Oktopost

# The B2B LinkedIn Benchmark

## Q1 2026 Report

Engagement, reach, and audience performance for B2B company pages, by sector and company size.

Built on 285 publishable benchmark cells across January to March 2026. Every published figure is backed by 10 or more companies.

June 2026 | Oktopost

INTRODUCTION

# Welcome

LinkedIn is the channel where B2B marketing performance is won or lost, yet most teams benchmark themselves against averages that hide more than they reveal. This report is built from Oktopost's proprietary LinkedIn Benchmark dataset: monthly snapshots of B2B company-page performance, segmented by 9 industry sectors and 7 company-size bands, and reported as percentiles rather than averages.

Inside, you will find what a typical B2B page achieved in Q1 2026, what the top quartile and top decile achieved, and how performance moved month by month from January through March. Every number is backed by a disclosed sample size and a published methodology, so you can defend it in any room.

## Who this report is for

| | |
|---|---|
| Marketing leadership | Set realistic targets and report performance against your sector and size peers, not global averages. |
| Marketing operations | Ground attribution models and channel KPIs in defensible percentile benchmarks. |
| Marketing engineers | Documented percentile benchmarks with disclosed sample sizes, ready to reference against your own reporting pipelines. |
| RevOps | Connect social performance expectations to pipeline math with sample sizes you can audit. |
| Data analysts and BI teams | Percentile distributions, monthly snapshots, and methodology notes built for further analysis. |
| Social media managers | See exactly where your page sits between the median and the top decile in your segment. |

## How to read this report

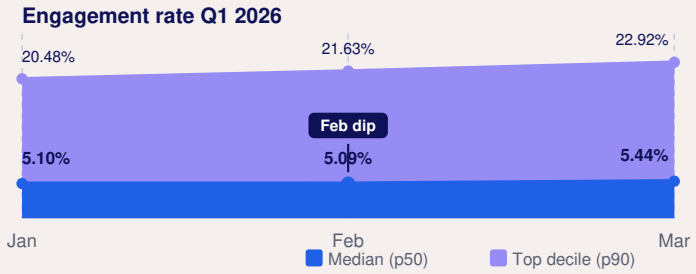
Find your sector and size band in the relevant chapter. Compare your page's metrics against p50 (what a typical page achieves), p75 (a strong result), and p90 (top decile performance). Check the n behind every number: we suppress any cell with fewer than 10 companies so every published figure is backed by a meaningful sample.

EXECUTIVE SUMMARY

# The Q1 2026 story at a glance

| 5.1% | 22.92% | +0.245 | p=0.0013 | 9,077 | 285 |
|---|---|---|---|---|---|
| **Median engagement rate** | **Top-decile rate (p90)** | **Feb to Mar recovery** | **Recovery significance** | **Page-samples in dataset** | **Publishable cells** |
| Q1 2026 (p50) | March 2026 high | pts, 14/16 cells up | Wilcoxon signed-rank | Summed metric-cell samples | n >= 10 floor |

Key Q1 2026 metrics. All values are medians of publishable (n >= 10) cells.




Engagement rate p50 (median) and p90 (top decile) by month, Jan to Mar 2026. n = 16 publishable cells per month.

B2B LinkedIn engagement dipped in February and recovered to a Q1 high in March. The median page held near 5.1% all quarter while the top decile climbed from 20.5% to 22.9%. The recovery from February to March is statistically significant (Wilcoxon p = 0.0013); the net Jan to Mar median change is not (p = 0.0787).

Manufacturing posted the highest sector median in March at 6.99%. Technology and Business Services anchor the data with the largest company counts.

Dataset: 285 publishable cells (n >= 10 companies per cell), approximately 9,077 metric-cell samples summed across the three monthly snapshots (a page is counted once per metric per month). All figures are medians. See the methodology page for suppression rules.

METHODOLOGY

# How this benchmark is built

The Oktopost B2B LinkedIn Benchmark is a proprietary dataset drawn from LinkedIn company pages tracked inside Oktopost. Every metric is computed per cell, where a cell is the intersection of one sector, one company size band, and one month.

### How to read this report

Suppression tiers and percentile definitions

| | | |
|---|---|---|
| **Publishable** n >= 10 companies per cell | Full treatment. All charts use these cells only. | |
| **Directional** n = 5 to 9 companies | Noted here. Excluded from all charts and tables. | |
| **Suppressed** n 5 companies | Never shown. Empty slot shown where relevant. | |

**Percentile definitions**

**p50 (median)**
50% of pages fall at or below this value

**p75 (top quartile)**
25% of pages exceed this value

**p90 (top decile)**
10% of pages exceed this value

**Q1 figure**
Median of the 3 monthly representatives

**Roll-up method**
Median across publishable (n>=10) cells

Suppression tiers and percentile definitions used throughout this report.

## Percentile method

Within each publishable cell (n >= 10), Oktopost computes the p50 (median), p75, and p90 of the metric across all companies in that cell for the month. These are true percentiles of individual company values, not means.

