LinkedIn

Document Ads:
Getting Started Guide

Malini Misra follows **Fixdex**

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Do you know the latest marketing trends? Don't let your brand fall behind...

Digital Maturity · 1 of 22 pages

Global Marketing Trends

All the latest benchmarks, insights, + resources you need to build a smarter marketing strategy.
2022

⬇ **Download document**

18   2 comments

Like   Comment   Share   Send

Home   My Network   Post   Notifications   Jobs

What you will learn in this guide

Introduction	How they work	How to set it up	Reporting	Resources
What are Document Ads?	How do Document Ads work?	Getting started checklist	Key Metrics	FAQ
Why Document Ads?	Specs	How to create a Document Ad	Reporting in Campaign Manager	Best Practices
What can you do with Document Ads?	Chargeability and Layout	How to edit a Document Ad		Product Questions
When should you use Document Ads?	Limitations	How to duplicate a Document Ad		Useful links

TIP: Click the home button to return to this page at any stage during this guide.

Introducing LinkedIn Document Ads

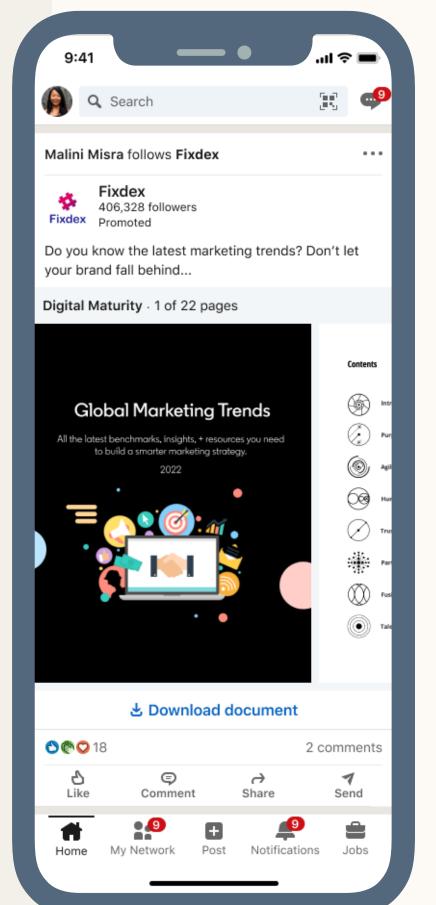Collect high-intent leads and accelerate interest through the funnel.

What are LinkedIn Document Ads?

Document Ads allow advertisers to promote documents directly in the LinkedIn feed, where members can easily read and download content without having to leave the platform.

Choose to share your content freely to build awareness and grow thought leadership or gate your document with a Lead Gen Form to capture interested leads.

Why Document Ads?

Build awareness and nurture key audiences

Boost engagement with audiences by sharing educational, inspiring content they can read and download directly in their feed.

Collect Quality Leads

Capture quality leads by gating your document with a Lead Gen Form. Share a preview of your document to generate interest and convert at scale.

Measure audience interest in your content

Learn how much of your document is read and downloaded to inform your strategy across all phases of the marketing funnel.

What can you do with Document Ads?

Leverage your full content library of eBooks, case studies, white papers, infographics, or slides to nurture audiences and increase interest

Drive engagement and conversions across all phases of the marketing funnel

Collect high-quality leads at scale by requiring members to exchange information for access to your full document

Measure impact of your content by understanding member interest and engagement with your document

When should you use Document Ads?

Inform with thought leadership via **eBooks** & Slides.	Let members gain knowledge and be informed on topics related to your product/service via different mediums
Demonstrate best practices via **guides & tip sheets**	Show off how to use your product and service, and best practices
Showcase success of other customers via **case studies.**	Share how other customers have found success and results through a case study or customer testimonial
Present research & trends via **data sheets & analyst reports.**	Demonstrate command over your sector, industry or vertical by showing data sheets & analyst reports
Collect interested leads through **gated e-Books, guides, reports etc.**	Drive bottom of funnel results by gating documents to capture interested leads
Attract high-quality talent via informative **infographics and how-to guides.**	Position your company as an employer of choice by highlighting diversity initiatives, mission & values, and providing educational resources

How do LinkedIn Document Ads work?
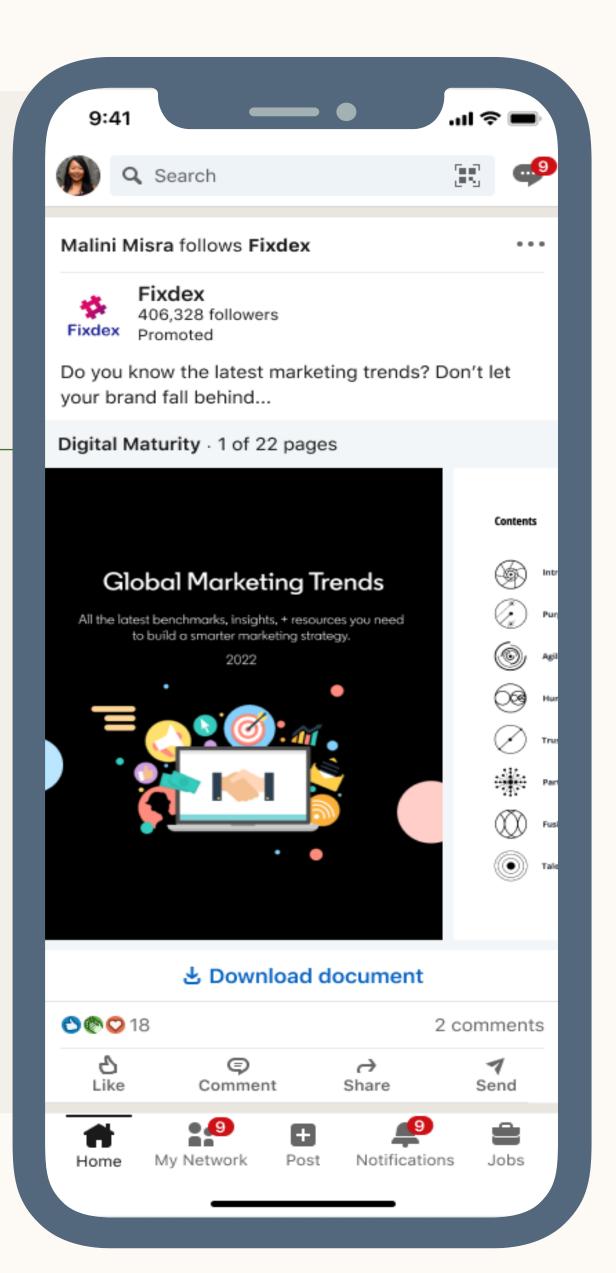
How do they look in the feed?

Document Ads are delivered to a member's newsfeed where they can easily view and quickly read your Document without needing to leave LinkedIn.

Advertisers can decide to provide members full access to their document or require members to complete a Lead Gen Form before accessing their content.
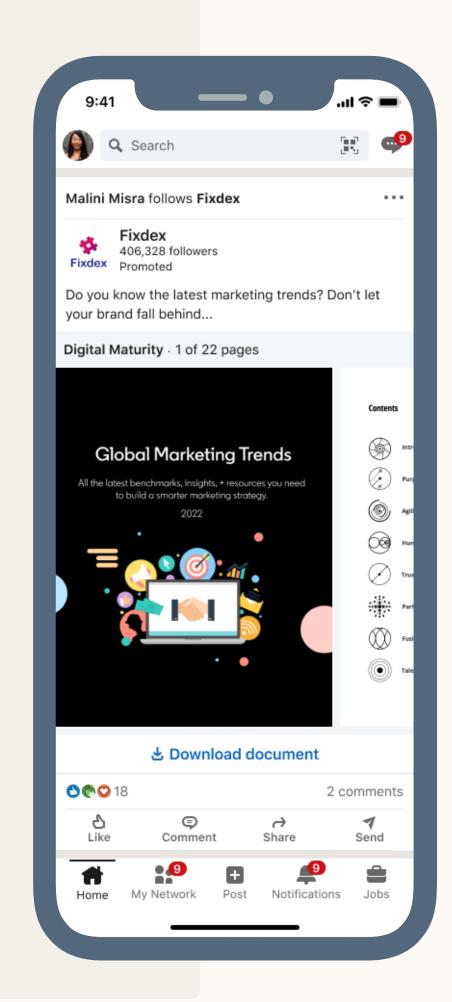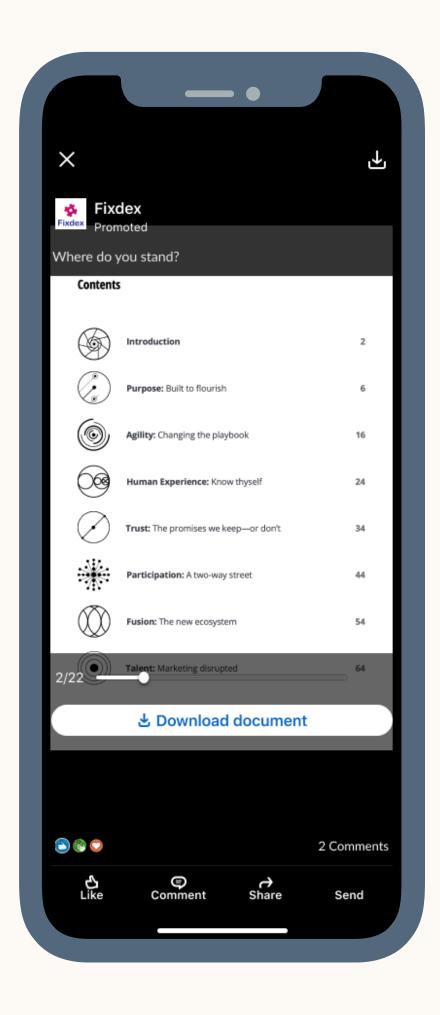
What is the ungated experience?

Members will be served Document Ads in the newsfeed where they can read the entire document without having to leave LinkedIn or provide additional information.

Users can download your document directly to their desktop or mobile device.

What is the Lead Gen Form Experience?
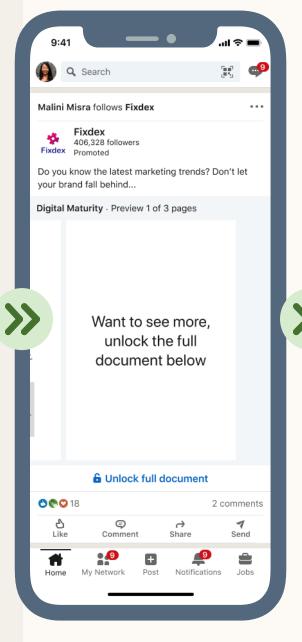
Members will be served a preview of your Document Ad in the newsfeed.

Once they view the maximum number of pages, they will need to select "Unlock Document" and complete a Lead Gen Form to view the full document.

All leads will receive a confirmation message in their LinkedIn inbox that includes the downloadable document, a thank you message, and an off-site link.

