



THE ULTIMATE GUIDE TO LINKEDIN ADVERTISING

Strategies, Insights, and Best Practices for
Performance Marketers

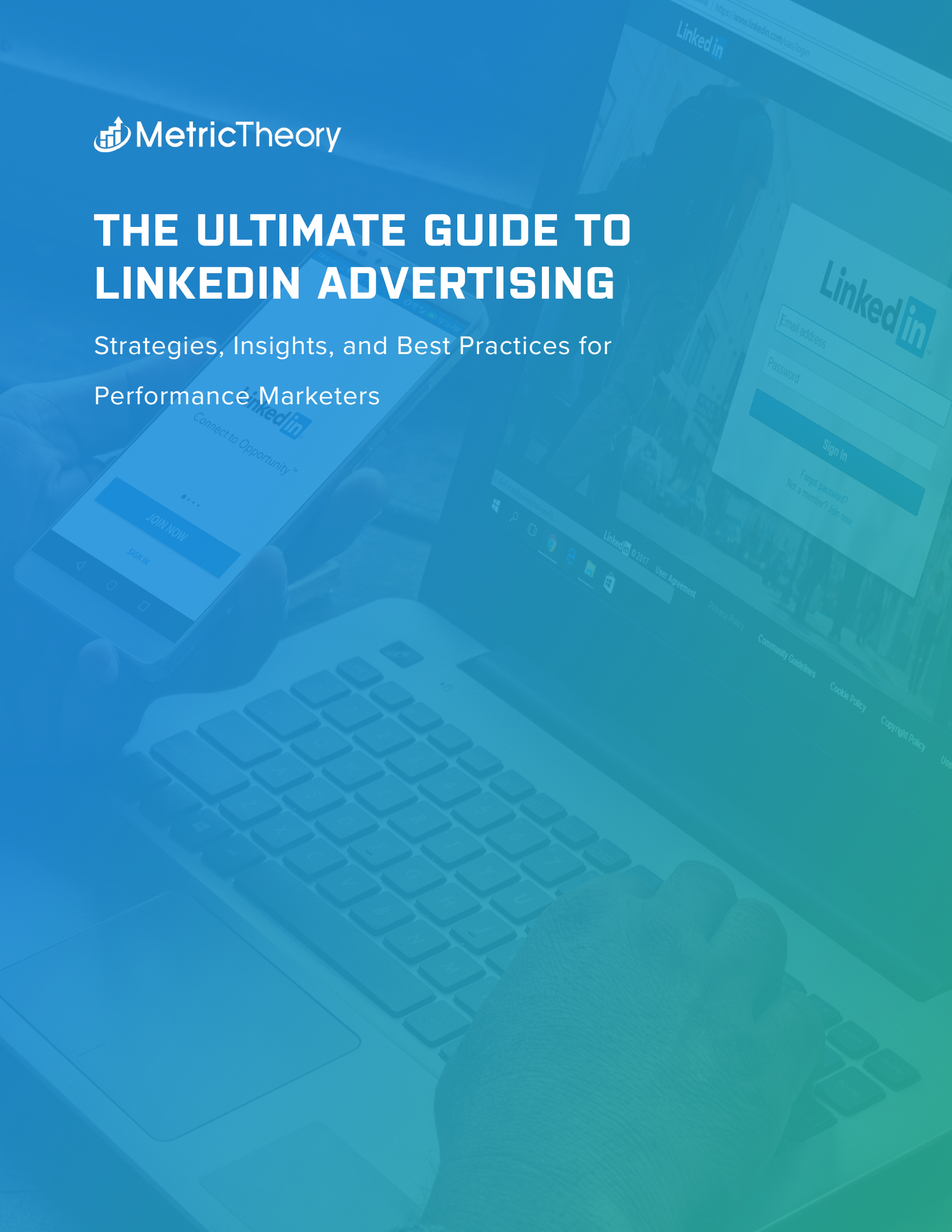


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THE CASE FOR LINKEDIN ADS

Key Information When Proposing Launching LinkedIn Ads

LinkedIn is most well-known as a hub for professionals to network and forge business connections. A comprehensive set of business stakeholders use LinkedIn with new opportunities in mind, from practitioners to managers, and all the way up to the C-suite. With the unique ad products, targeting, and personalization available on LinkedIn, it offers unparalleled opportunity to reach exactly who you want to with the perfect message and offer.

LinkedIn has an extensive amount of audience data that's exclusive to them and perfect for targeting your ideal customer. That's because the audience data on LinkedIn is declarative, meaning individual users provide it willingly. It's also updated frequently and highly specific. Because LinkedIn is a platform for work and professionals, users provide information they aren't as motivated to share or update on other platforms, like role changes and professional interests.

With this guide, we'll take you through the best practices with targeting, ad formats for your message and audience, creative tests to run, opportunities with ABM, how to run performance analytics and more. Everything you'll need to launch your first campaign, and get it to perform for your business, is right here.



LINKEDIN ADS CAMPAIGN STRUCTURE

Before we jump into launching and managing LinkedIn campaigns, here are some basics. The first thing you'll want to do after creating your LinkedIn Ads account is to **add the Insights Tag** to your website. Even if you never end up running ads on LinkedIn, doing that will give you tons of great "insights" on the audience profile of your website visitors. For advertising, this tag is how you'll create site visitor remarketing audiences, which is a core targeting method.

Second, conversion tracking has a unique setup in LinkedIn Ads. You must not only add the Insights Tag, but also create conversion events and assign them to each individual campaign in order for conversions to track and report. This is a very common missed first step we see in LinkedIn Ads accounts.

Now, a quick rundown of how LinkedIn campaigns work to make everything else easier to explain.

Campaign Groups: This function is exactly what it sounds like. You can choose to group campaigns together for organization purposes in a number of ways. Some ways you might decide to do it are by targeted region, by campaign goal, or by intended audience. You can see overall data at the campaign group level, so it is a tidy way to quickly check performance on a set of campaigns.

