Sharp Ahead
B2B DIGITAL MARKETING

CASE STUDY · LINKEDIN THOUGHT LEADER ADS

11.55% click-through rate on our best boosted LinkedIn post

How we used Thought Leader Ads to put our Managing Director's thinking in front of B2B marketing leaders, at more than twice the benchmark click-through rate.



sharpahead.com

BEST POST CTR

11.55%

153 clicks from 1,325 impressions, 4.3x the benchmark

CAMPAIGN CTR

5.9%

2.2x the 2.68% median for image Thought Leader Ads [1]

COST PER CLICK

£2.04

From £577.61 of media spend, £1.44 on the best post

The challenge

Sharp Ahead is a B2B digital marketing agency. Like our clients, we need senior marketing decision-makers to know who we are and trust what we say before they ever get in touch.

Our Managing Director, Jennifer Esty, regularly shares her views on LinkedIn about marketing strategy, budgets and AI search. Her posts performed well with her own network, but most of the marketing directors we want to reach had never seen them.

We wanted to test whether LinkedIn Thought Leader Ads could take that thinking further, and how they would perform against the benchmark for the format.

Our approach

01 **Choose the right posts**

We selected Jennifer's strongest recent posts, each with a clear point of view and an opening line built to stop the scroll.

02 **Target the decision-makers**

One Brand Awareness campaign reached marketing directors and senior marketing leaders at UK B2B companies, with an exclusion list to keep spend focused.

03 **Let the copy do the work**

Each post led with a sharp opening line and one clear idea, with the post itself as the destination.

04 **Optimise early**

Jennifer approved each sponsorship in one click, and we reviewed performance one to two weeks after launch to move budget to the posts that resonated most.

The results

The campaign generated 283 clicks from 4,798 impressions: a 5.9% click-through rate, more than twice the 2.68% median for image Thought Leader Ads [1], at £2.04 per click.

The standout post, 'Why One AI Search Tells You Almost Nothing', reached an **11.55% click-through rate** at £1.44 per click, over four times the benchmark.

POST	IMPRESSIONS	CLICKS	CTR
Why One AI Search Tells You Almost Nothing	1,325	153	**11.55%**
How to Justify Marketing Spend in the Age of AI	1,287	53	**4.12%**
Once in a While, Marketing Changes Forever	1,886	74	**3.92%**
Campaign total (six posts)	4,798	283	**5.9%**

What we learned

01 **The opening line matters most**

The first line decided whether people stopped and read on, so we chose posts with an opening that earned attention straight away.

02 **Move budget fast**

One post reached just 0.43% in its first 235 impressions, so we paused it early and moved budget to the posts that were working.

03 **A real voice earns attention**

Posts from a named expert, written in her own words, earned clicks from senior marketing leaders well above the benchmark.

Moving forward

We are continuing to boost Jennifer's posts as she publishes, starting with her 2027 B2B marketing roadmap. Next, we plan to widen the audience to C-suite marketing leaders and larger companies, and to test posts with a clear next step to support lead generation.

TALK TO US ABOUT THOUGHT LEADER ADS

Speak to the Sharp Ahead team

0161 706 2414 · info@sharpahead.com · sharpahead.com

Sharp Ahead
B2B DIGITAL MARKETING

Data from LinkedIn Campaign Manager to 13 November 2026, six posts in one campaign. [1] ZenABM: LinkedIn Thought Leader Ads guide and 2026 benchmarks, zenabm.com/blog/linkedin-thought-leader-ads-ultimate-guide