Document Ad Specifications

1 File Type:
PDF, DOC, DOCX, PPT, PPTX

2 Limits:
300 Pages or 1MM Words

3 Aspect Ratio:
Vertical, Horizontal, Square

4 Size:
100MB

To see full specs, visit our help center article here:
Document Ads – Advertising Specifications

Specifications:
LinkedIn Examples

LinkedIn Marketing Solutions
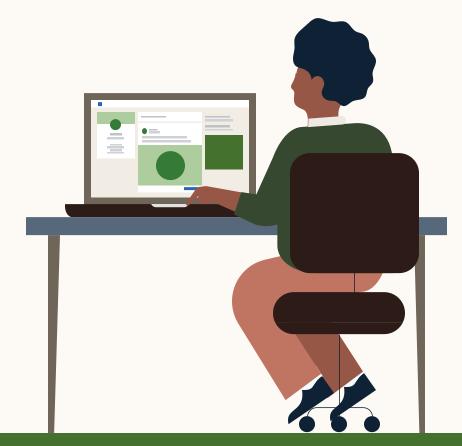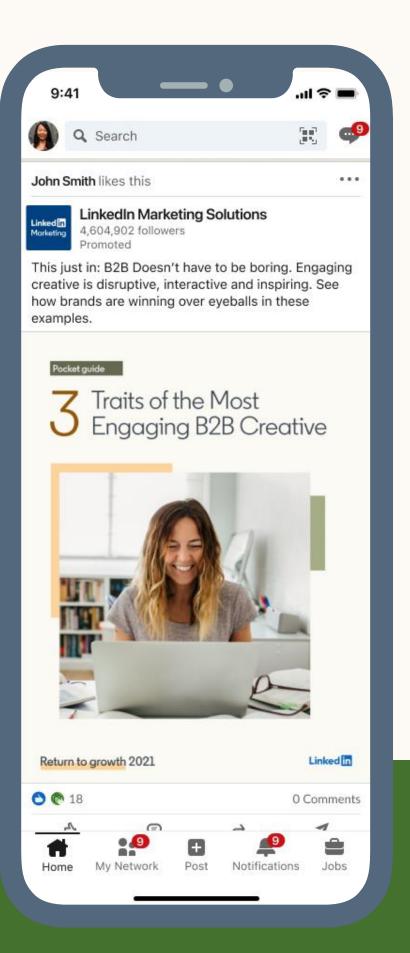4,604,902 followers
Promoted

Let's connect the dots on why we need to give our campaigns more time to gain traction before deeming them 'successful' or 'unsuccessful'

Return to growth 2021

The Case for Slowing Your ROI Measurement

Connecting the Dots of Disconnected B2B ROI Measurement

The disconnect

77% of marketers measure ROI in month one of their campaign — before the actual sales cycle is complete

55% Among them, 55% admit to having a sales cycle of > 3 months

4% Only 4% of marketers measure ROI over > 6 months

The typical B2B sales cycle length

LinkedIn Marketing Solutions
4,604,902 followers
Promoted

This just in: B2B Doesn't have to be boring. Engaging creative is disruptive, interactive and inspiring. See how brands are winning over eyeballs in these examples.

Pocket guide

3 Traits of the Most Engaging B2B Creative

Return to growth 2021

LinkedIn Marketing Solutions
4,604,902 followers
Promoted

We recently partnered with Edelman to identify and highlight strategies for engaging B2B customers in 2021. Uncover the five strategies and how to implement them on the linkedIn platform.

5 New B2B Customer Engagement Strategies

Return to growth 2021

1 For Engagement objectives

2 For Lead Gen objectives

What is the anatomy of a desktop Document Ad?

Save and Report Menu
Menu to save, share, report, and "Why am I seeing this ad".

Click to LinkedIn Page
(chargeable click) [1,2] – Tracked under "Clicks to LinkedIn Page" [1,2]

Intro Text
Include copy, hashtags, and/or shortened URLs (chargeable clicks) [1,2] URL clicks are tracked under "Clicks to Landing Page" [1,2] while hashtags and "see more" clicks are tracked under "Social actions" [1,2]

Full Screen View
Click to open the document in Full Screen (chargeable click on first click) [1]

Page Viewer
Navigate different pages with swipe/scrolling (chargeable click on first click) [1]

Unlock Document
CTA for Lead Gen (chargeable clicks) [2]

Social Actions
Like, Comment, Share and Send to Connections (chargeable clicks) [1,2]

What is the anatomy of a desktop Document Ad?

Note: This is full view

Download Button
Download document to device as a PDF

Next Page
Click to the next page of the document

Page Viewer
Scroll/swipe through document with a page scrubber tool.

TIP: URLs links in the Document Viewer will not work; but URL links will work when PDF is downloaded.

2021 Global Marketing Trends • 3 pages

Accessibility mode

Global Marketing Trends

All the latest benchmarks, insights, + resources you need to build a smarter marketing strategy.

2022

2021 Global Marketing Trends
Find your focus

Contents

Introduction

Purpose: Built to flourish

Agility: Changing the playbook

Human Experience: How t...

Trust: The promises we keep

Participation: A two-way str...

Fusion: The new ecosystem

Talent: Marketing disrupted...

1 / 3

What is the anatomy of a mobile Document Ad?

1   For Engagement objectives

2   For Lead Gen objectives

✓ **Intro Text**
Include copy, hashtags, and/or shortened URLs (chargeable clicks) [1,2] URL clicks are tracked under "Clicks to Landing Page" [1,2] while hashtags and "see more" clicks are tracked under "Social actions" [1,2]

✓ **Page Viewer**
Navigate different pages with swipe/scrolling (chargeable click on first click) [1]

✓ **Unlock Document**
CTA for Lead Gen (chargeable clicks) [2]

✓ **Social Actions**
Like, Comment, Share and Send to Connections (chargeable clicks) [1,2]

Note: See example

✓ **Save and Report Menu**
Menu to save, share, report, and "Why am I seeing this ad".

✓ **Click to LinkedIn Page**
(chargeable click) – Tracked under "Clicks to LinkedIn Page" [1,2]

✓ **Full Screen View**
Click to open the document in Full Screen (chargeable click on first click) [1]

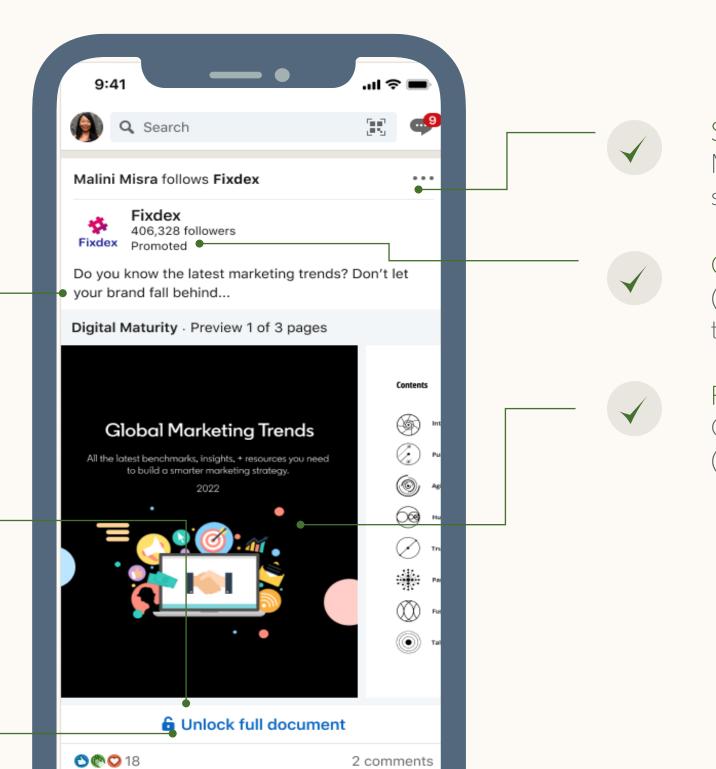1   For Engagement objectives

2   For Lead Gen objectives
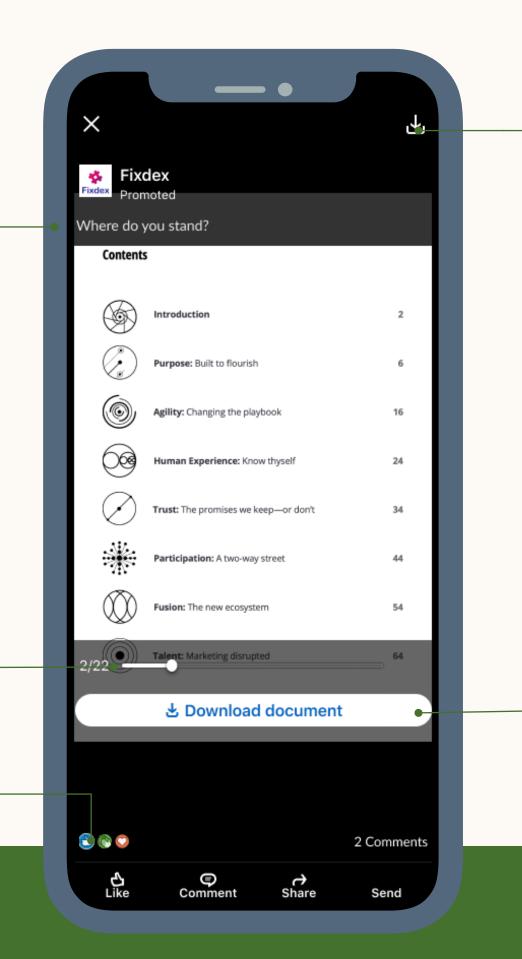
What is the anatomy of a mobile Document Ad?

Intro Text
Include copy, hashtags, and/or shortened URLs (chargeable clicks) [1,2] URL clicks are tracked under "Clicks to Landing Page" [1,2] while hashtags and "see more" clicks are tracked under "Social actions" [1,2]

Page Viewer
Navigate different pages with swipe/scrolling (chargeable click on first click) [1,2]

Social Actions
Like, Comment, Share and Send to Connections (chargeable clicks) [1]

TIP: URLs links in the Document Viewer will not work; but URL links will work when PDF is downloaded.

Download Button
document to device as a PDF

Note: This is full view

Fixdex
Promoted

Where do you stand?

Contents

Introduction		2
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Agility: Changing the playbook		16
Human Experience: Know thyself		24
Trust: The promises we keep—or don't		34
Participation: A two-way street		44
Fusion: The new ecosystem		54
Talent: Marketing disrupted		64

2/22

⬇ **Download document**

2 Comments

Like   Comment   Share   Send

Document Creation Tips and Tricks

Keep the file size under 100mb

Keep the file as small as possible for optimal download experience. You don't want members to undergo a timely process. It could risk abandoning the download.

Minimize the number of PDF layers

PDFs with multiple layer render poorly. For optimal experience, remember to <u>flatten</u>, use durable hyperlinks. Note: Videos and other animations in documents aren't supported and will display as static images instead.

Avoid using CTAs (including URLs) in your Document

Links and CTAs are not active when read within the LinkedIn platform. Once the document is downloaded, links and CTAs will become clickable.

Keep length of document under 10 pages

Documents are read mostly on phone or tablet; so look to keep content short & snappy. Each page of your document is converted to an image on upload, so make sure your document isn't one continuous page. Remember, members don't have search functionality in the posts.

Use images, bullets, and graphics

Members are most likely to read when the design is image forward, scannable and visually appealing

Attention-grabbing cover page

Your document cover (e.g. 1st page) will be the first thing seen, so make sure it's visually appealing.