Campaigns: There are several types of campaigns you can run using LinkedIn Ads. This guide primarily focuses on the **Website Conversions** and **Lead Generation** campaign types, for direct response outcomes. LinkedIn says **Website Visits** campaigns will "be shown to people most likely to click on your ads" while **Website Conversions** campaigns do the same for conversions. In reality, you can typically change what campaigns optimize toward using other campaign settings. Since this guide is intended for marketers, we will not cover **Job Applicants** campaigns at all. The main thing to know about campaign type is that Lead Generation campaigns are the only ones that offer lead collection directly in the LinkedIn environment. We cover that in more detail later.

CAMPAIGN TYPES

1

BRAND AWARENESS

2

WEBSITE VISITS

3

ENGAGEMENT

4

VIDEO VIEWS

5

LEAD GENERATION

6

WEBSITE CONVERSIONS

7

JOB APPLICANTS



In LinkedIn Ads, nearly everything is set at the campaign level. Below are the major items you'll define there.

- **Audiences.** We go in depth on audiences in the next section. You'll also set your geographic and language targeting here.
- **Ad Format.** We also describe available ad formats in this guide and when to use them. **A campaign can only have one ad format.**
- **Placement.** All campaigns run on LinkedIn, but here you can also specify if you want specific campaigns to run on the LinkedIn Audience Network (other websites that can serve your LinkedIn ads).

- **Budget & Schedule.** You can choose a daily spend or lifetime spend level, and whether you want to set a start date and end date to the campaign.
- **Bid Type.** You'll set your bidding method at the campaign level, and options include **CPC**, **CPM**, and **Automated**. We also dive into bidding later.

By-and-large, campaigns on LinkedIn are a combination of audience and ad format - who you want to show ads to, and what kind of ad. You can target more than one audience in a campaign, but you cannot bid or budget them separately. You can target both video ads and image ads to the same audience, but you have to do so in separate campaigns.

AUDIENCE TARGETING

Targeting for Your First Campaign

When getting started with targeting on a new platform, it's common to be paralyzed by choice. How do you know what you should use first? Here's a simple way to think about starting out with audience targeting for LinkedIn.

Start with Job Function targeting for prospecting. This is based on the standardized groupings of the job titles entered by LinkedIn members, and includes areas like Finance, IT, Operations, Sales, and Support. Job Function targeting allows us to cast a broader net than specific job titles and takes into consideration that titles vary from organization to organization.

Then, you will want to layer on audience filters. If you're promoting something like enterprise software to business decision-makers, you'll probably want to narrow that targeting by layering on Seniority Level (such as managers or higher) to further qualify the audience. Consider what size company your product or service is geared toward, and add a Company Size audience layer. Industry segments or account list overlays can also be used for more specificity. You may also test a Job Titles campaign alongside a Job Function campaign if you feel you have a good handle on what titles fit your most common buyers. If not, LinkedIn will show you over time what titles are the best targets for you.

Once live, use demographic insights to optimize targeting. Start by excluding specific job titles that underperform, or separate them into a new campaign if you want to continue testing. Once you've tested relevant job functions, other options to expand your reach are Job Title + Company Size or Job Title + Groups. There are 15+ different demographic and detail targeting options to choose from. Job Function is a great starting point for almost any use case, but if you don't find a good fit in your target market, you should explore LinkedIn's other options.

The screenshot displays the LinkedIn Ads targeting interface. At the top, a blue circle icon with three people is next to the text "OK, now let's target your audience" and "Reach the right people by selecting specific targeting criteria like job title, location and more." Below this, a section titled "What location do you want to target? (required)" features a dropdown menu set to "include" and a text input field with the placeholder "Start typing a country, state, city, or town...". A "See full list" link is to the right. Below the input field, a button labeled "United States" with an "x" icon is shown. The main section, "Select specific targeting criteria to zero in on your ideal audience:", contains a grid of 15 criteria, each with an icon: Company name, Company industry, Company size, Job title, Job function, Job seniority, Member schools, Fields of study, Degrees, Member skills, Member groups, Member gender, and Member age. At the bottom, a checkbox is checked, labeled "Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion."

Audience Targeting Options with LinkedIn Ads

LINKEDIN MATCHED AUDIENCES

In addition to broad targeting, LinkedIn also offers highly specific “matched” audiences, some of which you might already be familiar with if you’re running Google or Facebook ads. Below are the three main types of matched audiences:

1

Uploaded Lists (email addresses)

Target only LinkedIn users that match an uploaded email list of leads or current customers. This is similar to Custom Audiences (CA) in Facebook or Customer Match in Google, though LinkedIn requires email address for the match. [Syncing is available¹](#) with select CRM and Marketing Automation partners, so that lists can be selected and updated in real-time.

USE FOR >> Messaging that moves leads toward the next stage of qualification, re-engaging lapsed customers or free users, or upselling/cross-selling existing customers.

2

Website Audiences (Insights Tag website audiences)

Otherwise known as remarketing, it’s equivalent to Website Custom Audiences (WCA’s) in Facebook or Remarketing lists in Google. It’s URL-based, not event-based, so you can only create them using URL rules like **contains /thank-you/** rather than choosing a past converters list.

USE FOR >> Targeting past visitors to specific product pages, pricing pages, signup abandoners, or for B2C advertisers, cart abandoners. Exclude past visitors from campaigns for pure prospecting where you are more likely to introduce them to the brand for the first time.

3

Uploaded Lists (Company names and websites)

Upload a list of companies and/or website URLs to target only LinkedIn users associated with those specific companies. This is the primary lever to launch account-based marketing (ABM) campaigns.

USE FOR >> Serving ads to target accounts at various stages of consideration, or excluding employees of specific companies from campaigns.

¹ [Getting Started with Data Integrations for LinkedIn Ads](#)

There are a few additional LinkedIn targeting options which you can consider for expansion purposes if you monitor performance.

Lookalike (LaL) Targeting: Like Facebook, LinkedIn can use an uploaded audience (email addresses of 300 or more users) or website audiences to find other users on the platform with the most similar characteristics. Unlike Facebook, you cannot build lookalikes of various percentages of similarity. At the time of this writing, Lookalike targeting is very new and the technology is still developing, so we only recommend testing as an incremental option once core platform targeting options (like Job Functions and Titles) have been exhausted.

