



# LinkedIn Message Ads

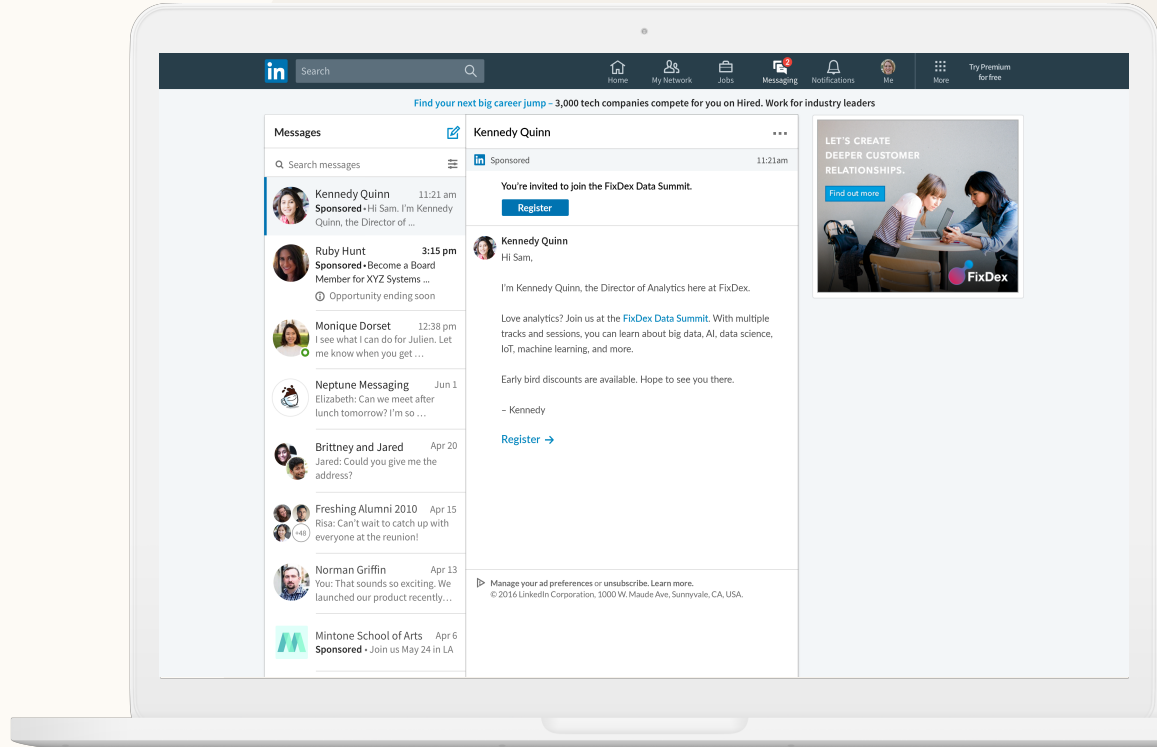
## Getting Started Guide

# What are message ads?



# Message Ads

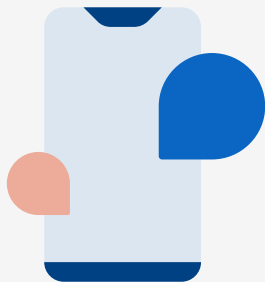
Send direct messages to  
your prospects to spark  
immediate action





The market landscape is changing,  
presenting both challenges and  
opportunities for marketers

## More time is being spent on social messaging apps



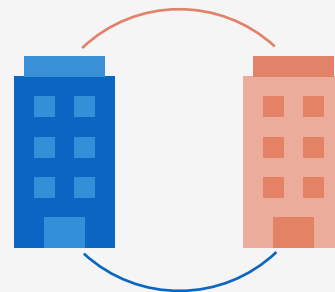
This is shifting the way people communicate, with each other and businesses. 89% of consumers would like to use messaging with businesses, but only 48% of businesses are using messaging to engage with consumers.<sup>1</sup>