Note: Check out our <u>Best Practices Guide</u> for more tips and tricks

Document Ads Limitations

Campaign Objectives:
Only available for Brand Awareness, Engagement, and Lead Gen Objectives

CTA's:
No call-to-actions on the document unless using the Lead Gen objective which includes the CTA "Unlock Document"

Reporting:
No reporting on Page Views, View Time, Clicks to open the document, Clicks on the document

API Integrations:
No API integrations are available until after GA

Placement:
Not available for LAN or Sponsored Messaging

Creative:
Hyperlinks are not clickable while viewing a document on platform

Single Page Documents:
Single page documents will not be compatible with the Lead Gen experience since all creatives must have at least one previewable page. As a workaround, add a coverage page to single page documents to gate them behind a Lead Gen Form

Live Preview:
Not available but we will display an option to preview in feed with a QR code

How to set up LinkedIn Document Ads

Your checklist for Document Ad success

Here are some things to consider before setting up your Document Ads:

Ensure you have the right Document Ad creatives.
Your documents must have the following:
- Less than 100MB file size
- Below 300 pages or 1MM words.
- Must be PDF, DOC(X) or PPT(X).

Determine your campaign objective.
This will help you decide what type of content to use and if you need to create a Lead Gen Form.

Confirm your document's layout creates a seamless member experience.
Ensure your document is easy to read, avoiding multi-column text and small fonts. Avoid documents over 10 pages and make sure it isn't uploaded as one continuous page.

Confirm who will follow up with leads.
You could get all the leads in the world but if you don't have a sales team following up, they go cold! For a lead generated online, waiting just five minutes will reduce the likelihood of contact by 10x factor*.

Set up a plan to manage your leads.
Are you setting up an integration with your CRM or marketing automation software? Are you going to manually download them?

Decide how you plan to evaluate success.
How will you evaluate the success of your document campaign? What are the key KPI's and metrics your team will use to evaluate performance?
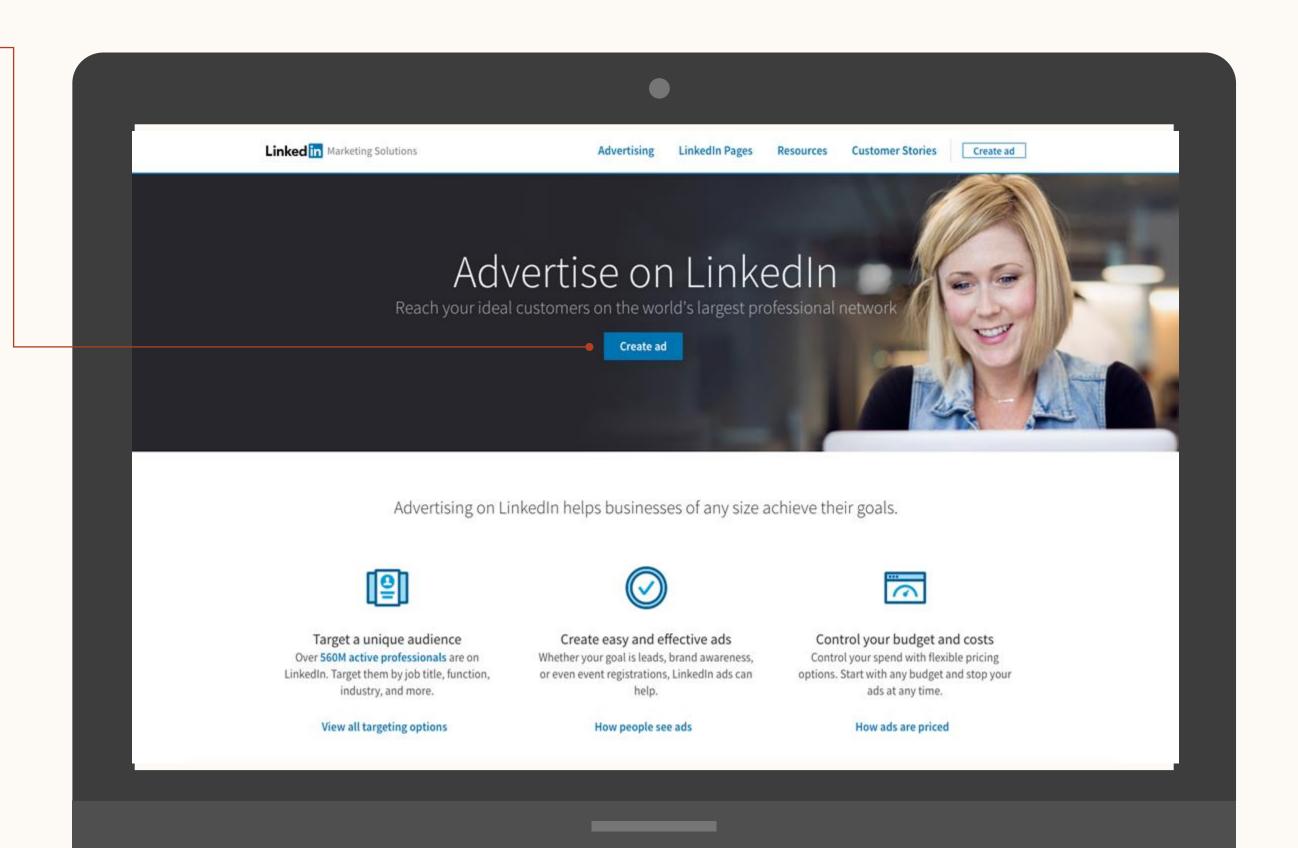
*Based on a study conducted by Hubspot

First, log into Campaign Manager

This is an online tool for creating and managing ad accounts and campaigns. There are two ways to log in:

1. Log into your LinkedIn account via the homepage. Under the 'Work' tab, select 'Advertise'

2. Log in via the LinkedIn marketing site and click 'Create ad' or directly go to www.linkedin.com/campaignmanager/accounts

TIP: You need permission from a Company Page Admin to post content

Linked in Marketing Solutions   Advertising   LinkedIn Pages   Resources   Customer Stories   Create ad

Advertise on LinkedIn
Reach your ideal customers on the world's largest professional network

Create ad

Advertising on LinkedIn helps businesses of any size achieve their goals.

Target a unique audience
Over 560M active professionals are on LinkedIn. Target them by job title, function, industry, and more.

Create easy and effective ads
Whether your goal is leads, brand awareness, or even event registrations, LinkedIn ads can help.

Control your budget and costs
Control your spend with flexible pricing options. Start with any budget and stop your ads at any time.

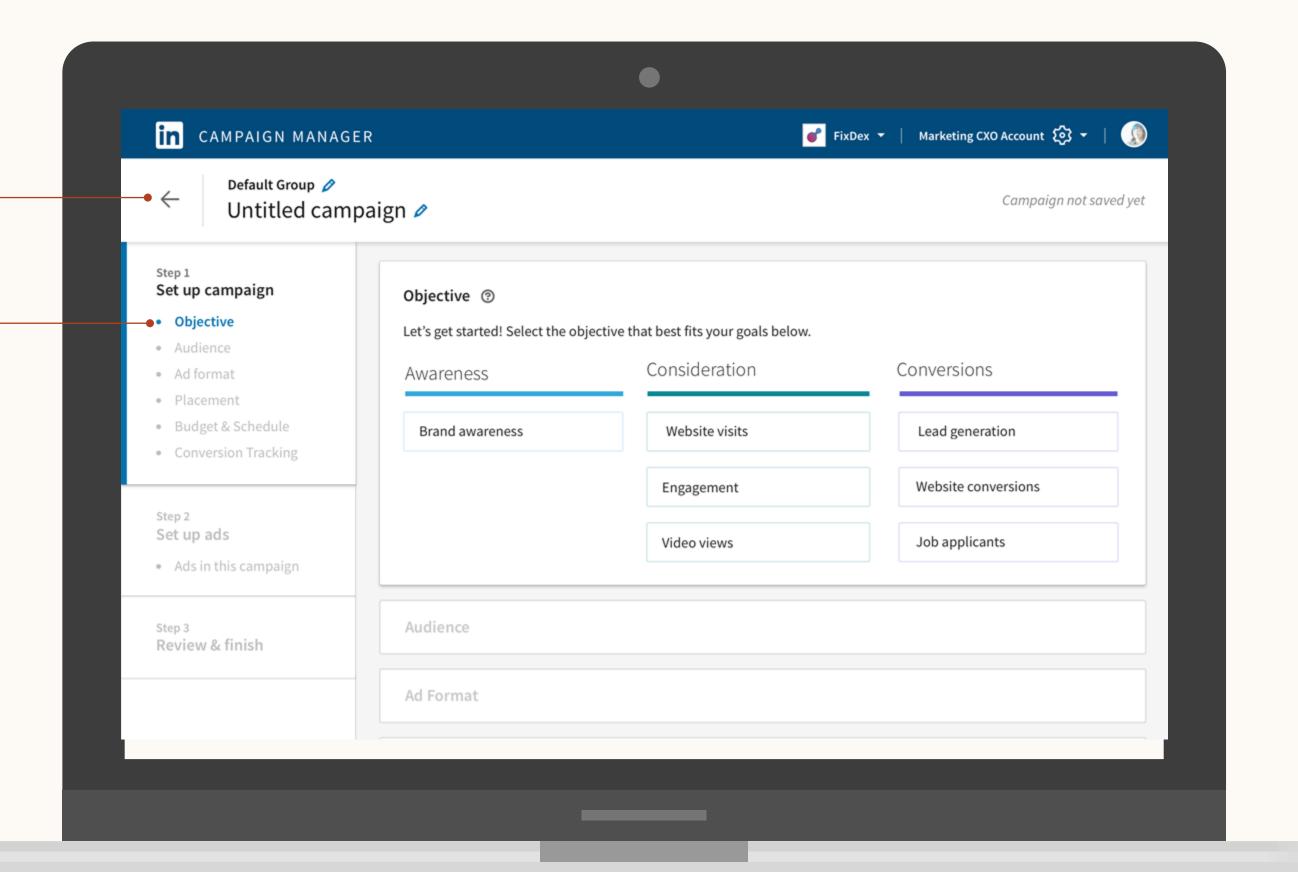View all targeting options   How people see ads   How ads are priced

Then, name your campaign and select your objective

Document Ads are supported under the following objectives:

Brand Awareness, Engagement, and Lead Generation

TIP: Your objective will determine the algorithm that our platform will use to run your ads. Ensuring that you pick the right one is key to maximizing your budget and results.
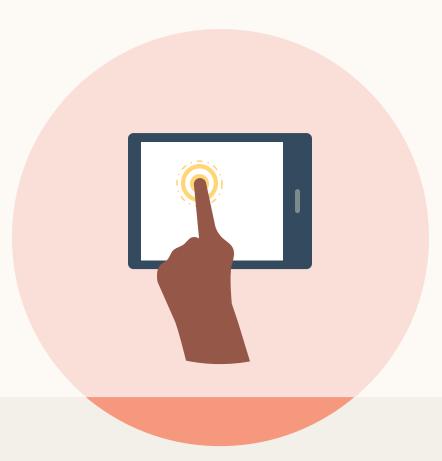
in CAMPAIGN MANAGER

FixDex ▾ | Marketing CXO Account ⚙ ▾

Default Group ✎
Untitled campaign ✎

Campaign not saved yet

Step 1
Set up campaign
- **Objective**
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness | Consideration | Conversions

Awareness	Consideration	Conversions
Brand awareness	Website visits	Lead generation
	Engagement	Website conversions
	Video views	Job applicants

Step 2
Set up ads
- Ads in this campaign

Audience

Step 3
Review & finish

Ad Format

Curious about lead generation with Document Ads?
The next slide will tell you more.

Selecting the 'Lead generation' objective allows you to add a Lead Gen Form to your Document Ad campaign

Drive up to **4x more leads** by gating your document with a Lead Gen Form.