Audience Network: Activating the Audience Network will show your LinkedIn ads on partner sites, similar to the Facebook Audience Network. At the time of this writing, there is little control over where these ads are placed or for the bids and budgets allocated to this inventory. Given the lack of transparency and levers to improve performance, we generally do not recommend it at this time.

Audience Expansion: Similar to lookalike targeting, this is a tool that gives you the option to advertise to people outside of your targeting pool that may be relevant. Unlike lookalikes, this can expand targeting based on LinkedIn platform audiences instead of using your email list or website audiences as the starting point. Because it expands beyond your chosen targeting on its own terms, performance-minded advertisers should be very cautious with testing.



AD UNITS

LinkedIn Ads offers a variety of ad types to optimize your message and delivery to your target audiences. Below is a breakdown of each ad type, how to best use it, and what to consider to drive results.

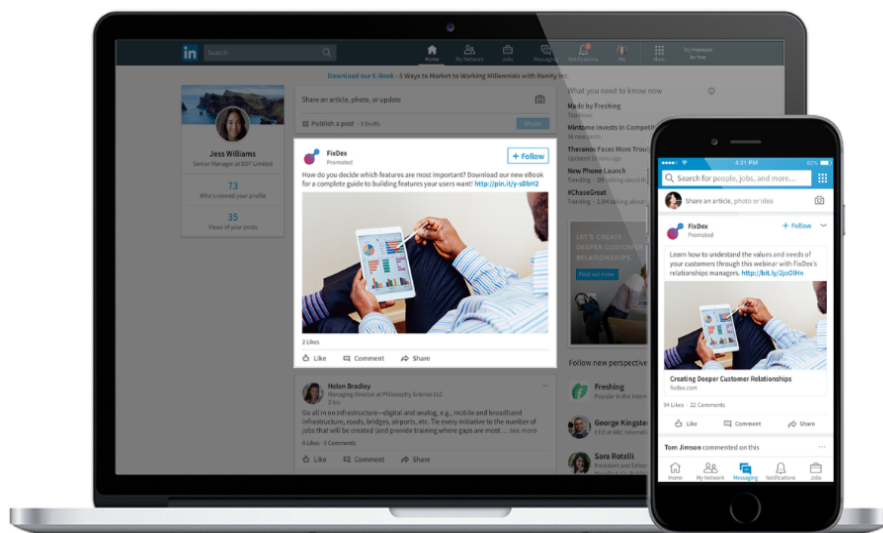
SPONSORED CONTENT

Sponsored content, which appears directly in the LinkedIn newsfeed, is the most popular LinkedIn ad format. With sponsored content, you're creating an ad with a similar look and feel to other content in the feed - some intro copy, a featured image, and a call to action, leading to a landing page.

Sponsored video can also be a great way to catch a user's eye and stop a scroll on your ad. It's also possible to repurpose past organic content to boost interest. If you're collecting leads, be sure to test lead gen forms using the Lead Generation campaign type, which will collect leads directly in the LinkedIn interface rather than forcing the user

to your website. The forms also pre-populate with the users profile information to reduce friction, and typically convert at a higher rate, though there are corresponding challenges. *For more, see the next page.*

While sponsored content is one of the more expensive ad types on LinkedIn, it's the top performer and the right place to start. And don't ignore the brand value of the impressions you will get in the feed. LinkedIn Ads offer very strong share-of-voice on a feed screen, particularly on mobile where an ad occupies most of the screen. We cover more on how to best brand your ads and how to best track total performance in later sections.



Sponsored Content:

Specs - Image Size: 1200x627 px, Intro Text: 600 characters

Recommended: 150 characters for Intro, 70 characters max for Headline

LEAD GENERATION CAMPAIGNS

This campaign type allows your ads to use lead forms on LinkedIn rather than your website. These forms pre-load LinkedIn profile information for name, title, contact info, and more. While this typically increases submissions, there are other considerations before using this feature.

- **Lead Transfer:** Leads are captured in the LinkedIn platform rather than your CRM. You can port leads in real-time if you use one of [LinkedIn's technology partners](#)¹, but without that, you'll have to collect leads manually. Plan for this before launching to avoid cold leads and wasted spend.
- **Email Addresses:** If you use the Email field, LinkedIn pre-populates a personal email address, the primary email account for most LinkedIn users. We recommend using the Work Email field, which should reduce personal email leads. Conversion rates will very likely be lower, though the change in lead quality could well be worth it.
- **Lead Quality:** Beyond email type, you may find the lead quality of Lead Generation campaigns is lower than campaigns directed to your website. Why? For one, your website form may allow for validation steps that LinkedIn doesn't. Also, visiting a landing page offers another opportunity for the user to question their readiness to submit. Some may find the extra qualification is more valuable, others the added lead volume. Testing is key.
- **Customer Journey:** If you're introducing your brand to someone for the first time, there is value in sending them to your website. Retargeting is one benefit, and if you have more sophisticated website tracking, you can learn a lot more about who was interested, even if there isn't a form fill.

Ad

mperalta@mail.com

Marina Peralta

Manager

IT Buyer

Runity, Inc.

Submit

Information sent

Visit company website

¹ [Integrating Lead Gen Forms with Your Marketing Automation/CRM System](#)

Sponsored InMail:

Specs: Image Size: 300x250 px, Subject Line: 60 characters, Body: 1,500 characters

Recommended: 1,000 characters or less

SPONSORED INMAIL

Sponsored InMail delivers ad messages and optional banner images directly into users' LinkedIn inboxes and allows for more messaging to promote your offer. Sponsored InMail can be sent from the LinkedIn profiles of people at your company and can address users by name for a highly personalized feel. Be thoughtful about what user you choose to send from - a company leader with a professional LinkedIn profile image will get

the best result. Because message length will be longer than other formats, it's great for already engaged leads who are warm and/or further down the funnel. Finally, you should add the optional banner image if at all possible to maximize engagement.

