Multiply × Listen

CASE STUDY

How Listen Labs scaled LinkedIn paid campaigns to 5x above benchmarks.

"Before Multiply, we had a frustrating experience with a traditional media agency... We drove some leads, but they rarely turned into sales meetings."

The Challenges

01 **Only 2 to 5 tests at a time.** No real experimentation system meant finding the right targeting took far too long.

02 **Knew their ICP. Couldn't reach them.** Traditional agency campaigns reached tho wrong buyers consistently.

03 **Leads that never converted.** Traffic came in but the wrong audiences meant leads rarely became sales meetings.

What Multiply Did

01 **Extracted insights from sales call recordings** to identify the language that resonated with real buyers.

02 **Ran 10+ audience configurations in under a month,** systematically testing until the right ICP was found.

03 **Started with lead gen,** then expanded to full funnel as results revealed a bigger opportunity.

04 **Expanded the ICP based on data,** reaching new buyer segments Listen Labs hadn't considered.

05 **Scaled to 50+ experiments,** with Dot optimizing in real time and cutting under-performers.

Key Results

5x
Above LinkedIn benchmarks, consistently

50+
Experiments at once vs. 2 to 5 before

"We have consistent, thigh quality leads from Fortune 500 companies. LinkedIn is now our most efficient paid channel."

Diana Lim, Growth Marketer
Listen Labs

Experiments running

More experiments meant faster learning and an ICP that kept expanding.

POWERING PAID MEDIA AT Vanta RapidCanvas grammarly SAMBA TV perplexity SUPERHUMAN Footprint acceldata DuploCloud

Want to grow like Listen?