A Lead Gen Form **is pre-filled with accurate professional information** from the prospect's LinkedIn profile, such as name, contact info, company name, seniority, job title and location.

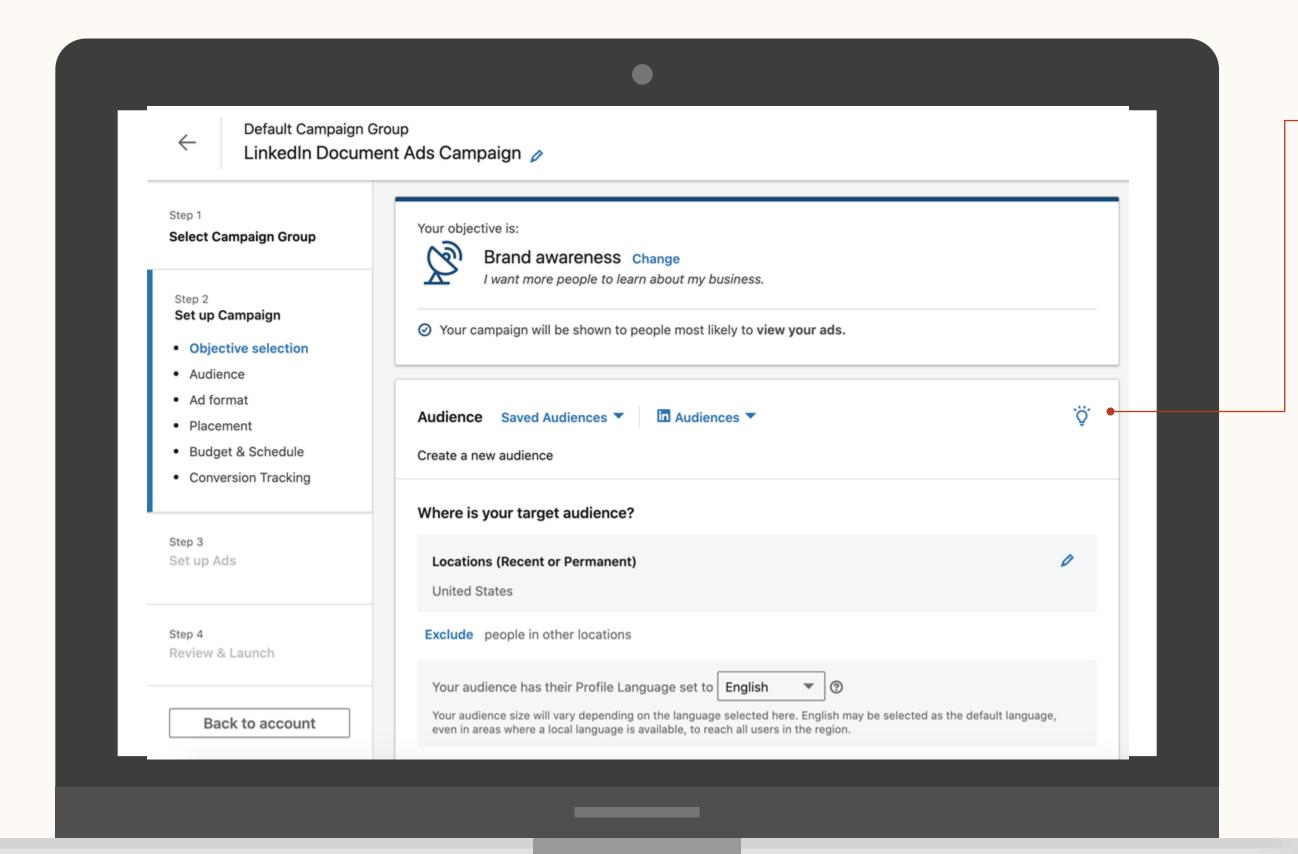Prospects can **sign up without leaving** the ad.

Default Campaign Group
LinkedIn Document Ads Campaign ✎

Step 1
Select Campaign Group

Step 2
Set up Campaign
- **Objective selection**
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3
Set up Ads

Step 4
Review & Launch

Back to account

Your objective is:

Brand awareness   Change
I want more people to learn about my business.

✓ Your campaign will be shown to people most likely to **view your ads.**

Audience   Saved Audiences ▾ | in Audiences ▾

Create a new audience

Where is your target audience?

Locations (Recent or Permanent)   ✎

United States

Exclude   people in other locations

Your audience has their Profile Language set to [English ▾] ⓘ

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Next, set up your targeting.

You can use any targeting feature, including retargeting & action-based retargeting.

Then, select your ad format: Document Ad

Select the Document ad format

Placement:
No placement options are available, including LinkedIn Audience Network.

.

TIP: You can only do one type of format in one campaign:

Default Campaign Group
LinkedIn Document Ads Campaign ✏️

Reset audience   View audience summary   Save as template

Step 1
Select Campaign Group

Ad format
Choose your ad format

Step 2
Set up Campaign
- Objective selection
- Audience
- **Ad format**
- Placement
- Budget & Schedule
- Conversion Tracking

Single image ad   Carousel image ad   Video ad

Document ad
Create ads of slides, papers or docs that will show in the news feed

...light ad   Follower ad

Step 3
Set up Ads

Step 4
Review & Launch

Document ad   Conversation ad

Back to account

ⓘ Your LinkedIn Audience Network setting has been disabled as it is not available for the ad format you selected. ✕

Once you select your ad format, set your budget, schedule and bid type.

Not sure? Click the circles below to learn more about bids, budget and schedule:

Bid

Budget

Schedule

Once you're done, click **'Next'.**

NOTE: Document Ads will be billed on a CPC or CPM basis. This is the same pricing model as all Sponsored Content.
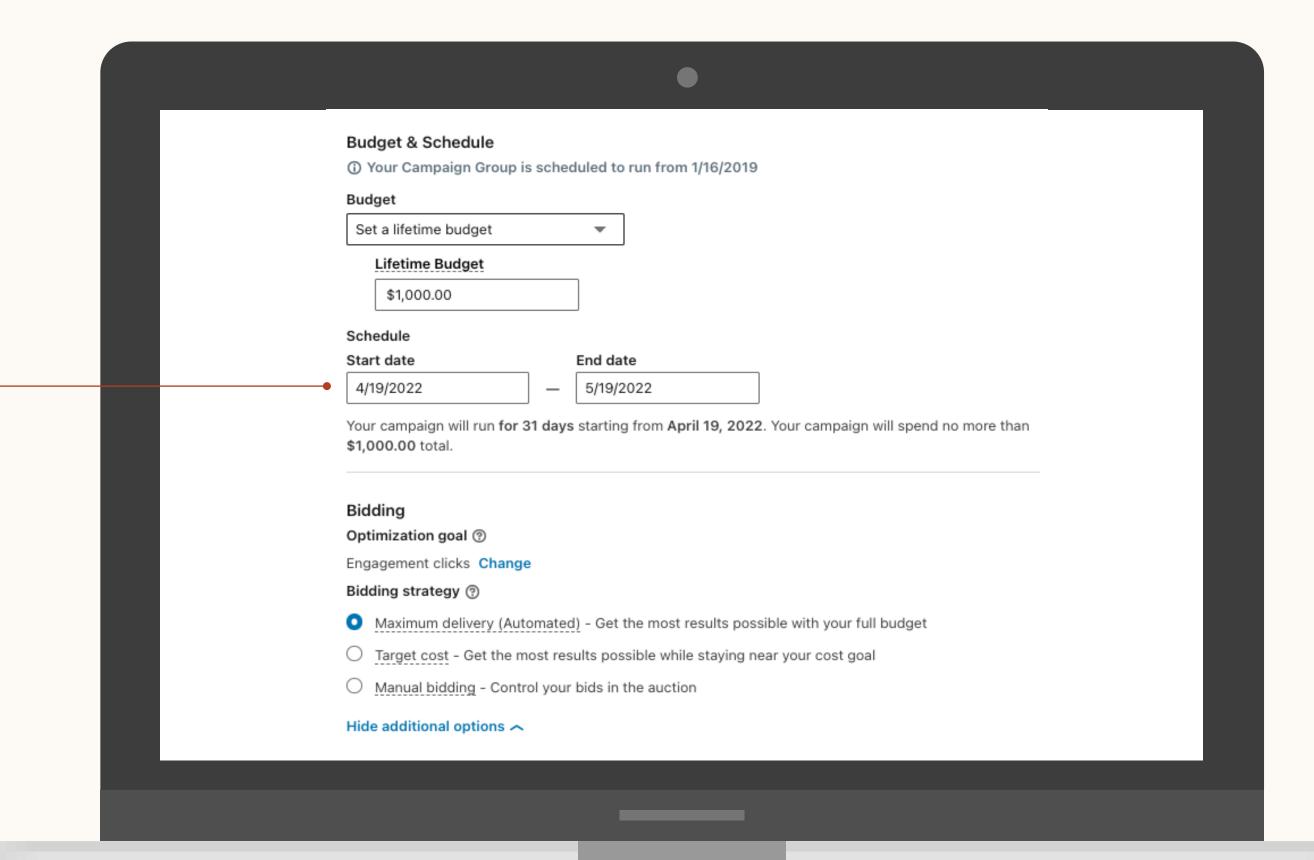
About scheduling

A **start date** cannot be in the past.

An **end date** is not required.
A campaign will end either when it hits the total budget or campaign end date.

Budget & Schedule

ⓘ Your Campaign Group is scheduled to run from 1/16/2019

Budget

Set a lifetime budget ▼

Lifetime Budget

$1,000.00

Schedule

Start date		End date
4/19/2022	—	5/19/2022

Your campaign will run **for 31 days** starting from **April 19, 2022**. Your campaign will spend no more than **$1,000.00** total.

Bidding

Optimization goal ⓘ

Engagement clicks   Change

Bidding strategy ⓘ

🔵 Maximum delivery (Automated) – Get the most results possible with your full budget