Sponsored InMail can be very effective, but it is expensive compared to other options from an impression standpoint. Heads up: You'll be charged for each sent InMail, even if the user chooses not to open it.



TEXT ADS

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Text ads are easy to create and a relatively inexpensive option compared to other ad types, since you only pay based on clicks or impressions. Text ads display on the right-hand side of the desktop interface, and they have great viewability - they actually stay on the user's screen even as they scroll down the LinkedIn newsfeed. For those who want to keep their messaging in front of their audience while saving on cost, text ads are an efficient option, though the branding impact pales in comparison to the larger and media-rich Sponsored Content ads. Text ads often work best as companion ads to broader campaigns involving LinkedIn's more immersive ad types. Try them as a remarketing campaign or in support of higher budget Sponsored Content campaigns.

Specs: 100x100 px optional image, Headline: 25 characters, Body: 75 characters

Recommended: Always include image, max out character count

DYNAMIC ADS

Tailoring the customer journey can be a powerful strategy to engage with your audience. With dynamic ads, businesses can customize their messaging by incorporating user profile information such as the user's own photo, company, title, and more. You can have that content displayed in the ad unit to make it look like the offer is personalized to them. Like Text ads, Dynamic ads appear on the right side of the desktop interface and also remain on a user's screen as they scroll through their feed.

Specs: Various formats and limits

Recommended: Use all available imagery, maximize character space, and include a CTA button

CAROUSEL ADS

Similar to Facebook's ad product of the same name, the core of this ad type is a string of image-based cards. You can use the cards to either go in-depth in one offer or advertise multiple offers. Each card can lead to its own landing page, or you can use carousel ads with the Lead Gen Form, in which case all cards populate the same form. Like with sponsored video, this option is useful for telling a visual story, great for both brand awareness or conversions. If using carousel ads, we advise running a few different tests, such as adjusting the number or cards or the order of the visuals.

Specs: 1080x1080 px, up to 10 cards, Text:

150 characters, Card Headline: 45 characters

Recommended: 3-6 cards, maximize characters

BIDDING OPTIONS

MANUAL BIDDING

Manual bidding is conducted as either cost per click (CPC) or cost per 1,000 impressions (CPM). Generally, campaigns with goals of leads, sales, or other conversion events should use CPC bidding, while campaigns with awareness-building goals should use CPM.

Depending primarily on audience choice, LinkedIn offers a suggested starting bid. We've found that starting at the recommended bid and adjusting up or down from there based on performance is the best way to launch. Bidding on LinkedIn can be more expensive than other major ad channels, and the more specific or senior an audience is, the higher the recommended bid will be.

Enhanced CPC is an option available for Lead Generation or Website Conversion campaign types that gives LinkedIn license to bid up to 20% higher

or lower than your specified bid if they believe an impression has a higher likelihood to convert. It works similarly to Google's Enhanced CPC, and we recommend testing on higher volume campaigns once they reach stable performance. As with Google's Enhanced CPC, we would anticipate LinkedIn's deviation from the specified bid will increase as the logic becomes even stronger.

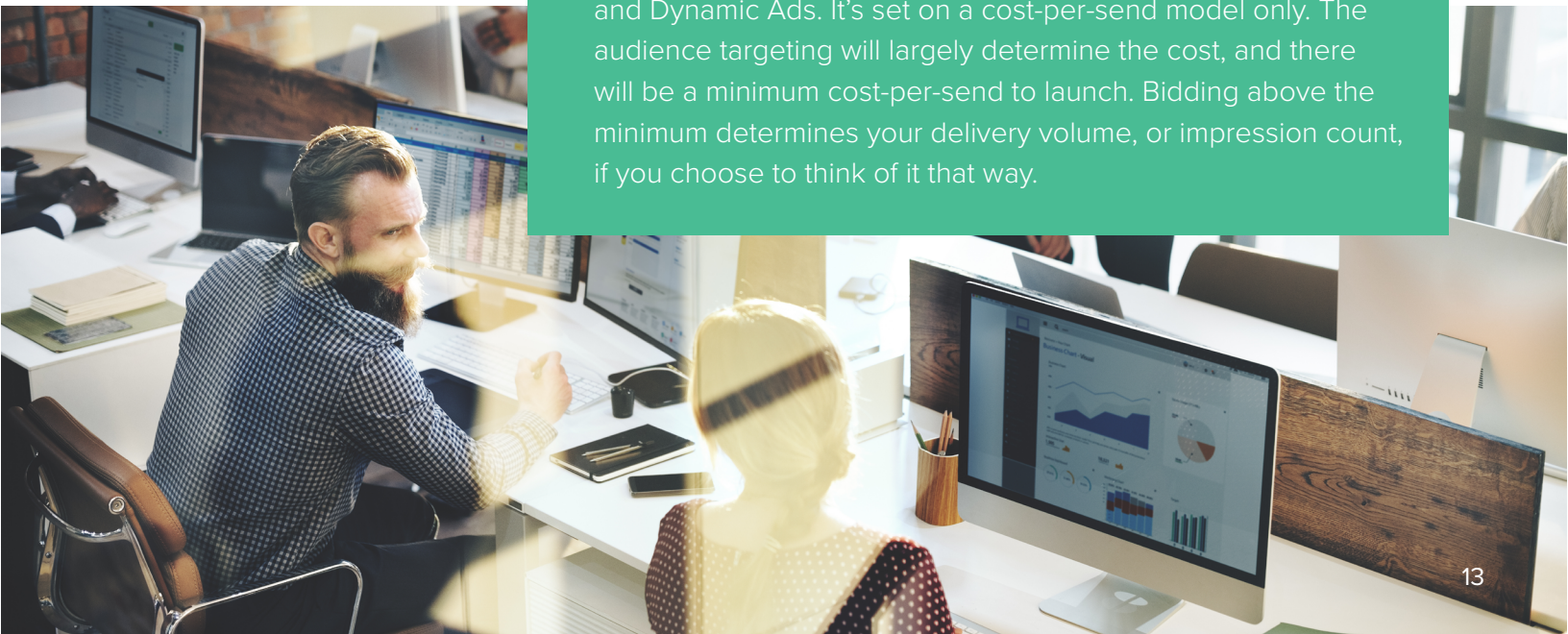
AUTOMATED BIDDING

At the time of this writing, automated bidding on LinkedIn has a limited form compared to more developed platforms like Facebook and Google. The available options are to maximize for impressions, clicks, or conversions in a given campaign budget.

