x the LinkedIn B2B benchmark	<b>\$78 cost per MQL</b> vs \$135 industry average — 42% below
<b>\$195 cost per SQL</b> vs \$340 industry average — 43% below	<b>\$4.5M pipeline</b> Influenced revenue across 6 months
<b>68% sales acceptance</b> Rate on MQLs generated	<b>3 weeks shorter</b> Average sales cycle reduction
<b>40 new accounts</b> Enterprise accounts previously unreachable	<b>\$1 : \$6.80</b> Pipeline cost ratio on Message Ads

## THE LESSON

CTR tells you the creative is working. It doesn't tell you whether the right people are clicking. Once we mapped performance by audience tier against MQL quality in Salesforce, the picture changed. The metric worth chasing was never the one that made the screenshot.