○ Target cost – Get the most results possible while staying near your cost goal

○ Manual bidding – Control your bids in the auction
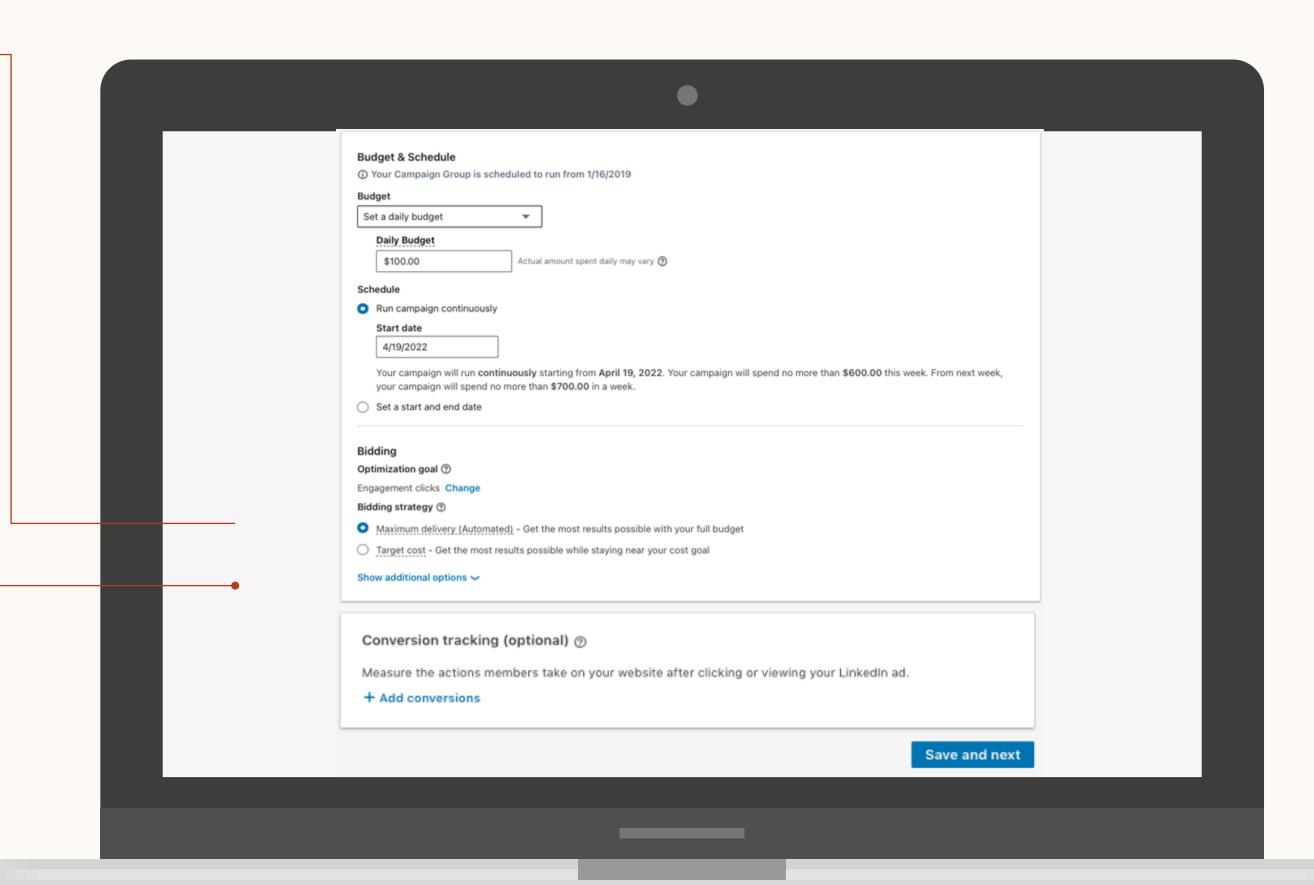
Hide additional options ⌃

Add conversion tracking

Monitor the valuable actions people take on your website.

Conversion tracking lets you see how your ads led to valuable actions on your website, including content downloads, sign-ups, purchases, and more.

Visit our help center for details.

NOTE: Once you've completed the campaign setup, click 'Save and next' to continue to set up your ads..
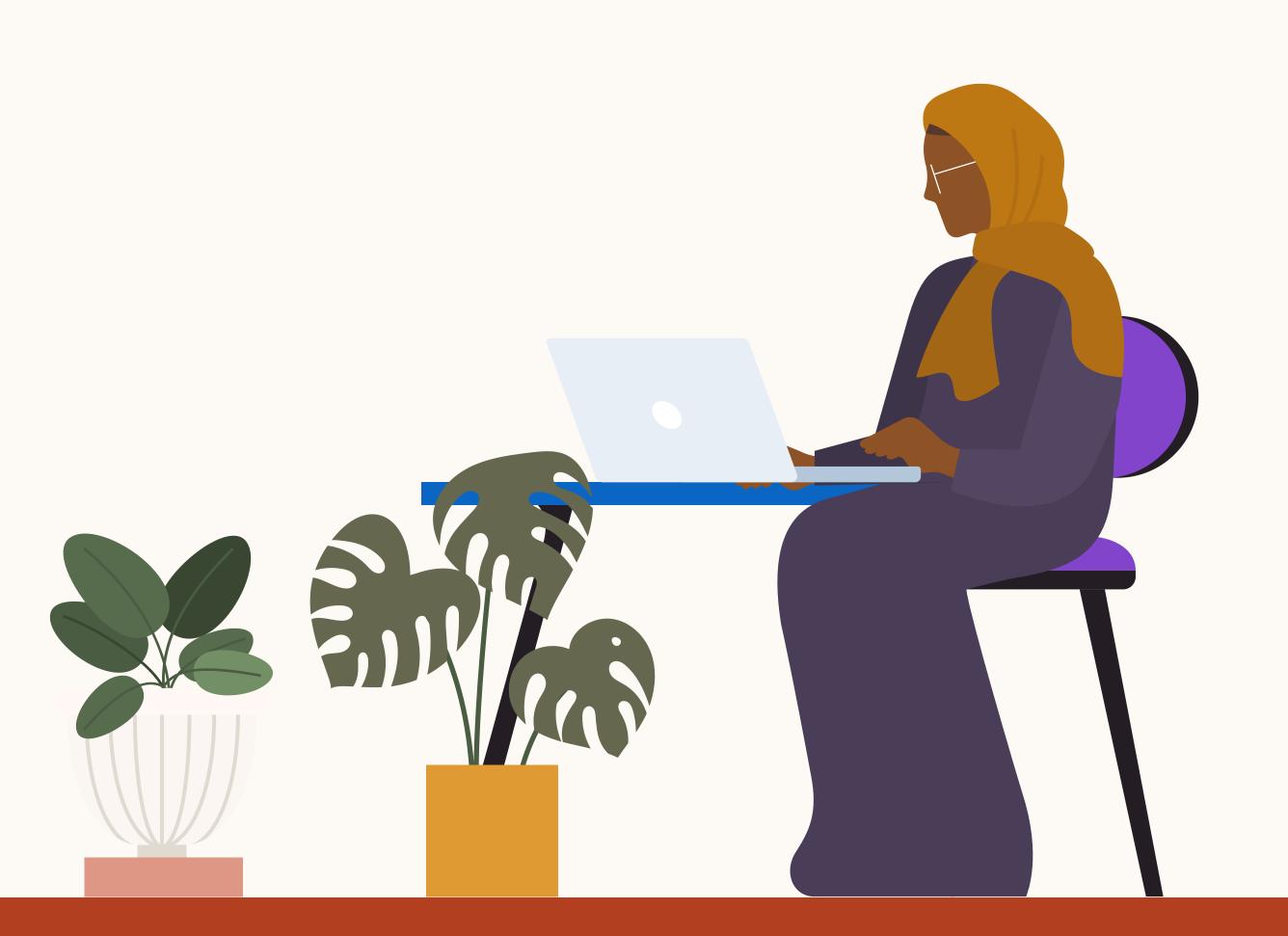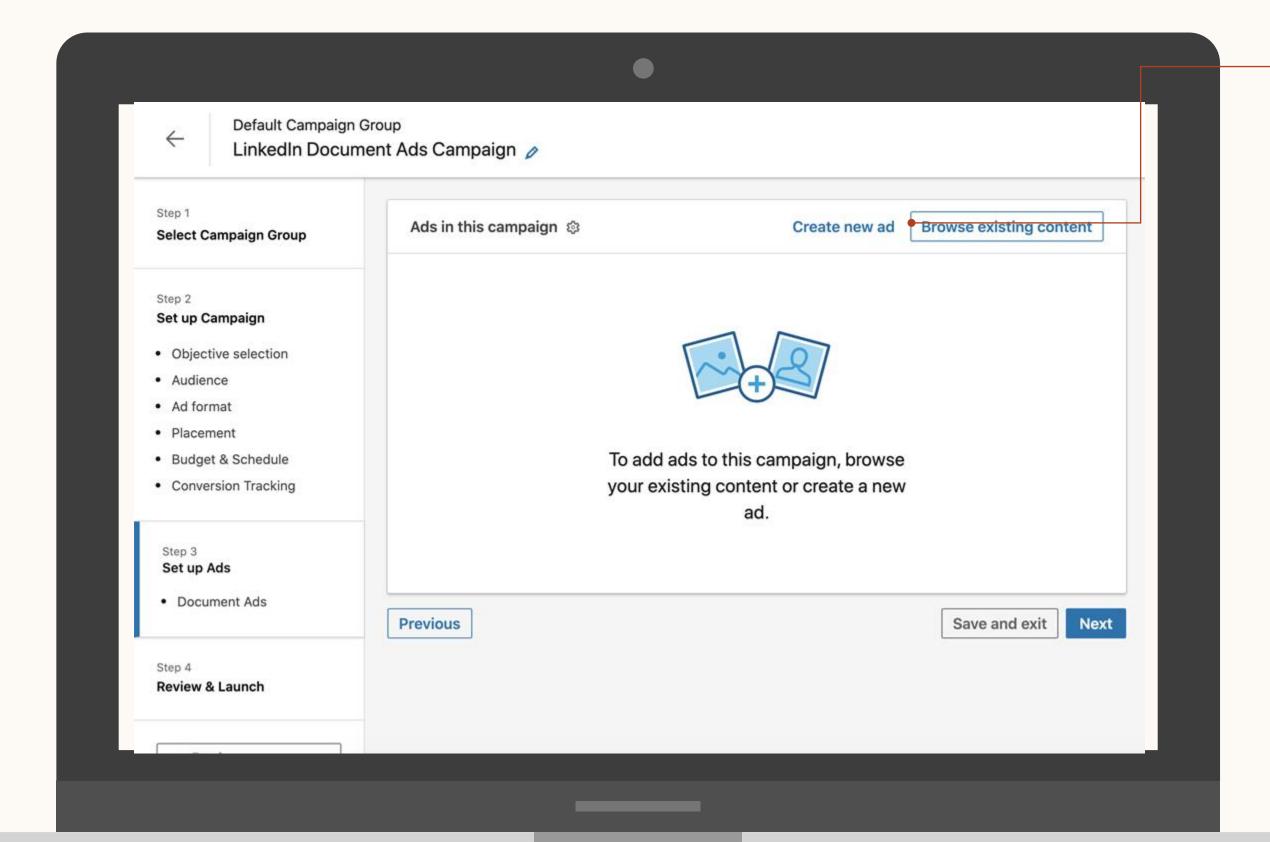
Budget & Schedule

ⓘ Your Campaign Group is scheduled to run from 1/16/2019

Budget

Set a daily budget ▾

Daily Budget

$100.00   Actual amount spent daily may vary ⓘ

Schedule

● Run campaign continuously

Start date

4/19/2022

Your campaign will run **continuously** starting from **April 19, 2022**. Your campaign will spend no more than **$600.00** this week. From next week, your campaign will spend no more than **$700.00** in a week.

○ Set a start and end date

Bidding

Optimization goal ⓘ

Engagement clicks Change

Bidding strategy ⓘ

● Maximum delivery (Automated) – Get the most results possible with your full budget

○ Target cost – Get the most results possible while staying near your cost goal

Show additional options ⌄

Conversion tracking (optional) ⓘ

Measure the actions members take on your website after clicking or viewing your LinkedIn ad.

+ Add conversions

Save and next

Nice work!

You now know how to create your campaign!
Next, we will guide you through creating your ad.

Default Campaign Group
LinkedIn Document Ads Campaign ✎

Step 1
Select Campaign Group

Step 2
Set up Campaign
- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3
Set up Ads
- Document Ads

Step 4
Review & Launch

Ads in this campaign ⚙   Create new ad | Browse existing content

To add ads to this campaign, browse
your existing content or create a new
ad.

Previous   Save and exit | Next

Select your ads for this campaign

For new document for this campaign, select 'Create new ad'.

For existing documents used in other campaigns or organic, select 'Browse Existing Content'.