## The buying experience matters



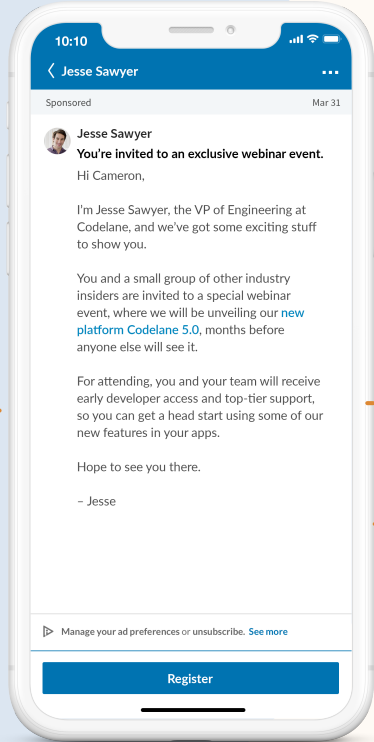
8 in 10 of buyers say that the experience a company provides is as important as its products and services.<sup>2</sup>

## B2B sales cycles are getting shorter



Marketers now need to make every interaction count by delivering a relevant marketing message to the right person at the right time.<sup>3</sup>

# With LinkedIn Message Ads, you can send direct messages to your prospects to spark immediate action



Deliver a targeted message with a single CTA

Communicate to your prospects without having to worry about character limits



Drive stronger engagement than traditional emails

Messages are delivered in an uncluttered environment so that your brand stands out



Measure the impact of your messages

Understand the ROI, with demographic reporting and conversation tracking.

How do message ads work?

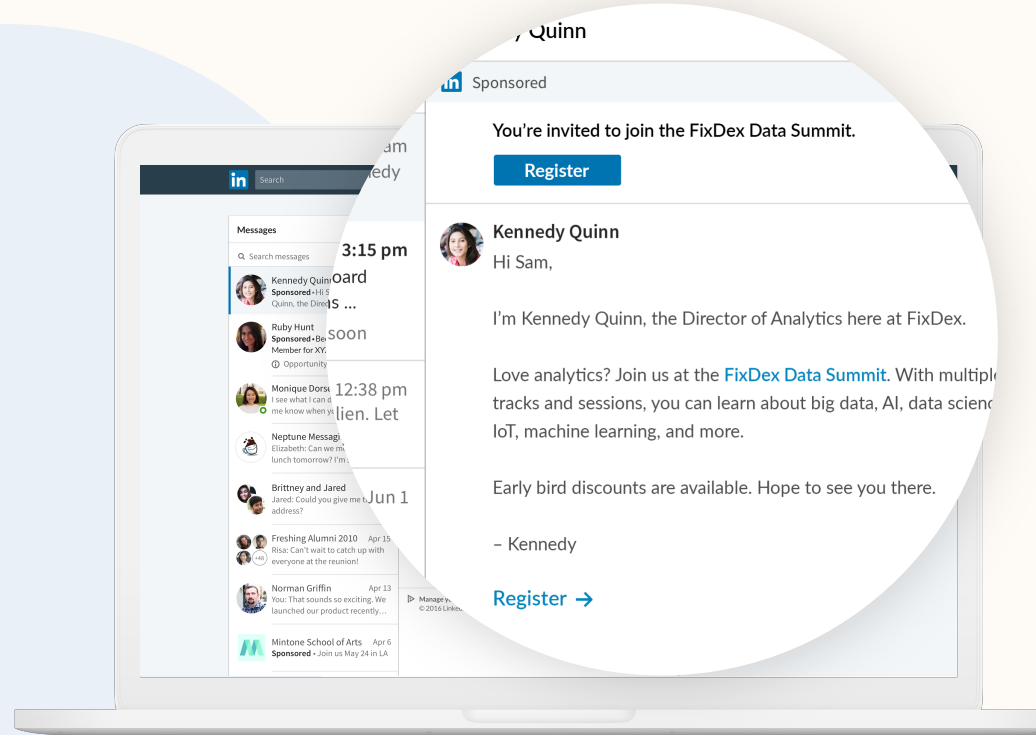


# How message ads work

Message ads are delivered to your prospects on both mobile and desktop.

