

how eftsure scaled growth with full-funnel b2b measurement



luke fielding

head of demand gen,
eftsure

will sherbon

senior manager
marketing solutions,
linkedin

A fireside chat...

How measurement powered Eftsure's Global Expansion



Head of Demand, Eftsure
Luke Fielding



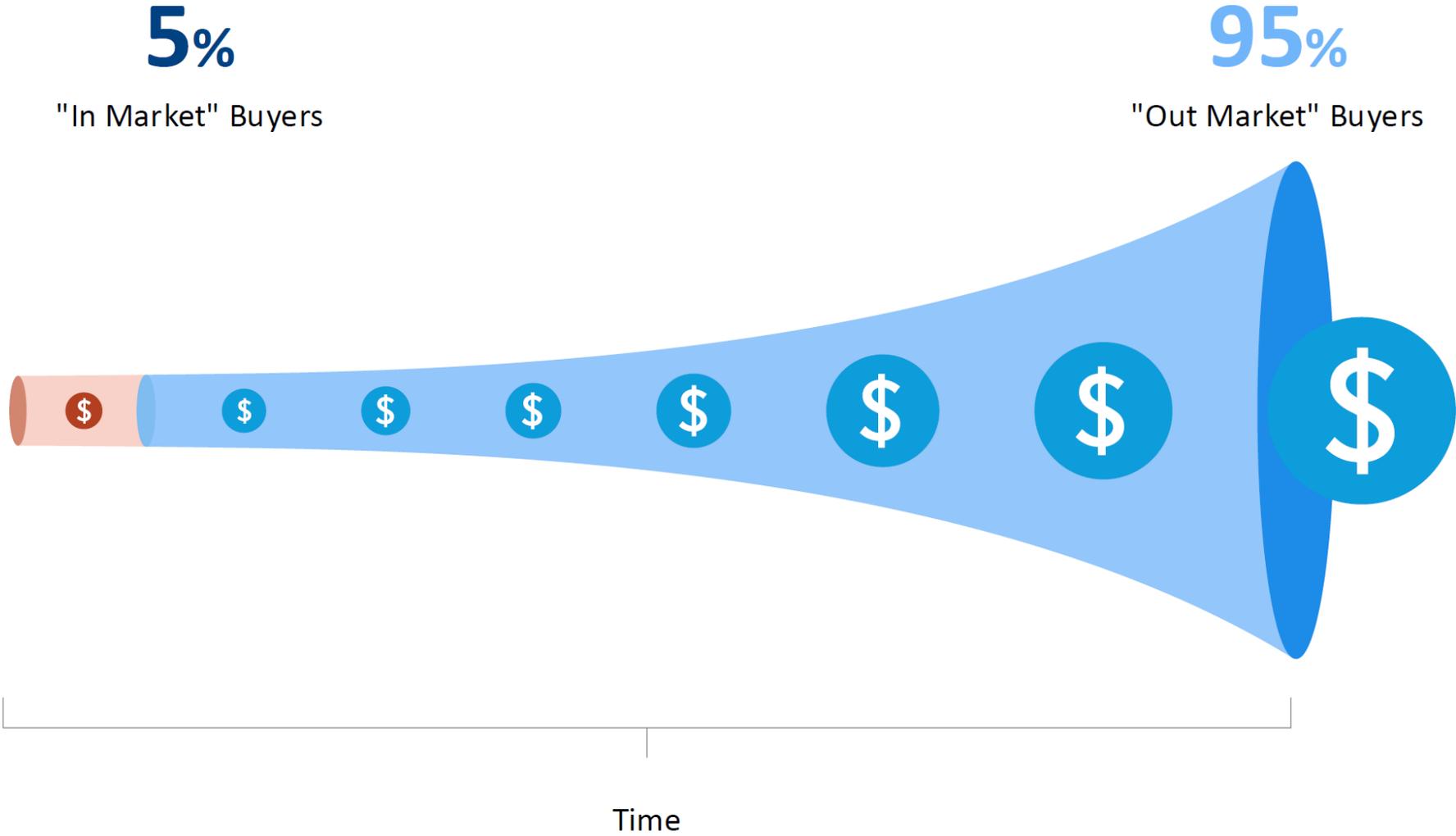
Sr Manager, LinkedIn
Will Sherbon

Sep, 2025

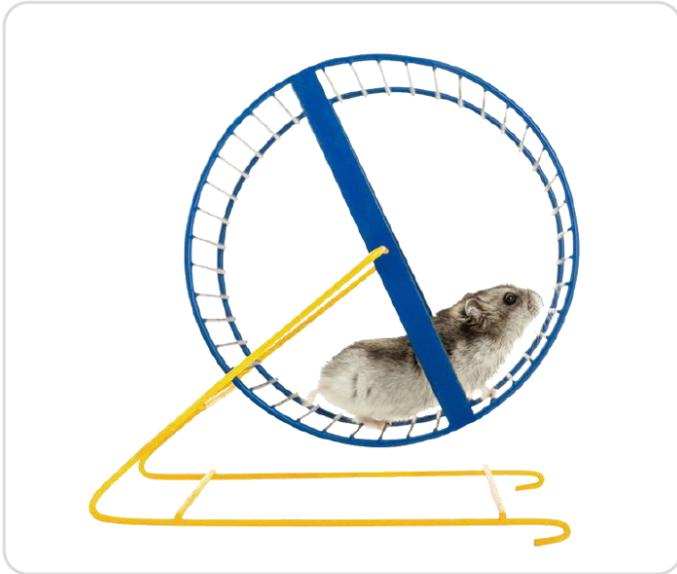
eftsure



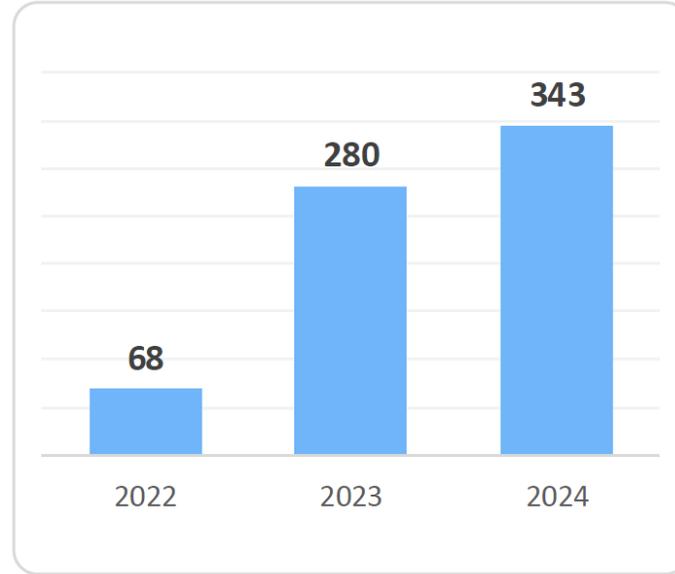
The B2B measurement dilemma