We find that LinkedIn automated bidding is best used for testing on campaigns that have strong performance where you're looking for new ways to maximize volume, typically remarketing campaigns. We plan to continue testing LinkedIn automated bidding, and as with all major platforms, expect the data modeling to continue to improve to the point that it eventually supplants most manual bidding.

A Note On Sponsored InMail Bidding

This works differently than bidding on Sponsored Content, Text and Dynamic Ads. It's set on a cost-per-send model only. The audience targeting will largely determine the cost, and there will be a minimum cost-per-send to launch. Bidding above the minimum determines your delivery volume, or impression count, if you choose to think of it that way.



BIDDING QUICK TIPS

1

Try CPM bidding on top direct response campaigns. While CPM bidding is typically not the best place to start for direct response, it is worth testing if you have a high relative CTR and are looking to get more reach.

2

Your choice of campaign type will influence what clicks you pay for. Website Click and Conversion campaigns are only charged for clicks resulting in a visit to your landing page, but Engagement and Lead Generation campaigns will be charged for clicks to the company LinkedIn profile and social actions in addition to clicks to the website.

3

Give bids two-to-three weeks on new campaigns before assessing performance. The range is dependent on data velocity. Build this into your expectation of performance when launching. It's likely you can slowly move bids down after this phase.

4

Consider cross-device, view-through value, and the quality of conversions when setting your bids. LinkedIn Ads won't deliver you the lowest CPM or CPC, but can be really great at driving quality leads and sales. Your best bet to be competitive is to understand and acknowledge the value beyond direct click cost/conversion.

5

Cut your bids when launching Text Ads. With Text Ads on LinkedIn, you can start your bids much lower than Sponsored Content Ads, often around \$1 to \$3.

AD CREATIVE STRATEGY

DESIGN CONSIDERATIONS

When choosing images,

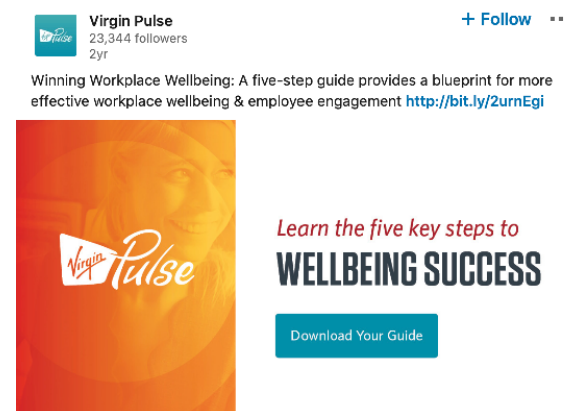
- Look for bright backgrounds to grab attention as users scroll
- Keep colors simple to generate interest while not overwhelming the user
- Settle on a consistent color set and creative theme across campaigns for more repeatability and brand recall

Aim to break out of conventional and overused imagery in your creative. High quality illustrations (as opposed to clip art) can stand out next to the multitude of stock imagery and text-heavy posts in a user feed. Also, imagery with people interacting with your product or advertised asset has proven to be more successful than an image of the product or asset on its own.

TEXT OVERLAYS

Whereas Facebook limits text overlays on ad images to 20% or less of total pixels, LinkedIn doesn't. You don't have to include them, but doing so can improve ad recall and engagement. Many ads and user posts contain just an image, so adding an overlay can be a key way to differentiate your image or offering from other posts in the feed.

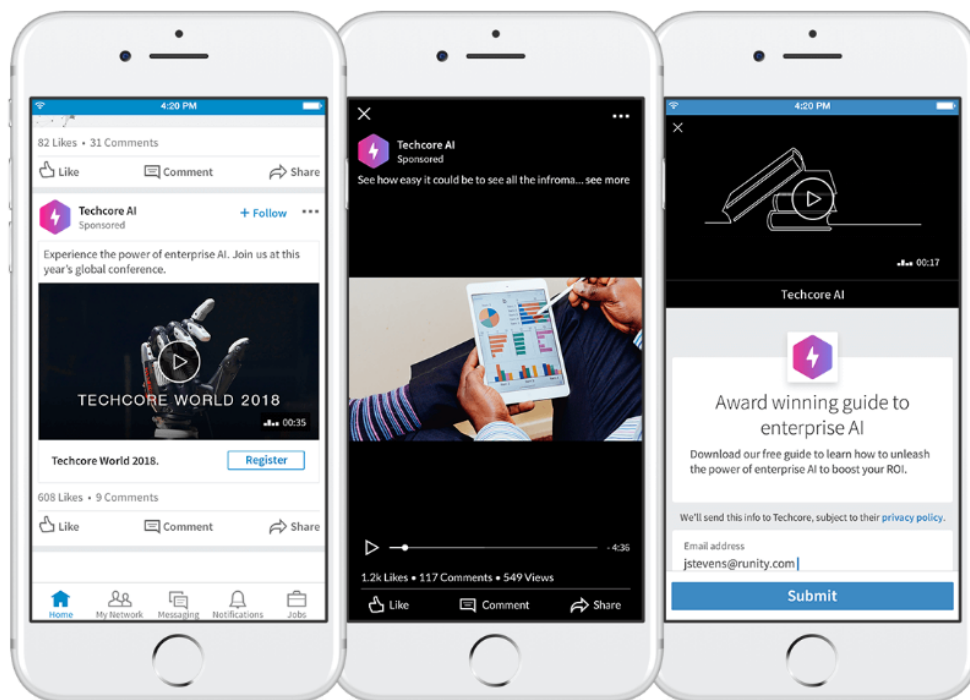
- Simplify overlays to 5-15 words with a size large enough to still be legible and impactful on mobile device image size
- Color-contrasted "button" with call-to-action copy is recommended
- Set clear expectations as to what action a user will take on the landing page



UTILIZING VIDEO FOR BRAND AWARENESS

- With video advertising on LinkedIn Ads, you're trying to stop a user's scroll through the feed. Keep videos to less than 30 seconds, and include a call to action.
- Videos autoplay once a user gets to the ad, so start with something eye-catching in the first 3 seconds.
- Many will be viewing in an environment where sound isn't possible, so where the video has a voice track, captioning is recommended. You can upload video captions via an SRT file.
- Include a static logo somewhere unobtrusive in the video, like in one of the corners.

