



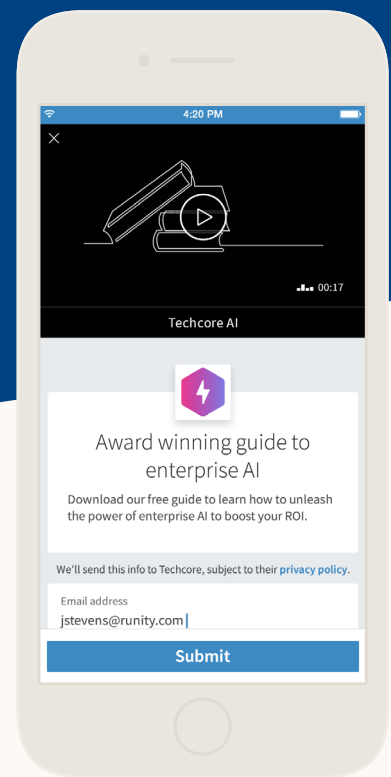
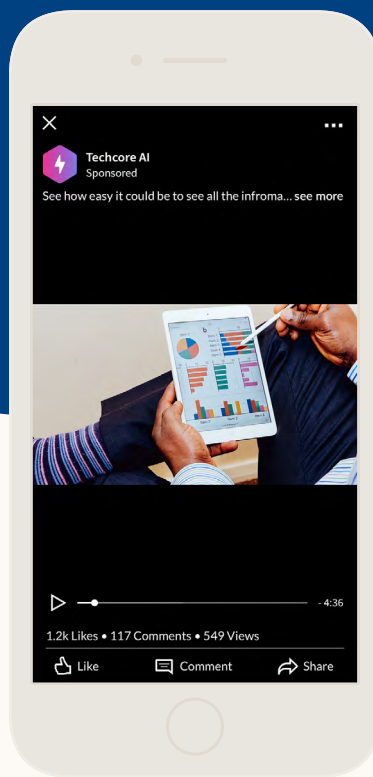
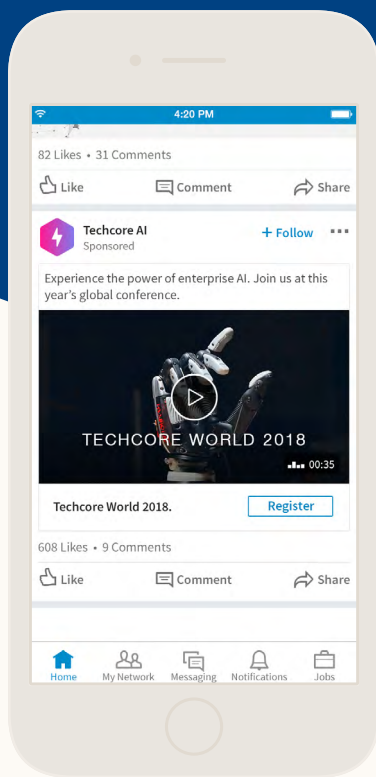
US & Canada Edition