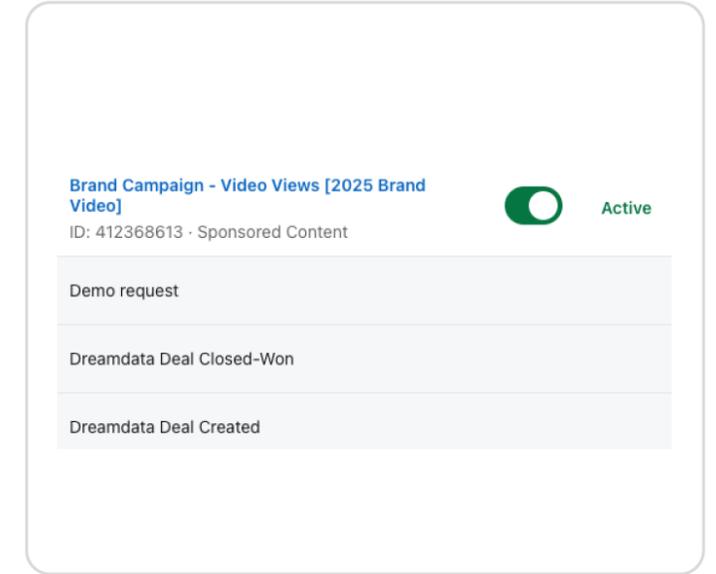
Building the case for brand



Stuck on the MQL **hamster wheel**



Increase in demos as we **turned on brand**



Measure beyond the **platform metrics**

The Eftsure Story



How it all **started**



How its **going**

The Eftsure Story

Stages: All

First Channel: Paid Social | Channels: 9

Highlight touchpoints Channels: Sources: Campaigns: Signals: Conversions: Only

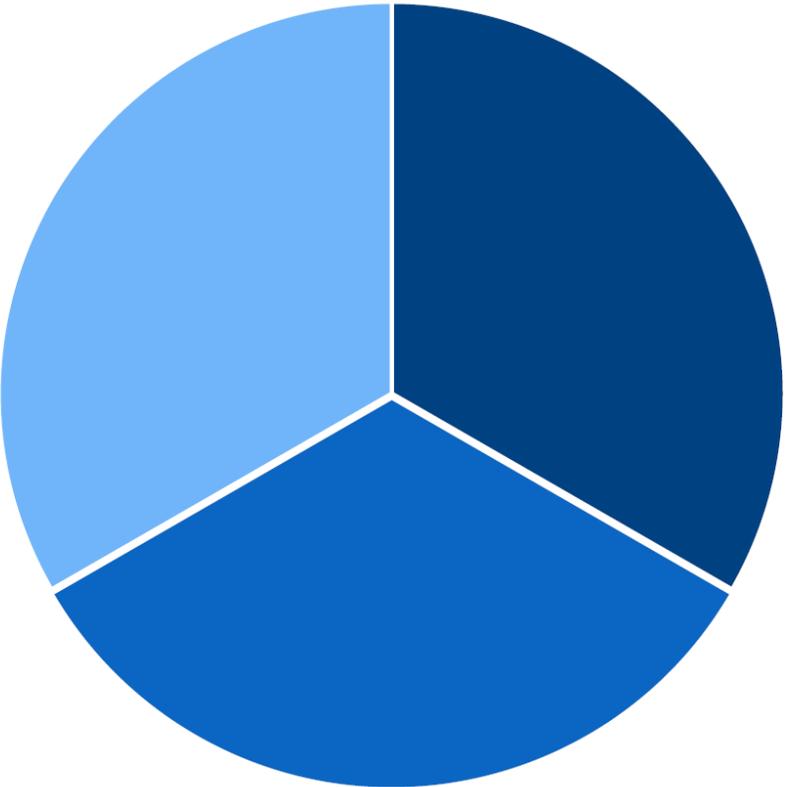
Navigate Zoom Guides

- Dreamdata
- Contacts (1)