## Roll-up method

A sector or size-band roll-up is the median of the per-cell values for all publishable cells in that grouping. A Q1 representative is the median of the three monthly representatives. No means are used anywhere in the report.

## Significance testing

Month-over-month changes are tested with a matched-panel Wilcoxon signed-rank test. The panel is the set of cells publishable (n >= 10) in both compared months. A 95% bootstrap confidence interval of the median delta is reported alongside each result.

## Coverage

Q1 2026 covers three snapshots: January (285 rows), February (204 rows), March (286 rows). 7 metrics are present. The 5,001-10,000 employee size band has zero publishable engagement-rate cells in all three months and is shown as a suppressed slot in size-band charts. February is thinner than January and March because Follower Growth Rate is absent from the February snapshot and New Followers collapsed to 4 cells that month (see coverage appendix).

## Disclosure floor

Only cells with n >= 10 companies appear in charts and tables in this report. Cells with n = 5 to 9 (directional tier) are noted in the coverage appendix but excluded from all published values. Cells with n < 5 are fully suppressed.

Q1 2026 BENCHMARK

# The Q1 benchmark table

Six metrics at a glance. All figures are Q1 representatives: the median of the three monthly medians-of-publishable-cells. Columns show the p50 (median), p75 (top quartile), and p90 (top decile) across companies.

| Metric | Unit | p50 (median) | p75 (top quartile) | p90 (top decile) | Coverage note |
|---|---|---|---|---|---|
| **Engagement rate** | % | **5.10%** | **8.61%** | **21.63%** | Full Q1 (Jan, Feb, Mar) |
| **Engagement per post** | engagements | **40** | **117** | **357** | Full Q1 |
| **Impressions per post** | impressions | **781** | **1,736** | **3,602** | Full Q1 |
| **New followers / month** | followers/mo | **61.5** | **365** | **899** | Feb directional (4 cells only) [1] |
| **Total followers** | followers | **4,476** | **23,095** | **59,247** | p50 reflects cohort mix [2] |
| **Follower growth rate** | % | **1.19%** | **1.98%** | **3.99%** | 2-month metric (Jan and Mar only) [3] |

[1] New Followers February: only 4 publishable cells. February representative is directional; the Q1 figure is the median of January and March only.

[2] Total Followers p50 swings (4,476 > 4,974 > 3,736) reflect which companies are in each monthly cohort, not real follower gain or loss. The p90 (~57k-60k) is stable and is the headline figure for this metric.

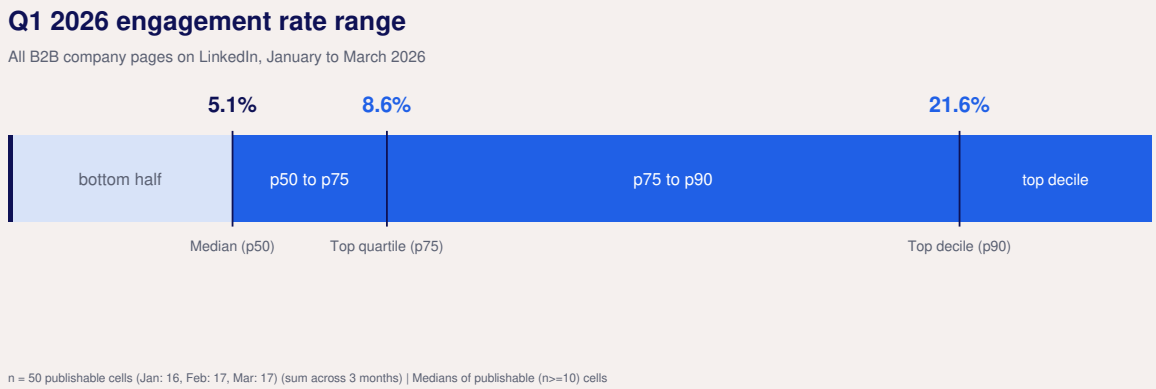
[3] Follower Growth Rate is absent from the February snapshot. The Q1 figure is the median of January and March representatives only.

Note: Engagement per Profile Post (App) is excluded from this table. Coverage is 5 to 6 publishable cells per month (directional tier). Directional values: p50 ~15, p75 ~45, p90 ~129. These figures do not meet the n >= 10 publishable floor and should not be used as benchmarks.

ENGAGEMENT RATE

# Where B2B pages actually land

The engagement rate is the single most-referenced LinkedIn metric. Half of B2B pages sit at or below ~5.1%. The top quartile clears ~8.6%. The top decile exceeds ~21%.




Q1 2026 engagement rate range. p50 / p75 / p90 across all publishable cells. n = 50 cells (Jan: 16, Feb: 17, Mar: 17). Medians of publishable (n >= 10) cells.

Most B2B pages cluster between 3% and 9%. The long right tail reflects pages with smaller follower counts and highly engaged niche audiences, typically in sectors like Manufacturing and Financial Services.