TIP: You can promote organic documents by selecting "browse Existing content" next to create new ad

Building your ad – Awareness & Engagement objective

1 Name your ad

2 Intro text
Keep this under 150 characters to avoid truncation across most devices.

3 Document upload
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.

4 Headline
Will show at the top of the document

Create a new Document ad for this campaign

Name this ad (optional)
LinkedIn Profile Tips   234

Introductory text ⑦
Check out how to use LinkedIn effectively.   558

Document
Your file
Upload Complete   ✕

Headline ⑦
Top tips to Use LinkedIn   176

Cancel   ☑ Add to campaign ⑦   Create

Preview
Desktop Feed ▼

Stephanie Tilton, Mike Romoff and 620 other connections follow LinkedIn Marketing Solutions

LinkedIn Marketing Solutions
Promoted

Check out how to use LinkedIn effectively.

If you are using the Lead Gen Objective,
continue to the next slide for campaign set up details

Creating your ad – Lead Gen Objective

1 Name your ad

2 Intro text
Keep this under 150 characters to avoid truncation across most devices.

3 Document upload
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.

4 Previewable Pages
Adjust the number of previewable pages by sliding the bar (maximum 10)

5 Headline
Will show at the top of the document

TIP: Live preview is not available for Lead Gen. To preview, first save your ad, then select the three dots next to the creative, and hit "preview". Scan the QR code with your mobile device.

Continue to the next slide for instructions
to create a Lead Gen Form

Lead Generation

If you are using the Lead generation objective, select the Lead Gen Form you'd like to use for this ad.

Select your Lead Gen Form from the dropdown, or create a new one by clicking 'Create a Lead Gen Form'.

If you'd like to build a new Lead Gen Form, you'll do that now

TIP: Check out the Lead Gen Getting Started Guide and our LinkedIn Lead Gen Form Playbook for more information.

NOTE This creation flow will open in a new tab. Once you finish building your Document Ad, you can close the tab to go back to the Document Ad draft. Your form will appear in the dropdown once you hit 'Create' in the new tab.

Check and resolve any errors before saving your ad

Before you're able to click 'Create ad', you must resolve all errors in red.

Once a Document Ad is saved, you cannot edit the document and will need to create a new ad.

Once you finish, click 'Create' to save your ad

TIP: This will not set your campaign live, only save your ad as a draft.

Create a new Document ad for this campaign

Name this ad (optional)

Document Ad 1

13/255

Introductory text ⓘ

Click below to access our 2021 Annual Report!

45/600

Document

Document Ads Test.docx
Upload Complete   ✕

Headline ⓘ

Document Ads Test.docx

22/200

Preview

Mobile Feed ▾

ⓘ Actual ads shown in Feed will not be cropped or altered

All the latest benchmarks, insights, + resources you need to build a smarter marketing strategy.

2022

Unlock full document

Like   Comment   Share   Send

Be the first to comment on this

Cancel

☑ Add to campaign ⓘ   Create

Confirm your ads in the campaign

Review your ads and add any additional ads.

Hit 'Next' when done.

up
t Ads Campaign ✎

Ads in this campaign ⚙   Create new ad   Browse existing content

Search

FEED ADS ❓

LinkedIn Profile Tips
Top tips to Use LinkedIn
Check out how to use LinkedIn effectively.   Billing information
                                                     needed   ...
Document ad · Direct sponsored content · ID:
111196776

1

Previous   Save and exit   Next

Review the campaign details and launch!

Make sure all the information looks accurate.

TIP: Once you set a Document Ad campaign live you will not be able to edit the document or LGF.

How to edit a Document Ad

In this section, you will learn about the current editing capabilities within Document Ads.

Editing a campaign

To make changes to the campaign in draft mode, click '**Edit**' in the ellipses on the '**Ads in this campaign**' screen.

💡 **TIP:** You cannot edit a document once the ad has been saved.

💡 **TIP:** You cannot edit a Lead Gen Form once it has been activated.

Duplicating a creative

You are currently unable to edit a saved document in a campaign under the Brand Awareness and Engagement objectives.

To make edit the document, duplicate the existing live creative to make a new draft in the same campaign.

How to get reporting in Campaign Manager

In this section, you will be introduced to reporting within Document Ads.

You can view reporting in Campaign Manager

Total clicks and downloads are represented in the reporting dashboard

✓ Be sure to switch your view to 'Document Ads'

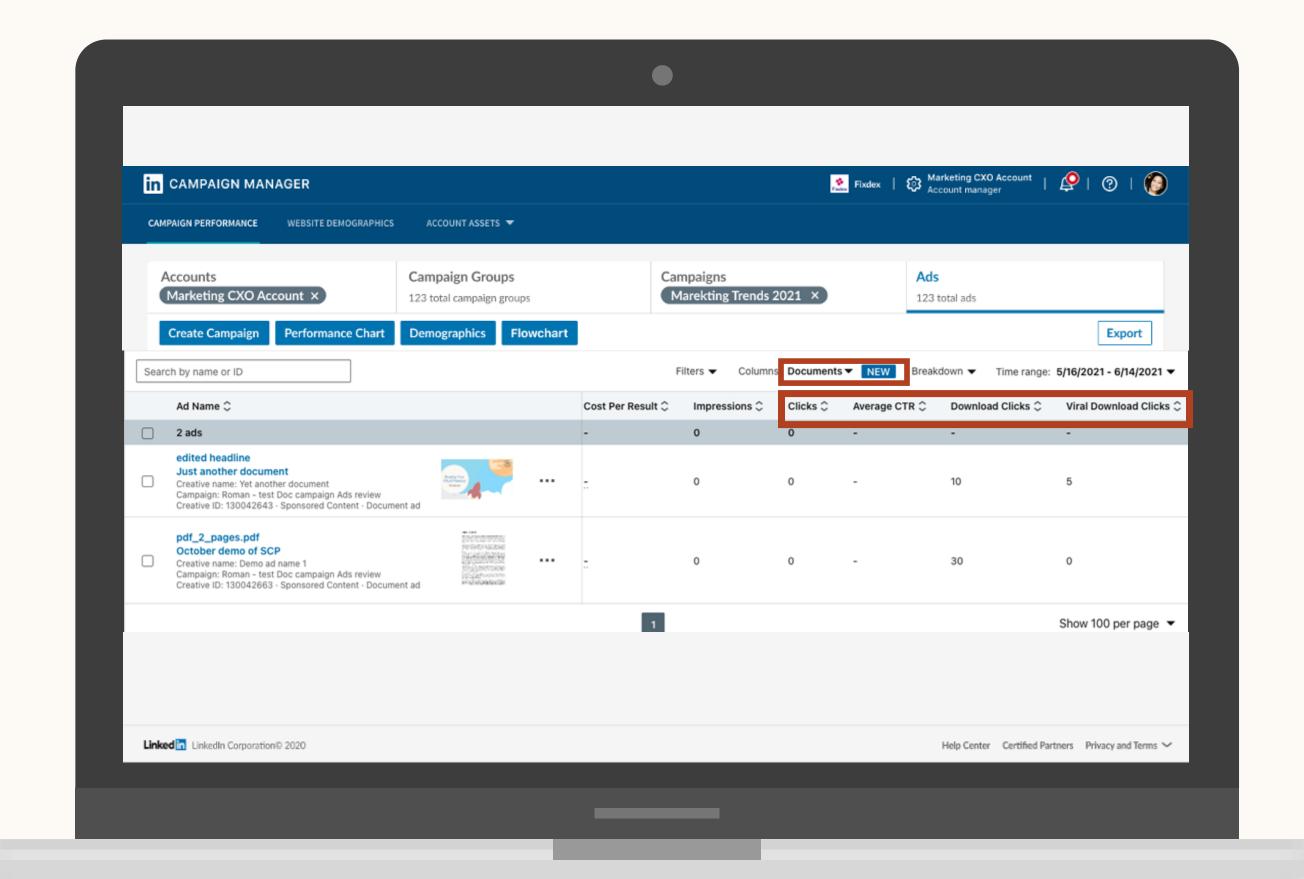✓ To view Lead Gen Form performance, just switch your view to 'Conversions & Leads'

Document Ads
Performance Reporting

✓ **Clicks:** Total clicks on the Document.
   Clicks are de-duped.

✓ **CTR:** Total clicks divided by total impressions

✓ **Download Clicks:** See the number of clicks to the
   "Download" button

✓ **Viral Download Clicks:** Number of clicks on the
   "Download" button resulting from users sharing a
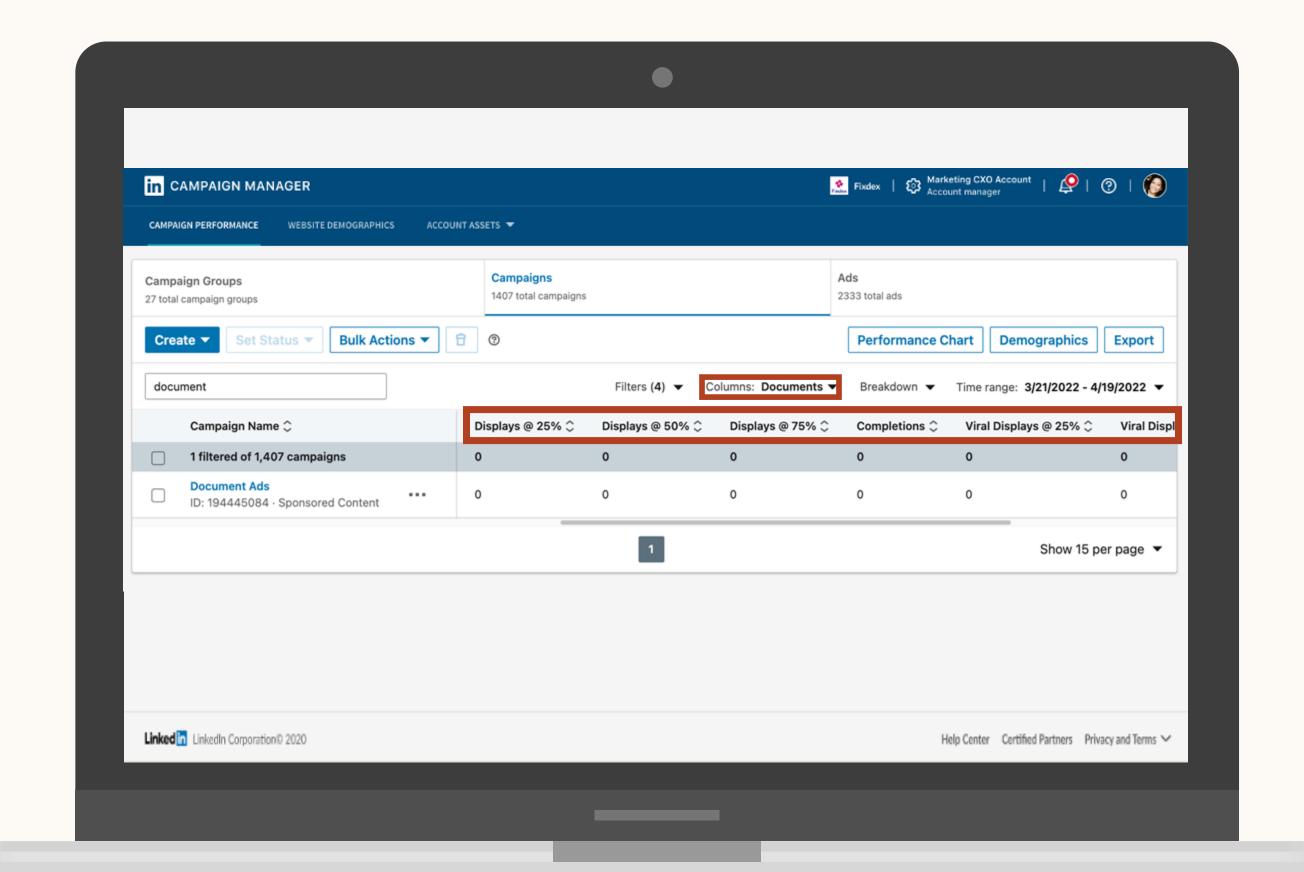   Document ad to their own network of connections.