Delivered in real-time, when prospects are active on LinkedIn.

To prevent fatigue, LinkedIn members only receive the same message ad once every 45 days.





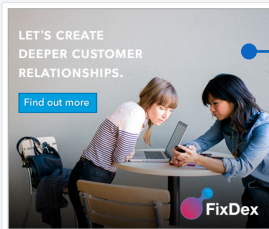
# The anatomy of a message ad

Prospects can engage with your message ad by clicking on your CTA button, hyperlinks, and banner ad.

CTA

The desktop screenshot shows a message from Kennedy Quinn. At the top, it says "Sponsored" and "11:21am". The main text reads: "You're invited to join the FixDex Data Summit." Below this is a blue "Register" button. The sender's name "Kennedy Quinn" and profile picture are visible, along with the text: "Hi Sam, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit. With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more. Early bird discounts are available. Hope to see you there. - Kennedy". At the bottom of the message is another blue "Register" button with a right-pointing arrow.

Same CTA



300x250 banner

Body hyperlink

Sticky CTA button

The mobile screenshot shows the same message from Kennedy Quinn. The top bar shows the time "9:41" and the sender's name "Kennedy Quinn". Below the header, it says "Sponsored" and "Jun 5". The main text is: "You're invited to join the FixDex Data Summit. Hi Sam, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit. With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more. Early bird discounts are available. Hope to see you there. - Kennedy". At the bottom, there is a blue "Register" button.

Mobile (No banner image)

# Setting up your message ad

Step-by-step guidance to creating your message ad campaign



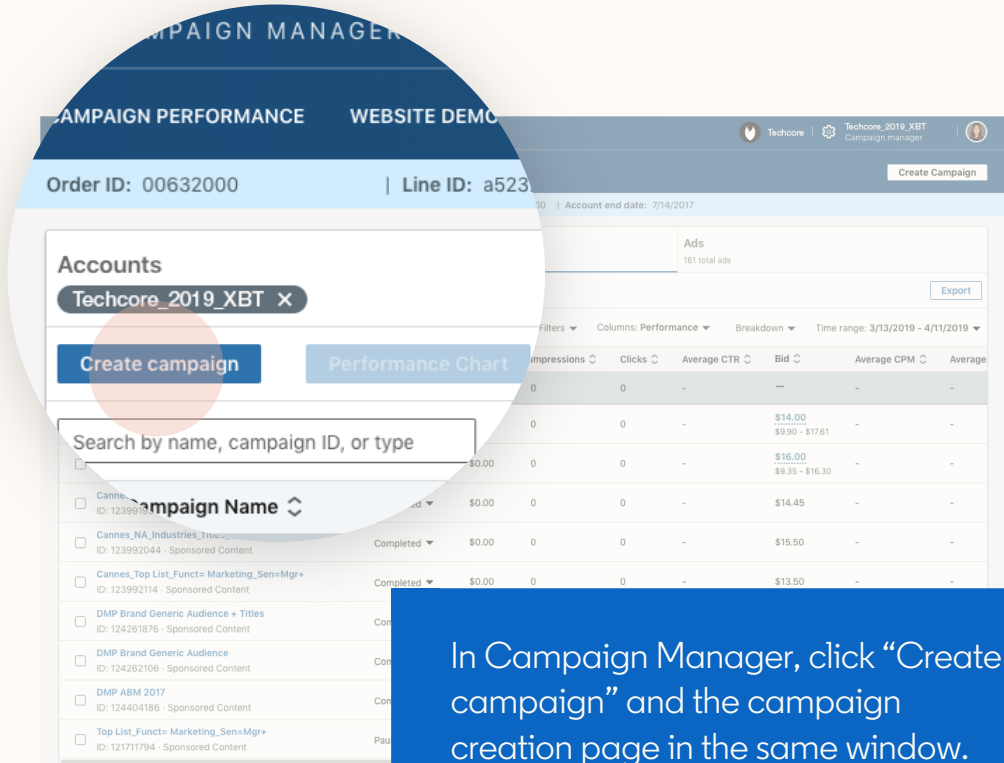
1

Campaign setup

Campaign setup

Log into  
Campaign  
Manager.