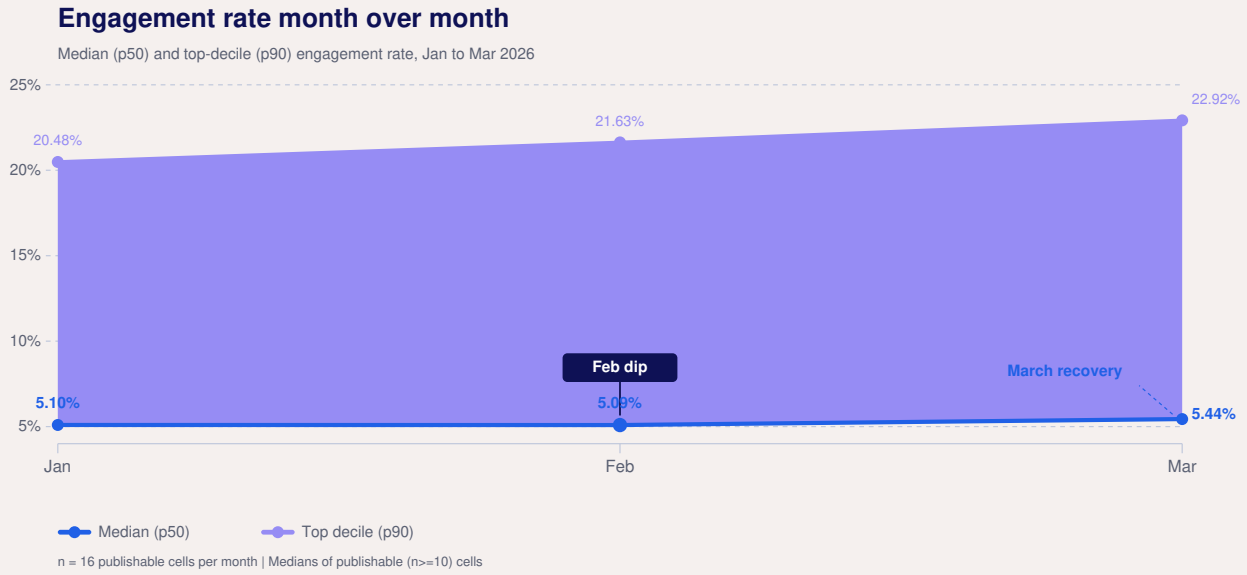
If your engagement rate is above 8.6%, your page is in the top quartile of B2B LinkedIn pages in this dataset. Above 21.6% puts you in the top decile.

n = 50 publishable cells contributing to the Q1 representative (Jan: 16, Feb: 17, Mar: 17) (sum across 3 months). Each cell contains 10 or more companies.

MONTH OVER MONTH

# The shape of the quarter: dip and recovery

The typical B2B page dipped in February and recovered in March. The top decile climbed in every month of Q1.




Engagement rate p50 (median) and p90 (top decile) by month. n = 16 publishable cells per month. Feb dip is statistically significant (p = 0.0331).

The February dip (median: -0.195 pts, p = 0.0331) is a consistent and significant pattern across the matched panel. The March recovery (+0.245 pts from Feb to Mar, p = 0.0013) more than offsets the dip. The net January to March median change (+0.160 pts) is not statistically significant (p = 0.0787).

The top decile tells a different story: p90 rose every month, from 20.5% in January to 22.9% in March, a gain of +3.39 pts that is statistically significant (p = 0.0076). The best pages got better while the median held flat.

n = 16 matched cells publishable in all three months for the significance tests. Do not describe Q1 engagement rate as 'rising' overall: the net move is not significant.

STATISTICAL SIGNIFICANCE

# What the data actually proves

Two moves in Q1 are statistically significant. One is not.

### What the data actually proves

Wilcoxon signed-rank tests on the 16 matched engagement-rate cells (publishable all 3 months)

**+0.245 pts**
Feb to Mar median recovery
14 of 16 cells rose
Significant
p = 0.0013
95% CI: +0.150 to +0.470 pts

**+3.39 pts**
Top-decile (p90) rise, Jan to Mar
14 of 16 cells rose
Significant
p = 0.0076
95% CI: +1.510 to +4.505 pts

Note: the net Jan to Mar median (p50) change of +0.160 pts is NOT statistically significant (p = 0.0787). The Q1 story is dip-and-recovery, not a sustained rise.

Wilcoxon signed-rank results for the 16 matched engagement-rate cells. Matched panel: cells publishable (n >= 10) in all three months.

## The two significant findings

First: the February to March engagement rate recovery. The median rose +0.245 pts, 14 of 16 cells moved up, Wilcoxon p = 0.0013, 95% CI: +0.150 to +0.470 pts.

Second: the top-decile (p90) rise over the full quarter. The p90 climbed +3.39 pts from January to March, 14 of 16 cells up, Wilcoxon p = 0.0076, 95% CI: +1.510 to +4.505 pts.

## What is NOT significant

The net January to March median (p50) change of +0.160 pts is NOT statistically significant (Wilcoxon p = 0.0787). The Q1 story is a dip in February followed by a recovery in March, not a sustained upward trend across the quarter.