There are two main approaches we've seen work with video sponsored content ads: short loop or full length. Short loop videos act as a GIF-like moving picture to draw attention and are great for direct response goals. Simple actions like scrolling a mobile interface or repetitive ones like flipping through the pages of a guide are good examples. Add static message overlays to create a promotional image come to life, or have a call to action appear at the end of the loop. Full length videos should run 15-30 seconds and are typically best used for brand awareness, and engagement like comments, shares, and likes. These can be great for introducing new products or promoting



TESTING YOUR CREATIVE

It's possible to have limited success on LinkedIn Ads without consistent design help for new ad variants and offers, but it's not likely to be a successful long-term strategy. Why?

- Users will tune out the same ad image seen too often
- Refreshing and rotating creative has a huge impact on engagement and performance
- Plan campaigns with at least 12 pieces of creative to start - three different sets of four, with each having a different base creative idea or core image.

Though there is limited control for creative testing on LinkedIn, there is still a lot to be learned by doing it.

- Run bigger tests to start a campaign and refine down to more nuanced tests as the campaign runs. For example:
 - Test 1: Compare digital illustration versus photography involving people
 - Test 2: Add or modify the CTA button on the image
 - Test 3: Change copy overlays and/or the intro copy

Don't forget to record outcomes for cumulative learning across tests and campaigns. This will help you make better assumptions and begin with more worthwhile tests in future campaigns.

As of this writing, **LinkedIn will only show 4 unique ads to a single user from any given ad account in a 48-hour period.** If you only have one ad targeted to an audience, you'll be able to show the ad to any given user once per 48-hour period, for two ads you'll be able to show both of those once per 48 hours, and so on. So, to maximize your impression frequency, **you will want to have at least 4 unique ads running to a given audience or campaign.** Once you find top performing offers and creative, you likely can pull back that number for "always-on" or "evergreen" campaigns since frequency isn't as much of an imperative.





ACCOUNT-BASED MARKETING

Account-based marketing (ABM) is a marketing discipline that involves sales and marketing teams targeting specific businesses to turn them into customers through a coordinated strategy. Adopting ABM goes well beyond what we'll cover here, but LinkedIn's ad targeting makes it an indispensable tool for marketing to target accounts in ABM. Though many of the more advanced tactics and analysis in ABM will require a software partner, you can use LinkedIn Ads immediately to begin advertising to a list of target accounts with ads that match the company's industry and use case, and offers that match their point in the buying process.

Target Account Management

The Matched Audience feature will help you reach your target account list, and you have a number of options to get started.

1. Directly upload your target accounts using email lists or website URLs
2. Use a marketing automation suite like Hubspot or Marketo
3. Use a data management platform like LiveRamp
4. Use ABM platforms like Terminus

Updating lists can be cumbersome in LinkedIn directly, depending on list size and update frequency. LinkedIn's [audience integration partners](#) will update list membership automatically in each campaign. Their partner list is changing all the time; check with your platform's support to find out if they are a LinkedIn integration partner.

MANAGING ABM CAMPAIGNS

One-to-Many: Group target account lists by funnel stage, industry vertical, or other unifying characteristic that you'll use to match to your offer and ad creative. Each of those will be a separate LinkedIn Ads campaign. Tailor your message to maximize customer experience and ad engagement. You can layer on LinkedIn platform targeting to further improve personalization, though it will require more campaigns.

One-to-One: If you're hoping to get fully personalized by naming the targeted company in your ad creative, it's possible to do, but requires a campaign for every company. For that reason, unless you have only a handful of companies you want to target in that fashion, LinkedIn Ads is best activated for one-to-few or one-to-many ABM campaigns.

ABM PERFORMANCE ANALYSIS

LinkedIn's measurement capabilities are limited, but you will be able to see the top 25 accounts by impressions served in the native ad engagement report for each campaign. You can also see conversions, though it's unlikely an ABM campaign will drive enough for that to really be instructive. If you need to get this insight on every account in your target account list, you have to limit campaigns to sets of 25 target accounts. Select ABM platforms have integrations that allow for more powerful insight. LinkedIn provides a [full list of technology partners](#) on the advertising portal of their Marketing Solutions website.



PERFORMANCE ANALYTICS

Like most social ad channels, LinkedIn Ads has impact both in driving direct conversions and also improving brand awareness through rich, powerful impressions even when a prospect doesn't click through on an ad. So, when evaluating performance, it's important to look beyond just last-click attribution to account for the full value that your ad spend is returning.

DIRECT RESPONSE METRICS

- LinkedIn Ads reports both click-through and view-through conversions, and we recommend evaluating both when it comes to assigning value to your spend
- The default conversion attribution is to count conversions for 30 days post-click for click-through conversions and 7 days post-impression for view-through conversions
- You can modify conversion windows to fit the unique needs of your business

There isn't a "perfect" mix of conversions to attribute and windows to apply, but if you can agree that there are instances of users being influenced and even moved to action by seeing an ad without clicking on it, then applying no value to impressions isn't truly accurate. With testing, you can develop a closer understanding of impression value, but **a good and conservative starting point to attributing value to impressions is to count click-through conversions on a 30-day window, and view-through conversions on a 1-day window.** If you also currently run Facebook advertising, another approach would be to match your conversion counting strategy between the two for the sake of parity and data consistency.