Document Ads
Performance Reporting

✓ **Displays:** Learn how much of your document is displayed to members (25%, 50%, 75%)

✓ **Completions:** Lean how many members completed your document

✓ **Viral Displays:** Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%)

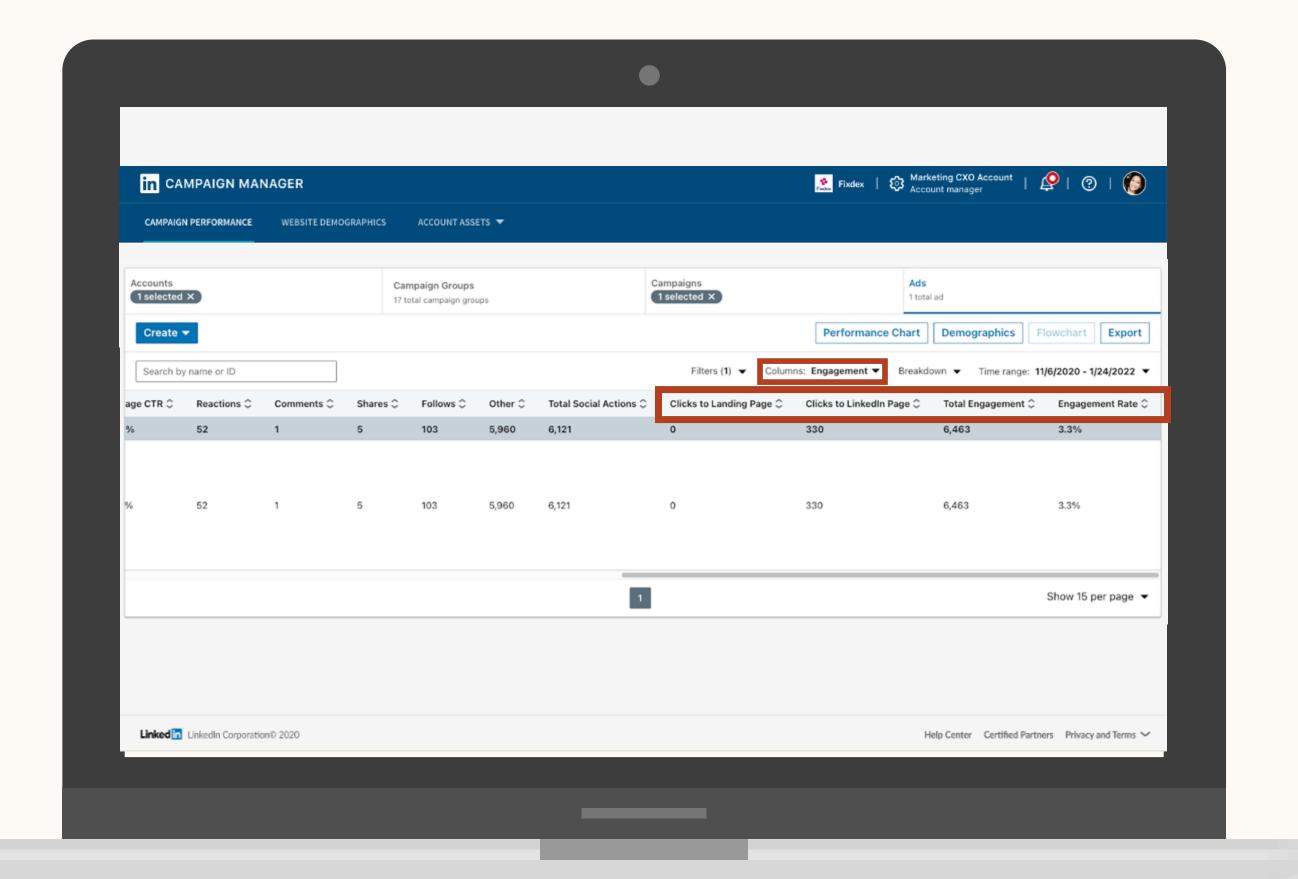✓ **Viral Completions:** Lean how many members not directly in your target audience completed your document
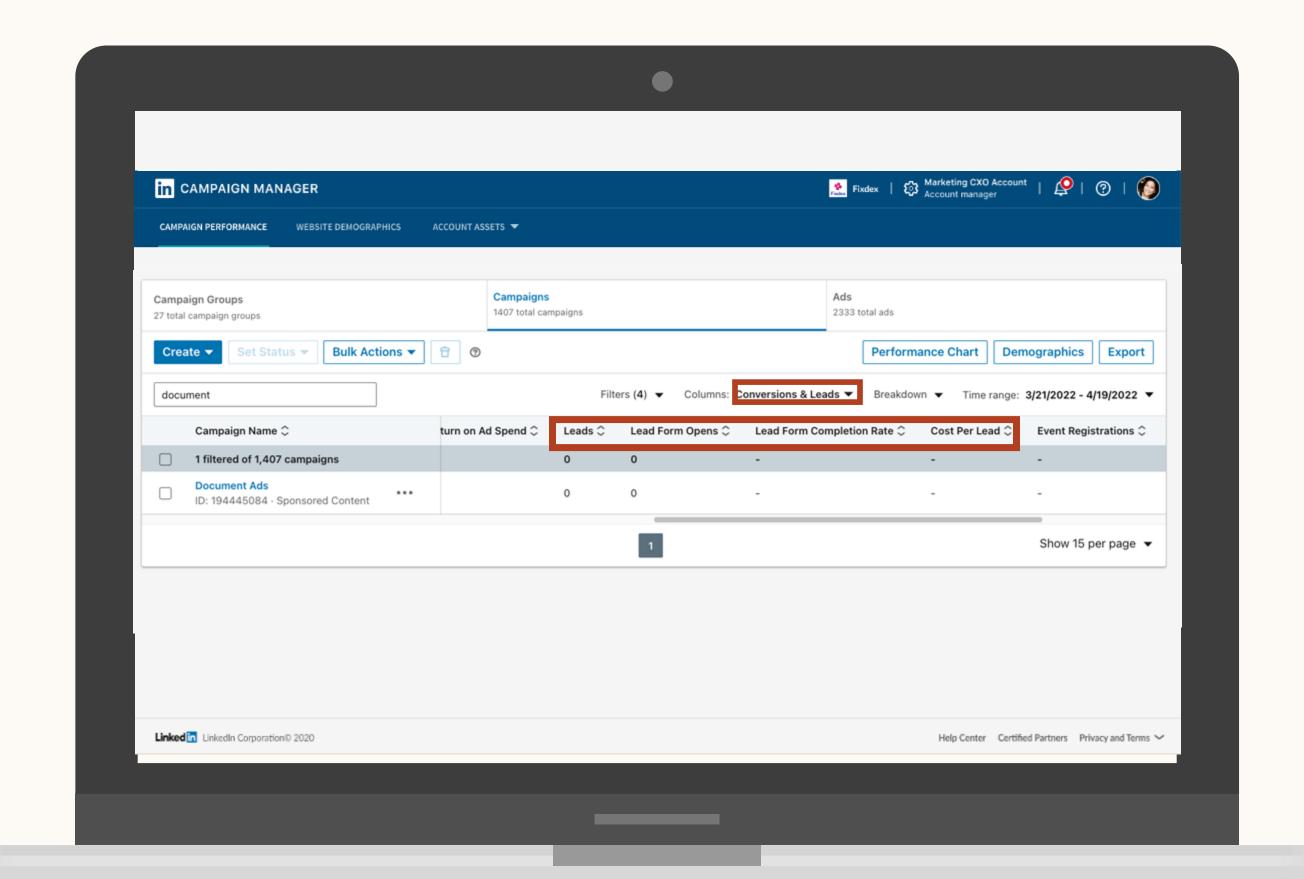
Document Ads
Engagement Reporting

✓ Be sure to switch your columns view to 'Engagement'

✓ **Clicks to Landing Page:** When members clicks URL in the intro text.

✓ **Clicks to LinkedIn Landing Page:** When member clicks Page icon & name

✓ **Total Engagement:** All clicks, both paid and free.

✓ **Engagement Rate:** Number of all clicks divided by impressions

Document Ads **Lead Gen Forms** Reporting

✓ Be sure to switch your columns view to 'Leads & Conversions'

✓ **Leads:** Total number of leads collected from this campaign

✓ **Lead Form Opens:** Total number of unique members who opened a form

✓ **Lead Form Completion Rate:** Number of Lead Form submitted divided by Lead Form Opens

✓ **Cost Per Lead:** Total spend divided by total Leads

CAMPAIGN MANAGER — Fixdex | Marketing CXO Account / Account manager

CAMPAIGN PERFORMANCE   WEBSITE DEMOGRAPHICS   ACCOUNT ASSETS ▾

Campaign Groups 27 total campaign groups	Campaigns 1407 total campaigns	Ads 2333 total ads

Create ▾   Set Status ▾   Bulk Actions ▾   🗑   ⊙   Performance Chart   Demographics   Export

document   Filters (4) ▾   Columns: **Conversions & Leads** ▾   Breakdown ▾   Time range: **3/21/2022 - 4/19/2022** ▾

Campaign Name ⇕	turn on Ad Spend ⇕	Leads ⇕	Lead Form Opens ⇕	Lead Form Completion Rate ⇕	Cost Per Lead ⇕	Event Registrations ⇕
1 filtered of 1,407 campaigns		0	0	-	-	-
Document Ads ID: 194445084 · Sponsored Content •••		0	0	-	-	-

1   Show 15 per page ▾

LinkedIn LinkedIn Corporation© 2020   Help Center   Certified Partners   Privacy and Terms ▾

You can export reporting in Campaign Manager

Clicks on each button can be found in the exported .CSV report.

Follow these three steps:

1. Export CSV report
2. Select Report Type
3. Conversation Ad CTA reporting

This report will show the number of clicks on each button.

There are 'Total' rows that sum up data in each column. Be sure to disregard these rows if you're doing your own calculations, pivot tables, etc.

	AF	AG	AH	AI	AJ	AK	AL
Button	Sends	Opens	Clicks (Sponsored InMail)	Button Clicks	Banner Clicks	Link Clicks	Cost
Total	**0**	**0**	**74**	**74**	**0**	**0**	
of you employees' laborious	0	0	7	7	0	0	
How could this help me?	0	0	11	11	0	0	
Show me more research!	0	0	24	24	0	0	
Learn more about UiPath	0	0	19	19	0	0	
Read Gartner MQ	0	0	5	5	0	0	
Talk to an expert	0	0	2	2	0	0	
Let me talk to an expert	0	0	1	1	0	0	
Show me more research!	0	0	3	3	0	0	
Download now	0	0	2	2	0	0	

What metrics should you use to evaluate campaign performance?

Evaluate your campaign based on your objectives and goals. Use this matrix as a guide to help you select metrics to track success at each stage of the funnel.