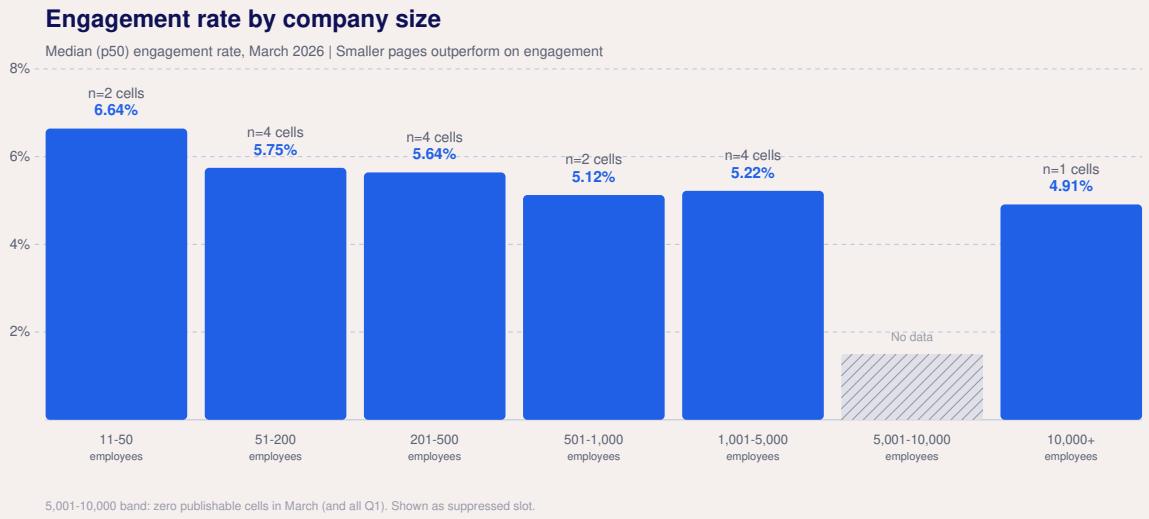
Supporting context: the January to February dip (median -0.195 pts) is also significant (p = 0.0331), confirming the dip itself is a real pattern, not noise.

Method: Wilcoxon signed-rank test on n = 16 matched cells (publishable in all 3 months). Paired t-test and 95% bootstrap CI of the median delta reported alongside each result. All tests verified 2026-06-07.

COMPANY SIZE

# Smaller pages out-engage larger ones

The smallest B2B pages (11 to 50 employees) post the highest engagement rate; the largest (10,000+) the lowest. This pattern holds in every month of Q1.




Engagement rate (p50) by company size band, March 2026. The 5,001-10,000 band is suppressed: zero publishable cells in all Q1 months.

The gradient from small to large is not perfectly monotonic: mid-size bands (201-500) sometimes outperform slightly larger ones (501-1,000). But the direction from the smallest to the largest is consistent.

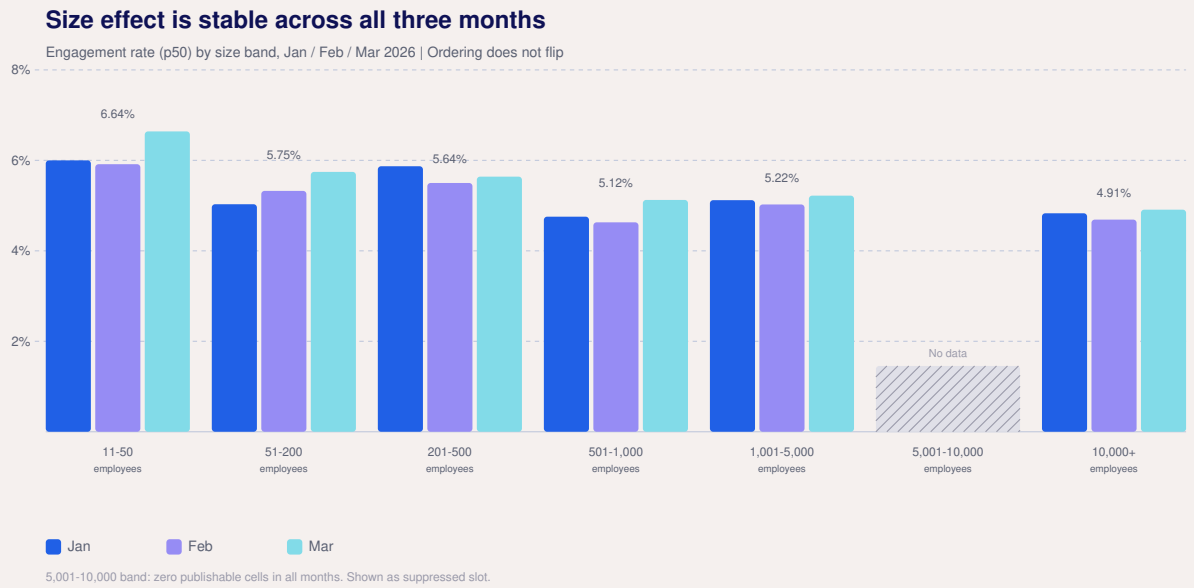
This pattern likely reflects how LinkedIn's algorithm treats newer and smaller pages differently from large established accounts, as well as the more targeted, niche audiences smaller B2B companies often build.