Click “Create  
campaign.”



The screenshot displays the Campaign Manager interface. At the top, there's a navigation bar with 'CAMPAIGN MANAGER' and 'WEBSITE DEMO'. Below that, a header shows 'Order ID: 00632000' and 'Line ID: a523'. A 'Create Campaign' button is visible in the top right. The main content area is titled 'Accounts' and features a search bar with the text 'Techcore\_2019\_XBT'. A prominent blue 'Create campaign' button is highlighted with a red circle. To the right of this button is a 'Performance Chart' button. Below the search bar, there's a table of accounts with columns for 'Campaign Name', 'Status', 'Budget', 'Spent', 'Clicks', 'CTR', 'Bid', 'CPM', and 'Average'. The table lists several accounts, including 'Cannes', 'Cannes\_NA\_Industries', 'Cannes\_Top List\_Funct= Marketing\_Sen=Mgr+', 'DMP Brand Generic Audience + Titles', 'DMP Brand Generic Audience', 'DMP ABM 2017', and 'Top List\_Funct= Marketing\_Sen=Mgr+'. A blue callout box in the bottom right corner contains the text: 'In Campaign Manager, click “Create campaign” and the campaign creation page in the same window.'

## Campaign setup

Choose which campaign objective aligns the most with your marketing objective

Name your campaign and select your objective

Message ads are supported under the following objectives:

The screenshot shows the LinkedIn Campaign Manager interface. At the top, it says 'CAMPAIGN MANAGER' and 'Marketing CXO Account'. The main heading is 'Untitled campaign'. On the left, there are three steps: 'Step 1: Set up campaign' (with 'Objective' selected), 'Step 2: Set up ads', and 'Step 3: Review & finish'. The main area is titled 'Objective' and says 'Let's get started! Select the objective that best fits your goals below.' There are three columns of objectives: 'Awareness' (Brand awareness), 'Consideration' (Website visits, Engagement, Video views), and 'Conversions' (Lead generation, Website conversions, Job applicants). Below these are fields for 'Audience', 'Ad Format', and 'Placement'. A red circle highlights the 'Website visits' option.

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

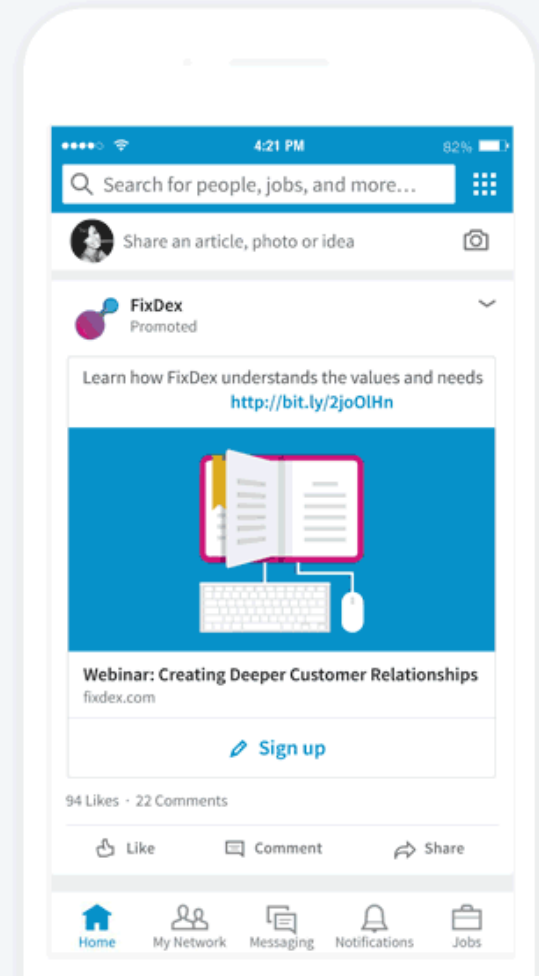
A row of seven icons indicating support for different objectives: Brand awareness (X), Website visits (checkmark), Engagement (X), Video views (X), Lead generation (checkmark), Website conversions (checkmark), and Job applicants (X).

