SAMPLE DIAGNOSIS · 13 OCTOBER 2026

WHAT WE'D LOOK AT IF ATTIO HIRED US.

A demonstration of how we think, using only what anyone can see from the outside: Attio's homepage, its pricing page and the 337 ads it has run in LinkedIn's Ad Library. A real diagnosis adds 72 hours inside the ad accounts, analytics and CRM, which is where the numbers that matter live.

Read this first. We are not affiliated with Attio and have no access to its data. Attio is one of the strongest companies in its category; we chose it because a good company makes a fairer example than an easy target. Everything below is a hypothesis to test, not a verdict.

SNAPSHOT

COMPANY	Attio, London. CRM, now positioned as "the CRM for agentic revenue"
PRICING (PUBLIC)	Free (up to 3 seats), Plus $35, Pro $79 per user/month billed annually ($44 / $99 monthly), Enterprise custom. Seat credits and workspace credits on top.
PAID SOCIAL (PUBLIC)	337 LinkedIn ads: investor-portfolio discount ads, product ads, a partner programme, and message ads written as a note from a sales leader
HOMEPAGE CTAS	"Send me a demo" and "Talk to sales"

THE FIVE OBSERVATIONS

1. THREE HEADLINES ARE LIVE AT ONCE.

Homepage: "The CRM for agentic revenue." Ads: "The AI CRM That Scales from Seed to IPO." Other ads: "Attio: the CRM that runs itself." Pricing page: "From zero to IPO." Different lines for different audiences can be deliberate, but each extra line splits memory. Buyers remember one sentence about a CRM, if that.

2. ONE DISCOUNT AD, MANY INVESTORS.

"Lightspeed startups get 80% off Attio", "Khosla startups...", "General Catalyst startups...", "The world's leading startups...". Same creative, investor name swapped. Excellent distribution through VC portfolios. The open question is what an 80% anchor does to expansion and renewal once the discount ends.

3. A FREE PLAN THE HOMEPAGE DOESN'T SELL.

Pricing offers a free plan with no credit card. The homepage offers only a demo and a sales conversation. That's consistent with a move up-market toward revenue teams. But small teams that start free are often the cheapest pipeline a CRM has, and they grow into the larger plans.

4. PRICING TAKES MATHS.

Four plans, two billing periods, then seat credits and workspace credits with different allowances per plan. Each extra unit is a question a buyer has to answer, or explain to a finance lead, before they can say yes.

5. THE MOST HUMAN FORMAT IS THE SMALLEST.

Message ads written as a note from a sales leader ("Do you still have your reps updating, or forgetting to update, fields?") are the most specific and personal thing in the library. Most of the ads in the library are the investor-discount and product-line ads.

RANKED HYPOTHESES: WHAT WE'D TEST WITH REAL DATA

#	HYPOTHESIS	HOW WE'D TEST IT	LIKELY IMPACT
1	One headline outperforms three	Holdout test: one line across homepage and top ads for a segment, vs current mix. Measure demo rate and branded search lift.	High
2	Discounted cohorts expand less	Cohort analysis in the CRM and billing: 80%-off startup accounts vs full-price on seat growth and renewal at month 12.	High
3	A "Start free" button lifts small-team pipeline	A/B a secondary hero button for visitors from companies under 10 people. Measure free → paid within 90 days.	Medium
4	A credits calculator shortens evaluation	Add a calculator to the pricing page. Measure pricing-page exit rate and sales-cycle length for inbound deals.	Medium
5	The personal voice deserves more of the budget	Shift budget to sales-leader message ads and thought-leader ads. Measure cost per qualified demo.	Medium

WHAT A REAL DIAGNOSIS ADDS

From the outside, you can only see what a company says. Inside the ad accounts, analytics and CRM you can see what actually happens: where demand comes from, where it leaks, what each leak costs, and which of the hypotheses above are real.

FROM THE OUTSIDE (THIS DOCUMENT)	FROM THE INSIDE (THE DIAGNOSIS)
What the company says	What buyers actually do
Hypotheses	Five bottlenecks, ranked by revenue impact
Ad themes	Cost per qualified demo by theme, channel and segment
Pricing structure	Where pricing loses deals, and at which stage
An afternoon	72 hours, a 90-day roadmap and a live presentation

THE DIAGNOSIS

€5,000, fixed. 72 hours from read-only access. Top five bottlenecks ranked by revenue impact, a 90-day roadmap, a 60-minute presentation and two weeks of follow-up. The fee is credited in full against any solution within 30 days.

Raised this year? We'll record a free 5-minute teardown of your ads and funnel, from public data, like this one. Write to hello@ateliernoven.com or book a call at ateliernoven.com.

SOURCES

attio.com (homepage) and attio.com/pricing, viewed 13 Oct 2026 · LinkedIn Ad Library, search "Attio", 337 results, viewed 13 Oct 2026. Ad wording quoted as displayed in the library.