The 5,001-10,000 employee band has zero publishable engagement-rate cells across all three months of Q1. This is a known coverage gap in the dataset, not a finding.

SIZE EFFECT STABILITY

# A consistent pattern across all three months

The size gradient is not a March anomaly. The same ordering appears in January and February.




Engagement rate (p50) by size band and month: Jan / Feb / Mar 2026. 5,001-10,000 band excluded (zero publishable cells). Ordering does not flip.

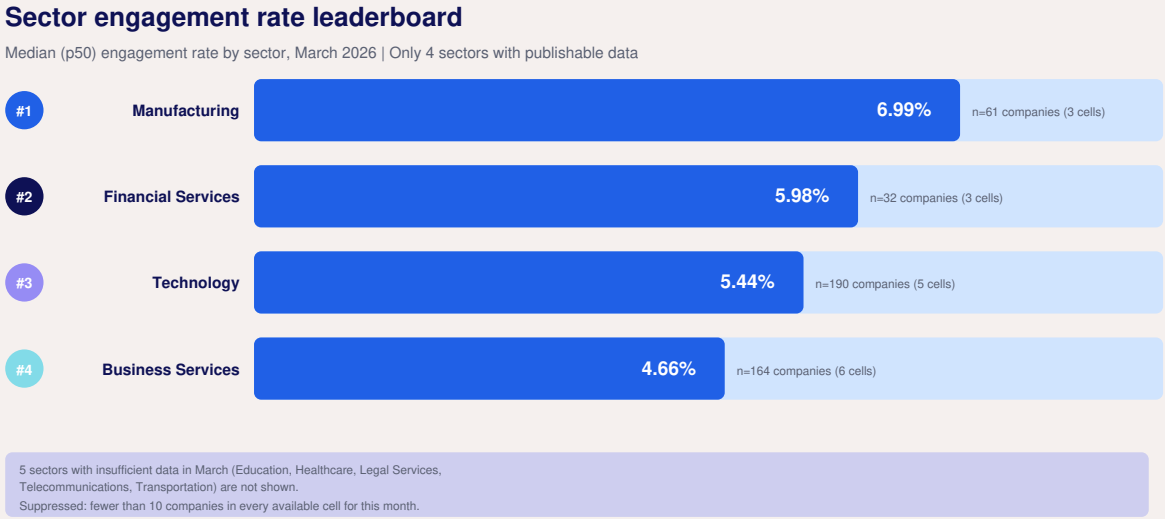
The ranking of size bands does not flip month to month. The 11-50 band consistently leads; the 10,000+ band consistently trails. The absolute values shift as the overall engagement rate dips in February and recovers in March, but the relative order is stable.

> If your company has fewer than 200 employees, your benchmark peer group is the 11-50 or 51-200 size bands. Comparing against an all-size average will understate what a high-performing page in your segment looks like.

SECTOR PERFORMANCE

# Which industries lead on engagement

Only four sectors have sufficient data for a publishable March engagement-rate benchmark. Manufacturing and Financial Services lead on engagement rate, though on smaller samples. Technology and Business Services anchor the data with the largest company counts.




Median (p50) engagement rate by sector, March 2026. n = company count in the publishable cells. Only 4 of 9 catalog sectors meet the floor.

## What the n means

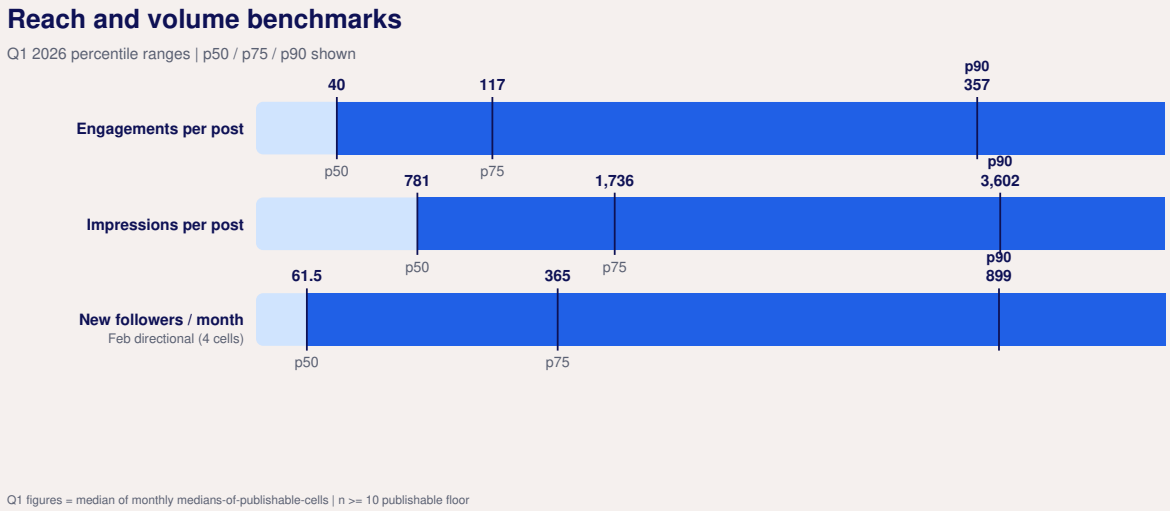
Manufacturing leads at 6.99% but its March benchmark is built on 61 companies across 3 publishable cells. Financial Services (5.98%) has 32 companies across 3 cells. These are statistically publishable but smaller cohorts than Technology (190 companies, 5 cells) or Business Services (164 companies, 6 cells).