ATTRIBUTION CHALLENGES

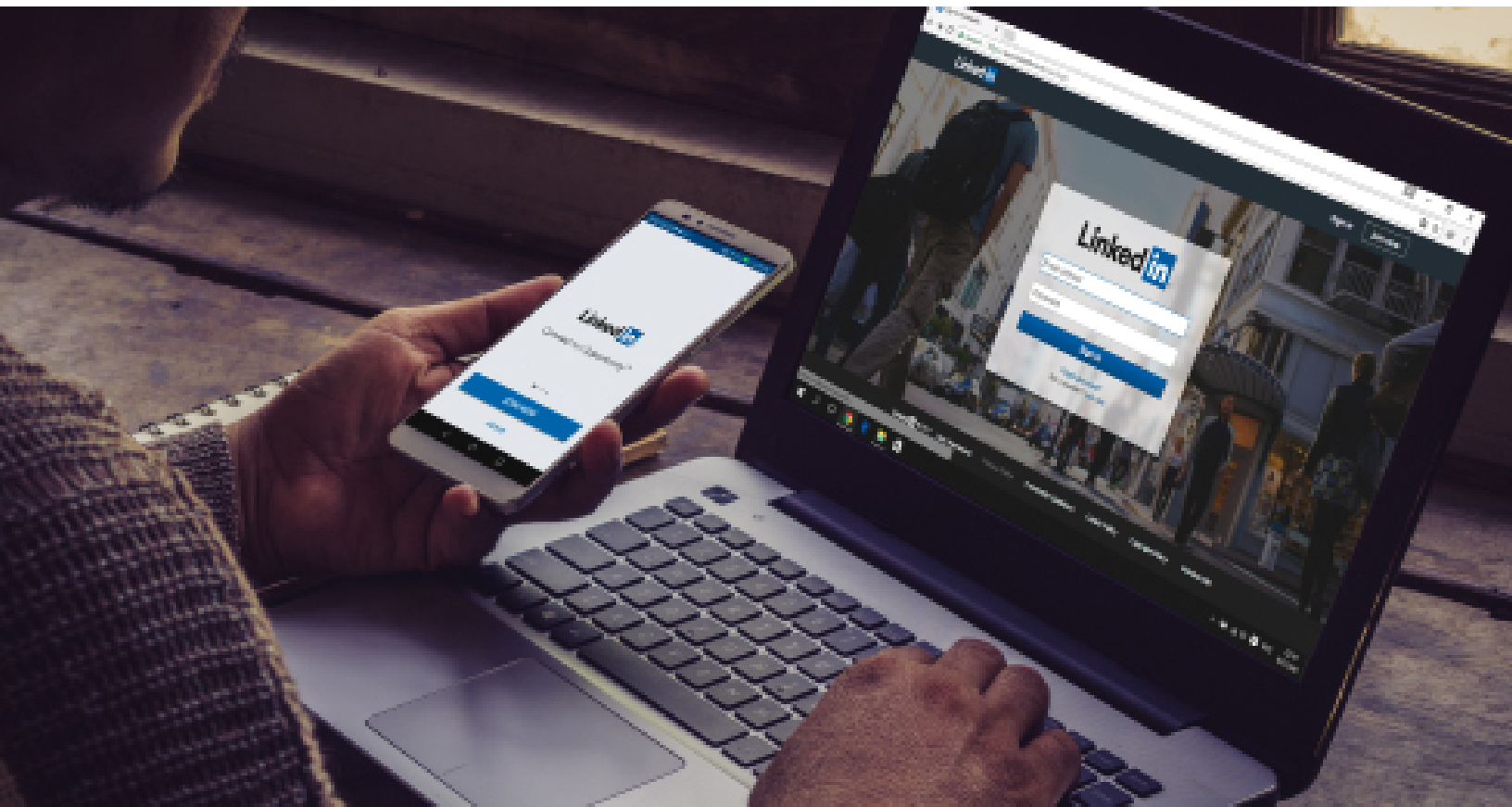
LinkedIn Ads have similar challenges as other social channels when it comes to evaluating its true impact, just perhaps not to the same extent. We touched on accounting for impressions in the above section, and how accounting for LinkedIn Ads purely off of click-based conversions in all likelihood is undercounting its value. So when evaluating LinkedIn using click-based attribution in tools like Google Analytics, Adobe Omniture, or even point solutions for marketing attribution, you should always consider whether LinkedIn Ads is being valued appropriately for budgeting decisions.

CROSS-DEVICE ATTRIBUTION

Because users are logged in, LinkedIn has the unique ability to report on conversions that occur when a user sees or clicks an ad on one device,

but then actually converts on another. Like with Facebook ads, that type of connection can only be made by LinkedIn and is only reported in their conversion data. Unlike Facebook, at the time of this writing, LinkedIn does not provide insight into the amount of cross-device conversions they're tracking in reported totals. This makes it nearly impossible to estimate its true value in third-party tools. Here's a tip:

- Mobile has an 80% share of traffic for feed ads, compared to over 90% for Facebook
- If you also run Facebook ads, you could estimate a 15-20% lower cross-device multiplier for LinkedIn than what you typically account for with Facebook ads
- If not running Facebook ads, you may need to look for other sources of cross-device conversion data to approximate an adjustment.



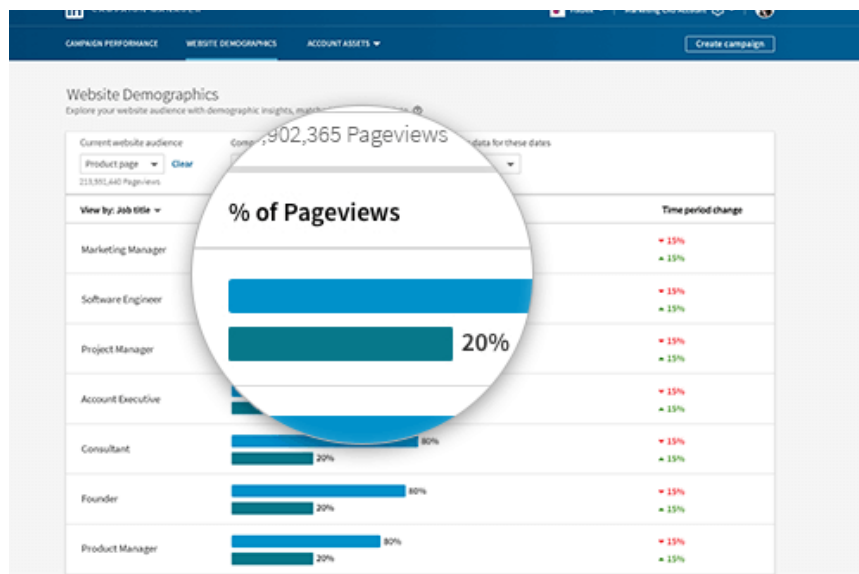
Add ValueTrack Parameters Before Launching