The Fundamental Strategies of Video Ads on LinkedIn

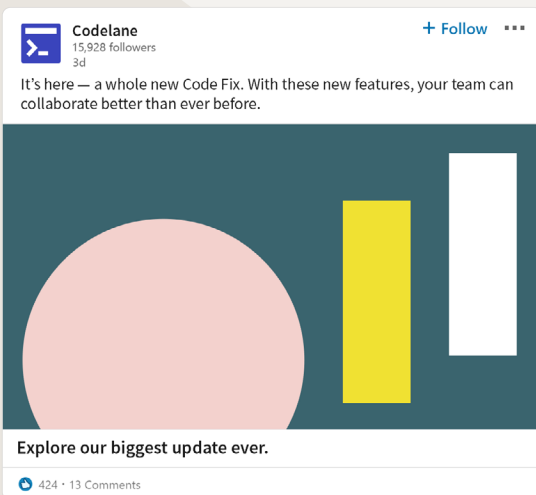
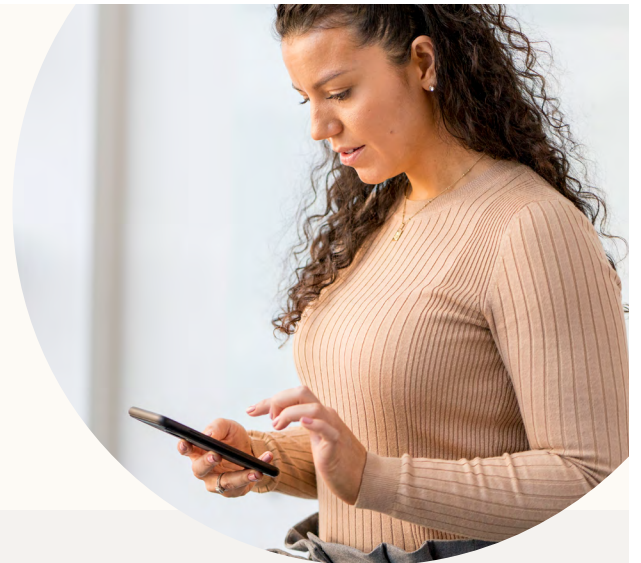
4 Tips to Exceed Your Marketing Goals with LinkedIn Video Ads

Captivate a professional audience with native video ads

Whether you're new to LinkedIn Video Ads or already familiar with the product, this guide has practical insights and tips you can use in your campaigns to see measurable results.



1. Include a demo and an offer

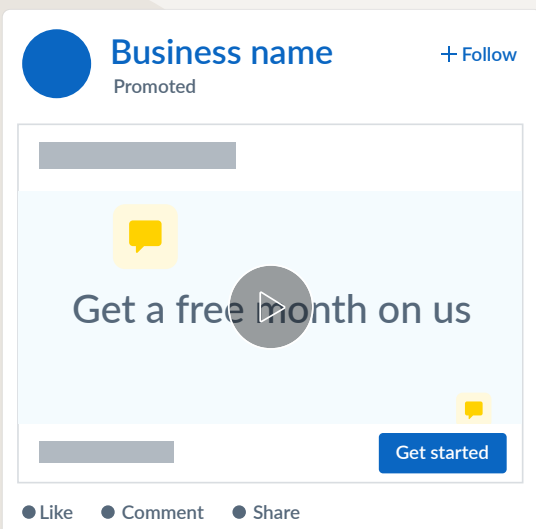


✓ Show a product demo

Every day, people are searching LinkedIn to learn about products and services. Demos showcasing how a product/service works perform well — driving the highest performance in video completion, engagement, and click-through rates.

Action

Create a video ad that shows how your product works.



✓ Test an offer

Audiences will keep watching until the end of a video ad more often — regardless of duration — to see an offer. Ads with an offer, promotion, or deal drive **1.2x the average video completion rate**. What's more: ads with an offer in the headline achieved an 8% higher completion rate.