- Anonymous visitors
- Ad Impression
- Product Management Manager
- Anonymous visitors
- Organic Engagement
- Organic Impression
- Anonymous visitors
- Anonymous visitors



US Expansion

Channels of Confidence



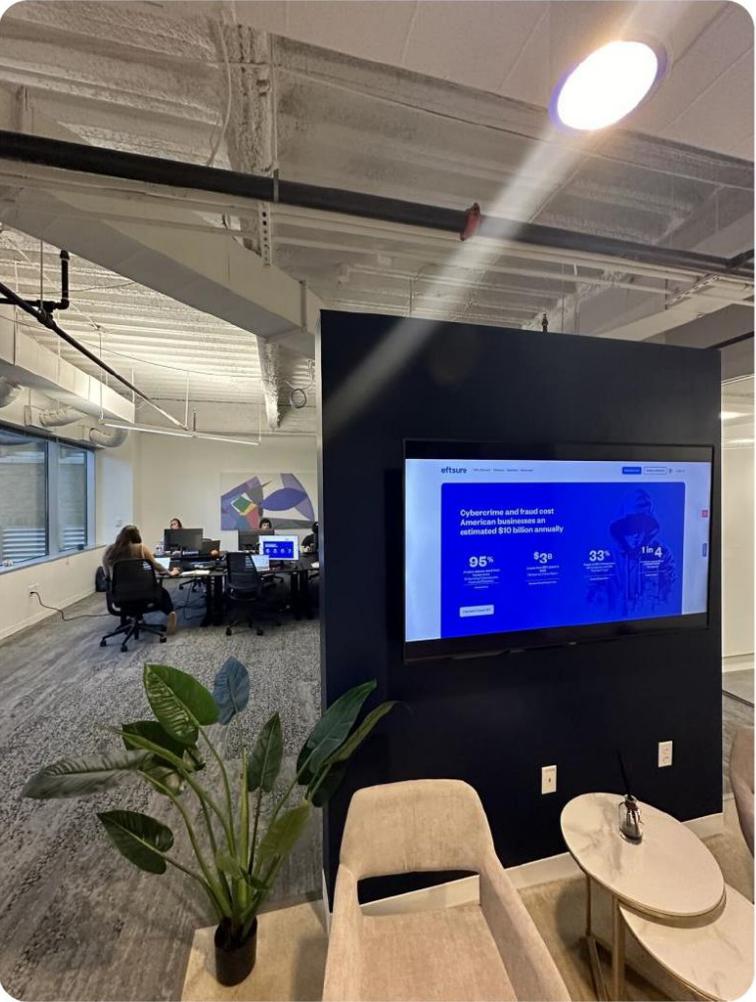
■ LinkedIn ■ Webinars ■ Events

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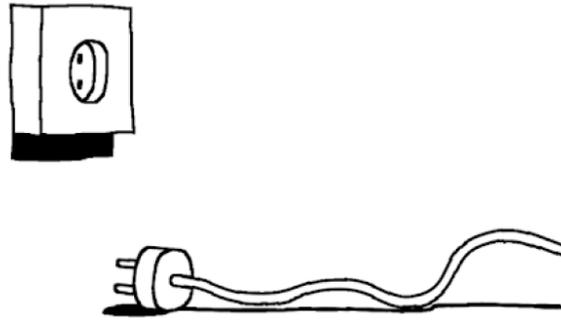
Early signs of success



US Expansion



What can you do today



Thank You.



Connect with Luke



Connect with Will