Five sectors (Education, Healthcare, Legal Services, Telecommunications, Transportation) are not shown for March. Each had fewer than 10 companies in every available cell for this month. These sectors are suppressed, not zero.

REACH AND VOLUME

# What a post actually earns

A median B2B post earns approximately 40 engagements and 780 impressions. Top-decile posts clear 350 engagements and 3,600 impressions.




Q1 2026 percentile ranges for Engagements per Post, Impressions per Post, and New Followers / month. Medians of publishable (n >= 10) cells.

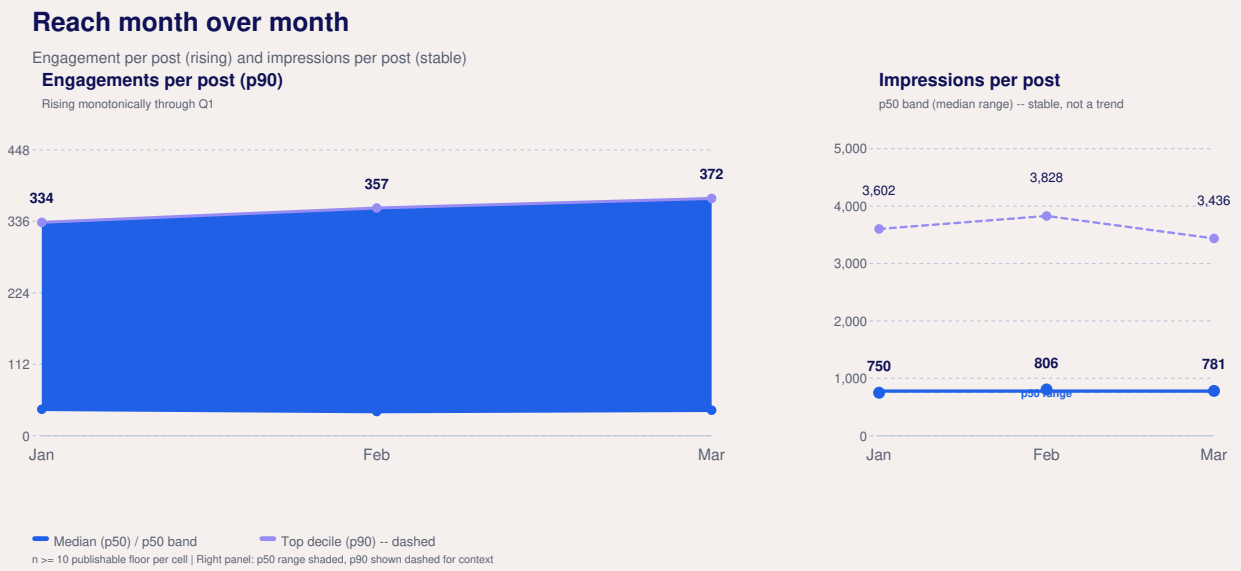
The spread between the median and top decile is wide across all three metrics. A top-decile page earns roughly 9x more engagements than a median page, and over 4x more impressions.

New Followers data: February is built on only 4 publishable cells and is flagged as directional. The Q1 representative for New Followers is the median of January and March only.

REACH TRENDS

# The most engaging pages got more engaging

Engagements per post at the top decile rose every month of Q1: 334.5 in January, 357 in February, 372 in March. Impressions per post at the median held roughly flat near 780.