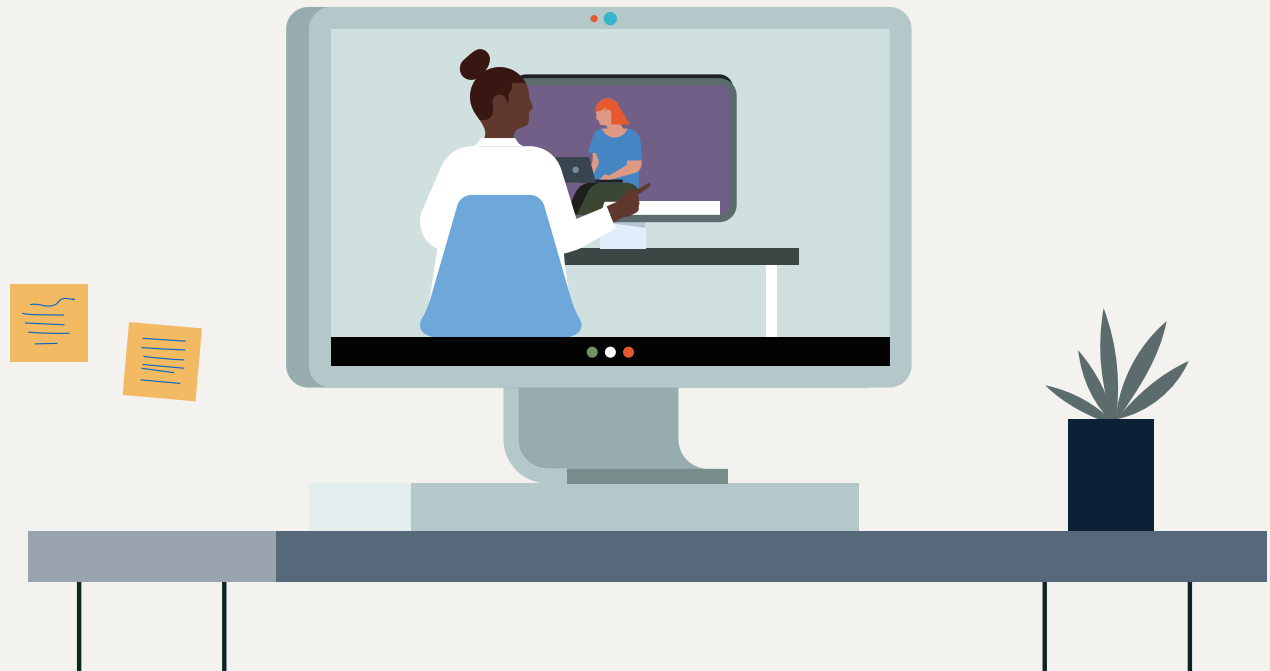
[See example from Gong](#) →

Action

Experiment with offers like “First month free” or “\$100 off with code.”

2.

Animate your video ad



Audiences all around the world respond positively to ads with animation. Use motion graphics to tell your brand story as well as demonstrate your product/service.

[See example from Microsoft](#) →

Motion graphics gain an average of:

+1% social actions rate
vs. global benchmark

+3% click-through rate
vs. global benchmark

+8% more engagements for ads
with an offer or promotion

Action

Work with your digital agency or use an online tool (such as [Biteable](#)) to add sizzle to your animated video ad.

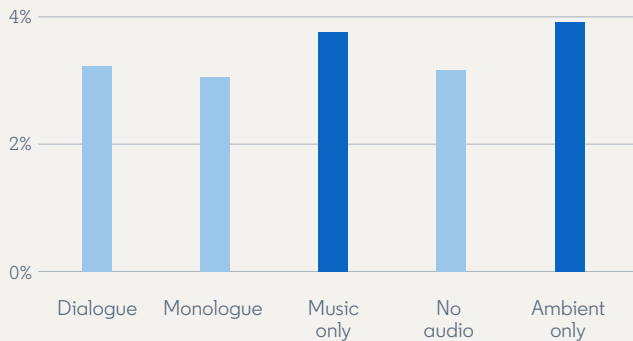


3.

Keep audio simple, use captions



Average CTR



Ambient noise and music outperform monologue and dialogue on most performance metrics.

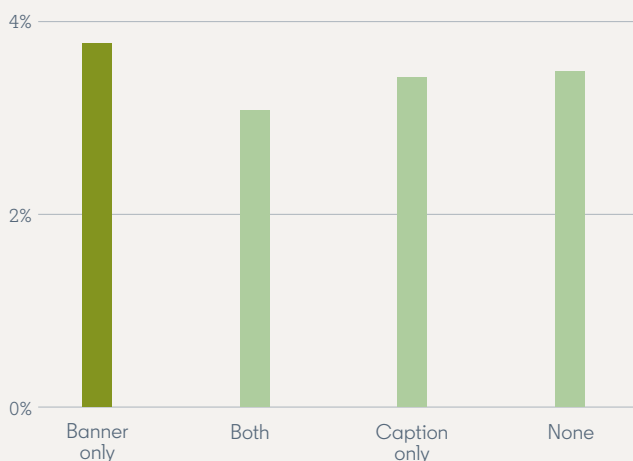
✓ Use a single audio source

Multi-track audio will reduce your video completion rate and engagement rate.