Awareness

Consideration

Acquisition

	Brand awareness objective	Engagement objective	Lead generation objective
Reach	Yes	Yes	Yes
% Document Viewed	Yes	Yes	Yes
Click Through Rate	Yes	Yes	No
Engagement Rate	Yes	Yes	Yes
LGF Open Rate	No	No	Yes
Document Downloads	Yes	Yes	No
Lead Fill Rate	No	No	Yes
Cost Per Lead	No	No	Yes

Definitions of reporting metrics

PLEASE NOTE: Currently, displays only tracks % of your document viewed in feed. We cannot track once the document is downloaded and read off-feed.

Metric	Definition
Clicks	Total clicks on the Document. Clicks are de-duped
Download Clicks	See the number of clicks to the "Download" button
Viral Download Clicks	Number of clicks on the "Download" button resulting from users sharing a Document ad to their own network of connections.
Clicks to Landing Page	When members clicks URL in the intro text
Clicks to LinkedIn Page	When member clicks Page icon & name
Total Engagement	All social actions and clicks, both paid and free.
Engagement Rate	Number of all engagements divided by impression
Displays	Learn how much of your document is displayed to members (25%, 50%, 75%). Display is calculated by the total number of pages viewed divided by the total number of pages in the document
Viral Displays	Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%). Display is calculated by the total number of pages viewed divided by the total number of pages in the document
Completions	Lean how many members completed your document

Frequently Asked Questions

For best quality document, we recommend using a PDF file.

For accessibility purposes, members who view your ad can download your document as a PDF regardless of the original file type. Converting a different file type into a PDF reduces the quality of the original document.

Use one of the standard layouts:

- Letter: 8.5 by 11 inches
- Tabloid: 11 by 17 inches
- Legal: 8.5 by 14 inches
- Statement: 5.5 by 8.5 inches
- Executive: 7.25 by 10.5 inches
- Folio: 8.5 by 13 inches
- A3: 11.69 by 16.54 inches
- A4: 8.27 by 11.69 inches
- B4: 9.84 by 13.90 inches
- B5: 6.93 by 9.84 inches

- Letter: 21.59 by 27.94 centimeters
- Tabloid: 27.94 by 43.18 centimeters
- Legal: 21.59 by 35.56 centimeters
- Statement: 13.97 by 21.59 centimeters
- Executive: 18.41 by 26.67 centimeters
- Folio: 21.59 by 33.02 centimeters
- A3: 29.69 by 42.01 centimeters
- A4: 21 by 29.69 centimeters
- B4: 24.99 by 35.30 centimeters
- B5: 17.60 by 24.99 centimeters

Document Creation Tips and Tricks

Keep the file size under 100mb

Keep the file as small as possible for optimal download experience. You don't want members to undergo a timely process. It could risk abandoning the download.

Minimize the number of PDF layers

PDFs with multiple layer render poorly. For optimal experience, remember to <u>flatten</u>, use durable hyperlinks. Note: Videos and other animations in documents aren't supported and will display as static images instead.

Avoid using CTAs (including URLs) in your Document

Links and CTAs are not active when read within the LinkedIn platform. Once the document is downloaded, links and CTAs will become clickable.

Keep length of document under 10 pages

Documents are read mostly on phone or tablet; so look to keep content short & snappy.

Use images, bullets, and graphics

Members are most likely to read when the design is image forward, scannable and visually appealing

Attention-grabbing cover page

Your document cover (e.g. 1st page) will be the first thing seen, so make sure it's visually appealing.

Keep to 3-4 Enticing Preview Pages

Include helpful stats or a table of contents that leaves the viewer wanting to see more. Personalize content by calling out key audience traits such as industry, function, or topic.
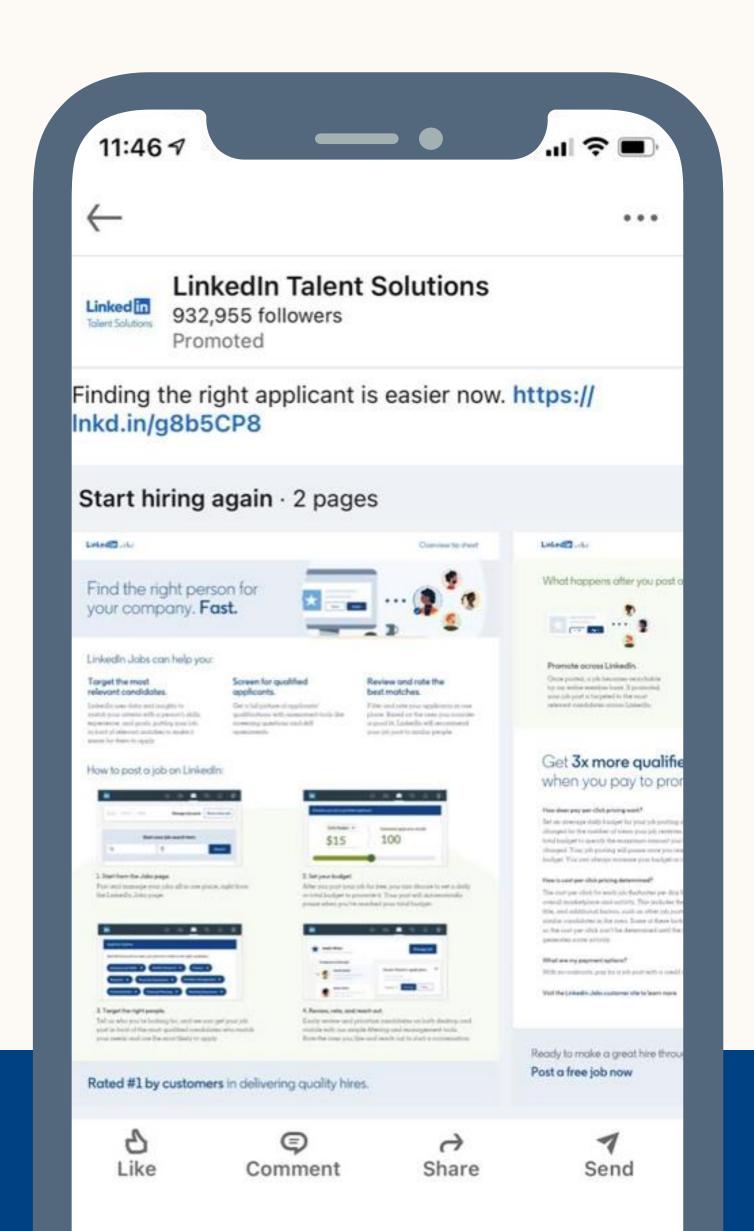
Note: Check out our <u>Best Practices Guide</u> for more tips and tricks

Ensure a **positive** member experience

Avoid using multiple columns of text and small font sizes. Multicolumn text is harder to read and scan when printed out and small font sizes cause readers to strain their eyes.

✓ Check for accessibility-compliant color combinations. Many free tools will check if color combinations have sufficient contrast. Be sure to check those combinations paired with your font size, as some combinations become compliant when the font isn't large enough.

✓ Best practice is to embed fonts into the PDF itself and use at least 8pt- font.

To see examples of different text sizes on a LinkedIn post, check out this example here.
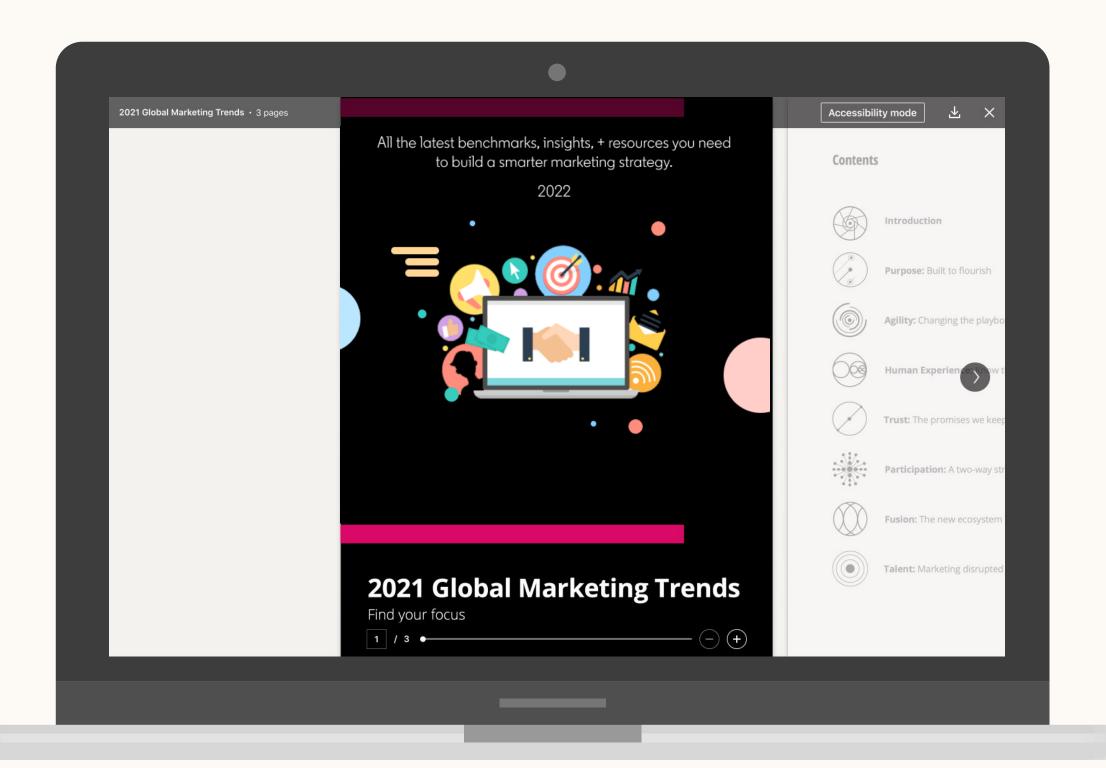
How to gate a one-page document

Currently, the Lead Gen Objective is not compatible with one-page documents since it requires at least one page to be previewed in the member's feed. If uploaded, the UI will show an error.

As a workaround, we recommend adding a cover page to your single-page document, so it shows as a two-page document. The coverage page will become the "previewable page" members see in their feed, and they will only see the second page once they complete the Lead Gen Form.

Product questions

What if my Document Ad has video or animations?
Videos and other animations in documents aren't supported and will display as static images instead.

What if my PDF has multiple layers?
PDFs with multiple layers must be flattened or merged.

How will the Document ads be charged / billed?
They will be charged / billed the same way as normal image Sponsored Content. It will use CPM or CPC.

What will viewability standards be for Document Ads?
Viewable impressions are 100% in view for at least 200ms.

Will I be able to see conversions on Document Ads?
You can enable conversion tracking for any campaign, but it will only track website visits to an off-site URL.

Will third-party tracking tags work with Document ad?
Yes, manage tracking in CMT is available for Document Ads when using approved trackers.

Are multiple clicks in the document counted to the CTR?
Clicks are de-duped.

How will viral actions impact the Lead Gen Form experience?
As with all Lead Gen posts, viral impressions will only see previewable pages and won't have the option to complete a Lead Gen Form to download or view your full document. Post GA adding controlled viral actions.

Will clicks on the documents counted as engagement and therefore impact the engagement rate?
Every click will be counted as an engagement and impact the engagement rate. However, chargeable clicks will only be the first click, other clicks will be not charged.

Helpful resources

Learn more with these useful resources

- LinkedIn Campaign Manager
- Organic Document Ad Specs
- Document Ad Best Practices

Congratulations!

You have now completed this guide
to Document Ads on LinkedIn.

Thank you