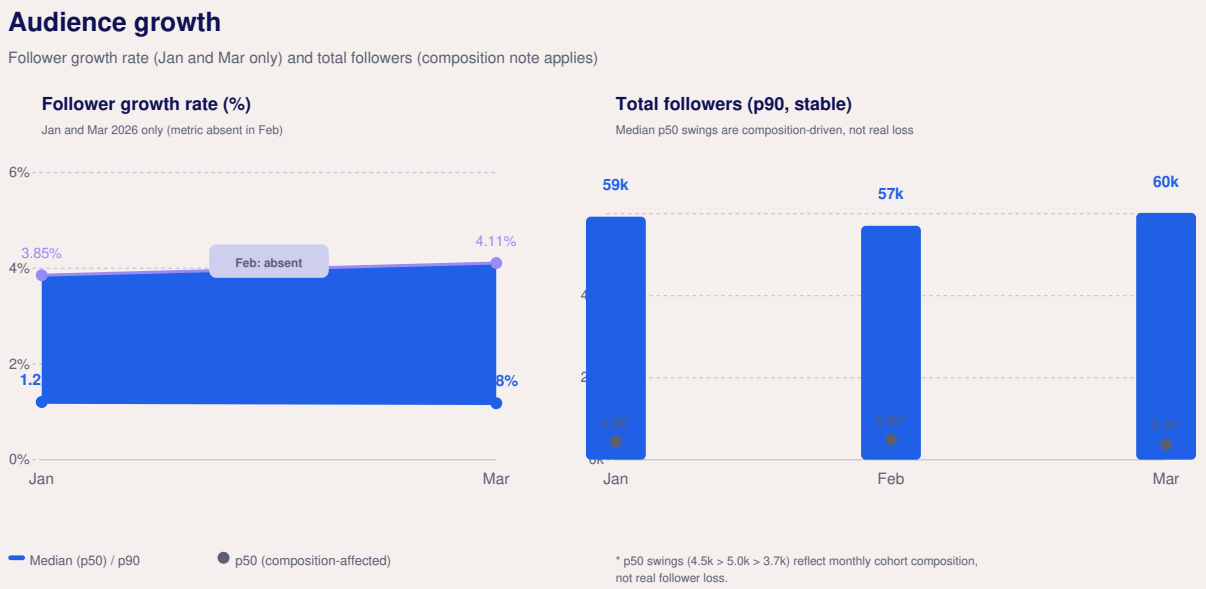

Engagements per post and impressions per post by month, Jan to Mar 2026. Impressions presented as a stable range, not a trajectory.

The rise in top-decile engagements is consistent with the widening gap in engagement rate: the best pages were also earning more absolute engagements per post. Impressions per post at the median is roughly flat (~780), and the p90 is non-monotonic (3,602 in January, 3,828 in February, 3,436 in March). Do not narrate impressions as trending up or down.

AUDIENCE GROWTH

# Follower growth and total audience size

Median monthly follower growth held near 1.2% in January and March. The top decile was near 4%. Follower Growth Rate data is absent from February.




Left: Follower Growth Rate (p50 and p90), Jan and Mar 2026 only (metric absent in Feb). Right: Total Followers p90 (stable, ~57k-60k). p50 Total Followers swings are composition-driven.

## Follower Growth Rate (two months only)

Follower Growth Rate is absent from the February snapshot. The Q1 figure (p50: 1.19%, p90: 3.99%) is the median of January and March only. A three-point line chart is not drawn for this metric.

## Total Followers and composition drift

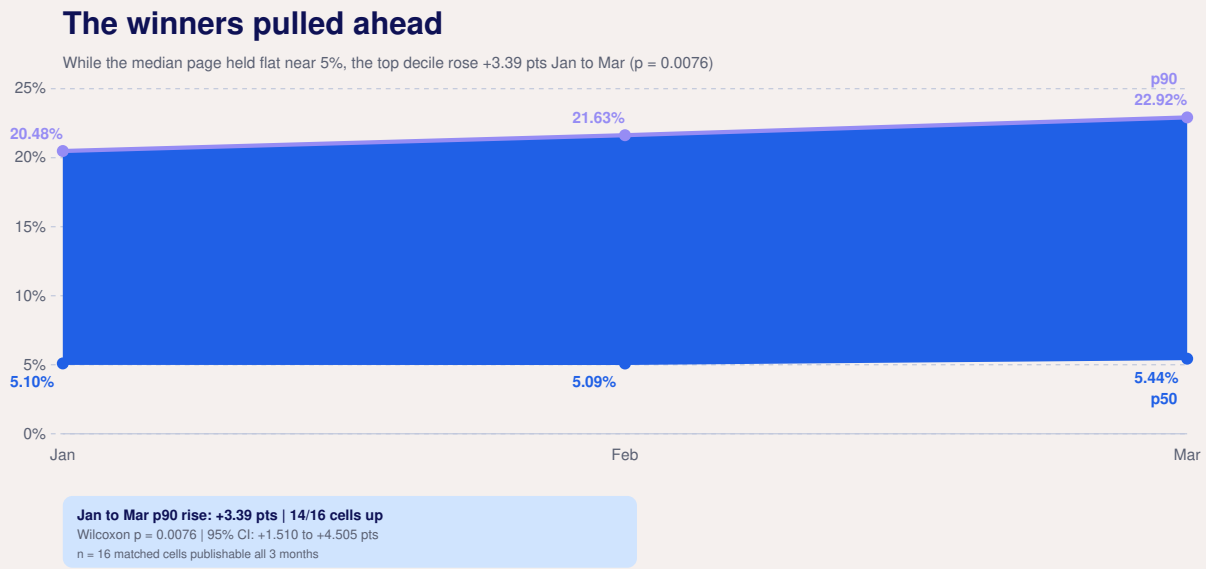
The median Total Followers swings from 4,476 in January to 4,974 in February to 3,736 in March. This reflects which companies submitted data each month, not real follower loss or gain. The p90 (~57k-60k) is stable across all three months and is the reliable headline figure for this metric.