Action

Keep audio production simple in your video ad with one audio source.

Average CTR



✓ Use a banner or captions

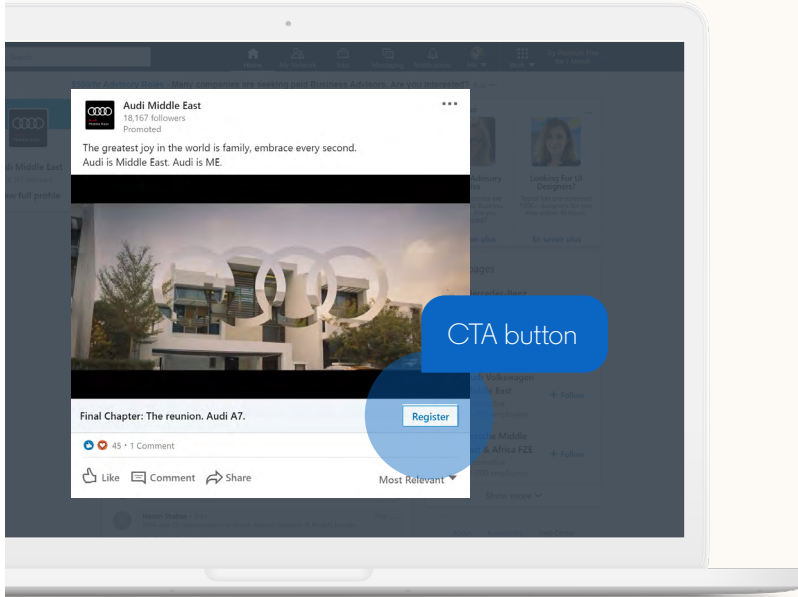
Did you know? 79% of videos in the LinkedIn feed are watched with the sound off. Displaying captions (in the same language as audio) can help drive higher social action from audiences.

Action

Think like a silent film director. Does your video ad communicate without relying on having sound? Use captions or type animation to visually communicate your key messages.

4.

Keep copy short, with a CTA button



60% of video ads in the U.S. use short copy (< 150 characters) resulting in:

+26% social actions rate vs. global benchmark

+5% higher engagement rate

[See example from Audi](#) →



Action

Short, snappy copy works best: keep copy to three lines or shorter, and get your key point across in the first two lines.

After the first two lines of text, the “See more” link will be triggered which can reduce engagement by 7%.

Methodology

3,649 video ads on LinkedIn were analyzed by independent global digital marketing research company Digivizer, using automation and human processing methods.



536 hrs
of research to gain
insights into video ads

Automated

Machine Learning, Natural Language Processing, and other automation tools extracted:

- Text transcript: length, language, subcopy
- Duration in seconds
- CTA button (present vs. absent) and button text
- “See more” (present vs. absent)
- Numbers of followers

Human

Video ads were classified and tagged by 3 independent reviewers based on:

12

content
types

10

video
stylizations

16

production and
editing variables

38 categories used to determine insights

Type

Webinar
Interview / Q&A
Storytelling branding / Brand or talent story
Testimonial / Case study
Instructional
Cultural showcase / Job ads
Television commercial
Thought leadership
Product/service demo
Product/service feature overview
Event promotion or coverage
Offer or promotion

Style

Live action
Text
Animation
Human
Human, 3+
Human close-up (talking head)
Animal
Motion graphics
Product shots
Landscapes or setting
establishing shots

Production

Caption present
Captions / Banners
Brand watermark
Audio source >1
Audio

Resources

[Video Ads specifications](#)



[Video Ads overview](#)



[Video Ads case studies](#)



[Video Ads best practices | LinkedIn Ad Tips](#)



[10 Surprising Stats You Didn't Know about Marketing on LinkedIn](#)



[Video marketing articles on the LinkedIn Marketing blog](#)



LinkedIn  Marketing Solutions