**Linked in**

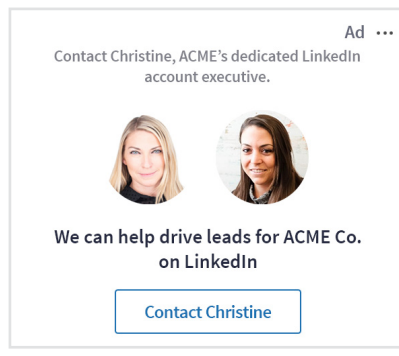How the LinkedIn Marketing Team Uses

# DYNAMIC ADS
## Four Tried-and-True Use Cases

Dynamic Ads are emerging as a powerful tool for engagement and conversions, allowing marketers to personalize ads at scale by making the viewer part of the creative. Our own team has experienced a lot of success with this ad unit, especially when used for these four key business objectives.

## Use Case #1
# Account Based Marketing

The direct, focused nature of Account Based Marketing (ABM) campaigns makes Dynamic Ads an ideal fit. We pull in the prospect's company name and profile image to add a far more personalized feel to the campaign.

Ad ···
Contact Christine, ACME's dedicated LinkedIn account executive.

We can help drive leads for ACME Co. on LinkedIn

**Contact Christine**

**Results:**
# 475%
Click-through rate was **475% above** the Dynamic Ads **benchmark of 0.1% CTR.**

### Pro Tip
Get even more from Dynamic Ads by combining them with Matched Audiences. Whether we're retargeting website visitors or uploading an account list for our ABM efforts, this helps us reach our most valuable prospects.

## Use Case #2
# Content Promotion

Dynamic Ads bring a relatable touch to content promotion. We like to place the author's picture in the creative to humanize the ad. There are real people behind every piece of content we create, and this approach allows us to highlight that! It works especially well when the person featured is in the same line of work as our target audience (e.g., marketers speaking to marketers).
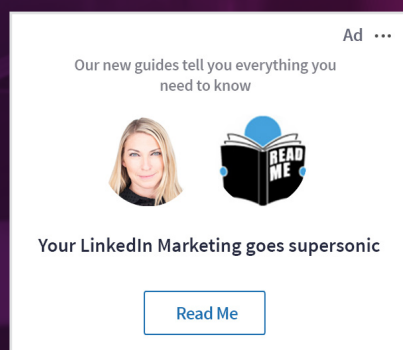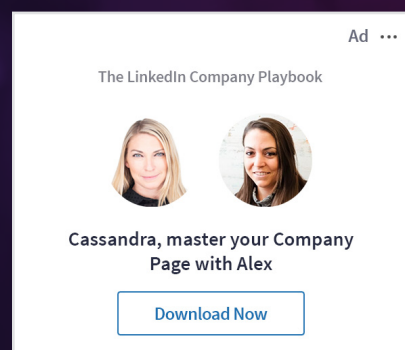
### Pro Tip:
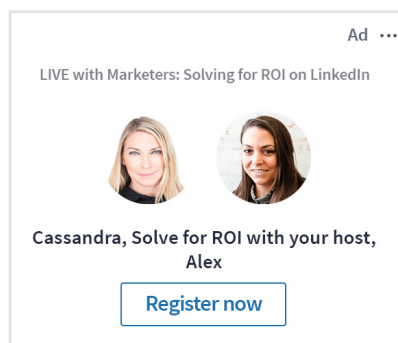Enable the profile picture feature, as people's eyes are naturally drawn to images of themselves

### Pro Tip:
A/B test multiple headlines. Minor tweaks can have a major impact on performance.

Ad ···
The LinkedIn Company Playbook

Cassandra, master your Company Page with Alex

**Download Now**

Ad ···
Our new guides tell you everything you need to know

Your LinkedIn Marketing goes supersonic

**Read Now**

## Use Case #3
# Event or Webinar Promotion

"With Dynamics Ads, you can include a picture of the key speakers and use it as an opportunity to introduce them to your audience," says Cassandra Clark, Senior Marketing Manager at LinkedIn. If the speakers are recognizable enough that our audience is already familiar with them, even better. Cassandra recommends mixing in Sponsored Content and InMail as well to further amplify the message.

Ad ···
LIVE with Marketers: Solving for ROI in LinkedIn

Cassandra, Solve for ROI with your host, Alex

**Register now**

**Results:**
# 326%
When we tested using the speaker image vs. the company logo, we saw a **326% lift in CTR** with the speaker.
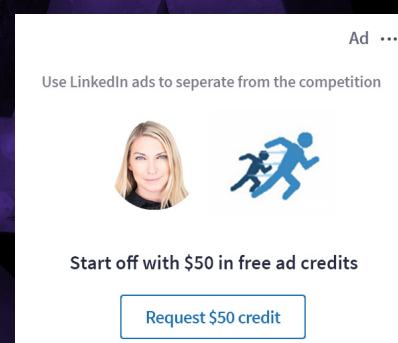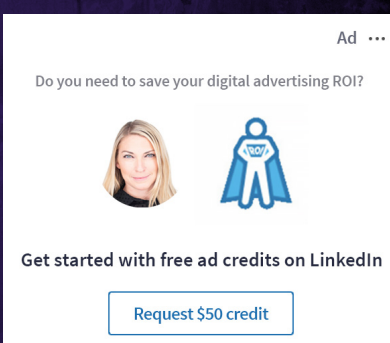
### Pro Tip
Dynamic Ads are really easy to set up, as they are automatically and individually populated at scale. If we're strapped for time or creative resources, these ads are quick to get up and running.

## Use Case #4
# Customer Acquisition

Not only are Dynamic Ads highly effective for brand awareness initiatives, they also work for bottom-of-funnel campaigns. We built custom icons that appear alongside the member's photo, positioning them as the star of the show and helping them envision stellar results with LinkedIn products.

Ad ···
Do you need to save your digital advertising ROI?

Get started with free ad credits on LinkedIn

**Request $50 credit**

Ad ···
Use LinkedIn ads to seperate from the competition

Start off with $50 in free ad credit

**Request $50 credit**

### Pro Tip:
We use LinkedIn Conversion Tracking to measure actions taken by users once they arrive at our landing page (downloads, form fills, etc.).

Dynamic Ads are available in LinkedIn Campaign Manager.

**Get Started**

**Linked in.**