Do not interpret the Total Followers p50 movement as audience decline. It is a composition effect from month-to-month panel variation.

PERFORMANCE SPREAD

# The winners pulled ahead

While the typical page held flat near 5%, the gap between the median and the top decile widened every month. The best pages got better.




Engagement rate p50 vs p90 by month, with the widening gap shaded. Jan to Mar p90 rise of +3.39 pts is statistically significant (p = 0.0076). n = 16 matched cells.

The p90/p50 ratio moved from 4.02x in January to 4.25x in February to 4.21x in March. The spread in absolute points grew from 15.39 to 16.54 to 17.48 pts.

The Jan to Mar p90 rise of +3.39 pts is statistically significant: 14 of 16 cells rose, Wilcoxon p = 0.0076, 95% CI: +1.510 to +4.505 pts. This ties to the significance results on page 7.

Q1 2026 conclusion: B2B LinkedIn engagement is not moving uniformly. The median page stayed near 5% while the top decile rose to 22.9%. If your engagement rate stayed flat, you did not keep pace with the best pages in your tier.

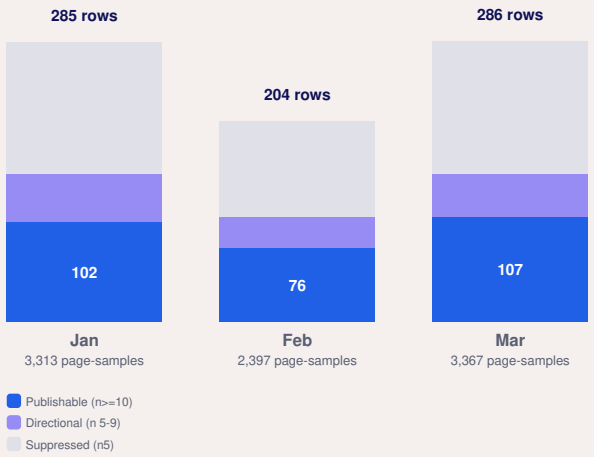
APPENDIX

# Coverage and transparency

Full disclosure of the data behind this report: suppression tiers, monthly row counts, and explanations for the February thinness and the 5,001-10,000 size-band gap.

### Coverage and suppression by month

Row tier distribution: publishable (n>=10) / directional (n 5-9) / suppressed (n5)




**Q1 totals**

| | |
|---|---|
| Publishable cells (n>=10) | 285 |
| Directional cells (n 5-9) | 124 |
| Suppressed cells (n5) | 366 |
| Total page-samples<br>Summed metric-cell samples (a page is counted once per metric per month) | 9,077 |

**Why Feb has fewer rows:**
Follower Growth Rate absent (0 cells)
New Followers collapsed to 4 cells
Together: ~76 missing cells
**Not a data error**

Per-month tier distribution and Q1 totals. Publishable (n >= 10) / Directional (n 5-9) / Suppressed (n < 5).

## Why February has fewer rows

February (204 total rows) is thinner than January (285) and March (286) for two structural reasons, not a data error. First, Follower Growth Rate is entirely absent from the February snapshot: this metric has 0 cells in February versus 40 in January and March. Second, New Followers collapsed to 4 cells in February versus 40 in January and March. These two gaps account for the approximately 76 missing cells and for February's lower total of 2,397 page-samples.

## 5,001-10,000 employee band

The 5,001-10,000 employee size band has zero publishable engagement-rate cells in every Q1 month. It is shown as a suppressed slot in size-band charts. This is a known coverage gap and is not interpolated or implied.

## Metrics noted as directional in Q1

Engagement per Profile Post (App): 5 to 6 publishable cells per month. Directional values (p50 approximately 15, p75 approximately 45, p90 approximately 129). Excluded from all charts and the headline table. Disclosed here for completeness.

# About this benchmark

The Oktopost B2B LinkedIn Benchmark is built from LinkedIn company page data tracked inside Oktopost by real B2B marketing teams. It is a proprietary monthly dataset updated each quarter.

Every figure in this report represents a median of publishable cells, where publishable means 10 or more companies contributed to the cell. There are no means, no interpolations, no extrapolations.

## How to use this report

Compare your LinkedIn company page performance to the benchmarks in this report. Use the size-band charts on pages 9 and 10 to find your peer group. Use the sector leaderboard on page 11 if your sector has sufficient data.

## Check your own page against the live benchmark

The Oktopost LinkedIn Benchmark tool lets you enter your company page metrics and see where you rank against this dataset in real time.

**Available at: oktopost.com/tools/**

## Book a demo

Oktopost connects B2B social media activity directly to pipeline and revenue. See how leading B2B marketing teams use LinkedIn to drive measurable business outcomes.

**Learn more: oktopost.com**

**Book a demo: oktopost.com/demo/**