Web analytics software like Google Analytics will by default classify LinkedIn Ads traffic as organic or referral social network traffic. To keep organic and paid LinkedIn traffic separate when evaluating it, you will want to add **utm_source=linkedin** and **utm_medium=cpc** parameters to your URLs (these may differ if you have unique, custom source and medium values already in place). Additionally, for Google Analytics, you may have to adjust Default Channel Groupings rules to reclassify “linkedin/cpc” traffic as Paid Social if you haven’t previously adjusted rules for other paid social channels.

OPTIMIZING

Visit the Website Demographics interface routinely to know how your LinkedIn audiences are performing. Consider ways to increase penetration for those that are performing best, and identify which audiences perform poorly to either exclude or reconsider messaging and offers.

For B2B lead generation, lead quality should play a central role in analyzing performance and optimizing. Beyond that it is coming from LinkedIn as a source and that the traffic is paid, you’ll want to track at least what campaign the traffic came from. Doing so will help you to learn more about the cost per qualified lead of each audience target as you optimize audience choices over time, or the relative quality of click-to-website leads against those generated off of lead gen form-style ads.



INSIDER LINKEDIN ADS TIPS

It wouldn't be a complete guide without filling you in on some of our favorite tips from managing LinkedIn Ads for so long! Here are a few things that should help make your first LinkedIn Ads experience a successful one for your team and your business.

1

Video Ads

A click on a video pauses the video instead of directing to your landing page. Include a Call-to-Action button in the ad, and always add a shortened link at the end of body text for easier navigation to the page.

2

Minimum Audiences

LinkedIn Ads' minimum audience size per campaign is 300 users. An audience that small might make sense for uploaded lists or remarketing, but for prospecting, we generally recommend a minimum size of 200,000 using LinkedIn's audiences.

3

High CPC

Advertisers are often surprised by LinkedIn traffic cost, but it matches the quality of the audience targeting. If you follow the other advice in this guide and compare lead sources to one another, you'll often find that the lead quality justifies it.

4

Consider the Whole Buying Committee

In B2B marketing, making an impact with decision-makers is critical. But limiting your audience to just top brass is restrictive and expensive, and they will almost never be the first ones to evaluate partners or initiate a trial. Lower your threshold to get in front of managers who will be key influencers.

5

UTC Time

The date and time in the LinkedIn Ads interface is UTC/GMT (Greenwich Mean Time), so if you're located on the West Coast of the US, consider that when monitoring spend or scheduling campaign launch and end timing.

6

The Weekend Lull

LinkedIn is a business network, so usage - and therefore ad service, clicks, and spend - all decrease significantly on the weekends. Expect to see spend decrease around 25%, with some campaigns seeing an even larger drop.

7

Budget Sensitivity

Budget adjustments on LinkedIn can be felt far faster than other ad channels you might be running now. If you crank up budget in a campaign and check in a couple hours later, don't be surprised to see a big spike in volume.

8

Sponsored InMail Images

Banner images aren't just better for performance. If you don't include one, it's possible a competitor banner might serve if they're targeting some of the same users. This is something we're hopeful LinkedIn changes, but there is one sure way to prevent that from happening - add an image!

LINKEDIN SUCCESS STORY: SERVICEMAX

THE GOAL

When Metric Theory first partnered with ServiceMax, they had recently moved away from SMB marketing and were targeting larger enterprise-level deals. To shift focus to enterprise deals, Metric Theory knew that accurate end-to-end lead quality tracking would be essential. Once comprehensive ad tracking parameters, Salesforce dashboard access, and lead quality reporting were in place, Metric Theory & ServiceMax set the following goals:

- Increase lead & AQL (automated qualified lead) volume
- Decrease cost per AQL
- Increase AQL revenue pipeline

THE LINKEDIN GROWTH STRATEGY

ServiceMax had aggressive growth targets, and advertising was the primary driver to achieve those ambitious targets quickly while maintaining lead quality. Metric Theory aimed to scale investment in every stage of the funnel to acquire new customers and pull them through to conversion. The addition of LinkedIn to the advertising mix was a crucial investment geared toward reaching targets.

Thanks to its high-quality audience data, LinkedIn Ads is very effective at reaching and closing the target audience profile. Since activating LinkedIn, 85% of ServiceMax's sales opportunities have been sent by LinkedIn retargeting as the last touch. While LinkedIn is typically used to prospect and create awareness for ideal professionals and companies, ServiceMax and Metric Theory have also taken advantage of the platform to remain top-of-mind and close enterprise leads. In the case of ServiceMax, Search creates the awareness, then LinkedIn retargeting drives leads for effective pipeline growth.

RESULTS



231%

INCREASE IN OVERALL
LEAD VOLUME



536%

INCREASE IN
AQL VOLUME



243%

INCREASE IN PIPELINE
REVENUE YEAR OVER
YEAR

ServiceMax is a leading software company that provides field service software to enterprise businesses. They focus on industries related to the industrial internet of things (ex: renewables, oil & gas, manufacturing & power).

SERVICEMAX

NEED HELP GETTING STARTED?

We can tell you everything we know about LinkedIn Ads, but none of that matters if you don't have the time or expertise to manage it. If you're in that boat, consider talking to the agency that wrote the book on it. We'll help make it successful for you, cover-to-cover.

[CONTACT US](#)