# Select the “Lead Generation” objective to add a Lead Gen Form to your message ad campaign

Drive up to 4x more leads by adding a Lead Gen Form to your message ad.

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.



# Choose your target audience

Select the desired profile language and location(s) of your audience

## Note

After your campaign is saved as a draft, you will NOT be able to change the language.

The screenshot displays the LinkedIn campaign setup interface for audience selection. It features a top navigation bar with the title "Audience" and two buttons: "Create a new audience" and "Select an audience" (with a dropdown arrow) and "Reset audience". Below this is a section for "Profile language" with a dropdown menu currently set to "English".

Below the language selection, there is a section titled "Start building your audience by searching for attributes of individuals you want to reach". This section includes a search bar and a "Learn more about targeting criteria" link. The targeting criteria are organized into two columns:

Audience attributes	Matched audiences
Add targeting criteria like job title, industry, or skills	Use your data to retarget website visitors or reach known contacts and accounts
Company	Demographics
Demographics	Education
Education	Job Experience
Job Experience	Interests

Below the targeting criteria, there is a "+ Exclude people" link. A disclaimer states: "LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)".

At the bottom, there is a checkbox for "Enable Audience Expansion" (which is checked), a "View audience summary" link, and a "Save as template" link.

# Narrow down your target audience

Refine “audience attributes” including: Company, demographics, education, job experience, and interests.

Leverage advanced targeting features such as Matched Audiences to re-target accounts, contacts, and website visitors.

The screenshot displays the LinkedIn Audience Builder interface. At the top, it says "Audience" and "Create a new audience" with a "Select an audience" dropdown and a "Reset audience" link. Below this, there's a "Profile language" dropdown set to "English".

The "Locations" section is active, showing "Recent or permanent location" with a help icon. Under "INCLUDE", "United States" is selected with an 'X' icon. Below it, there's an "Exclude" option for "people in other locations".

The "Start building your audience" section has a search bar. Below the search bar, there are three main categories for targeting:

- Audience attributes:** Add targeting criteria like job title, industry, or skills.
- Matched audiences:** Use your data to retarget website visitors or reach known contacts and accounts.
- Exclude people:** A link to expand this section.

At the bottom, there's a "Learn more about targeting criteria" link. The interface also includes a "LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)" disclaimer.

At the very bottom, there's a "Enable Audience Expansion" checkbox (checked), a "View audience summary" link, and a "Save as template" button.



## Campaign setup

Once your targeting is set up, you can see real-time ad result forecasting

The screenshot displays the Facebook campaign setup interface. On the left, the 'Audience' section is visible, showing options to create a new audience or select an existing one. The 'Profile language' is set to 'English'. Under 'Locations', the option 'Recent or permanent location' is selected. In the 'INCLUDE' section, 'United States' is selected. A list of states is shown, with 'United States' checked. On the right, the 'Forecasted Results' panel is open, showing the following data:

Target audience size
150,000,000+
30-day spend
\$220.00 - \$900.00
30-day impressions
7,200 - 36,000
CTR
2.4% - 3.6%
30-day clicks
340 - 1,500

A note below the forecasted results states: "Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)". At the bottom of the forecasted results panel, there is a question "Is this forecast helpful?" with "Yes" and "No" options.

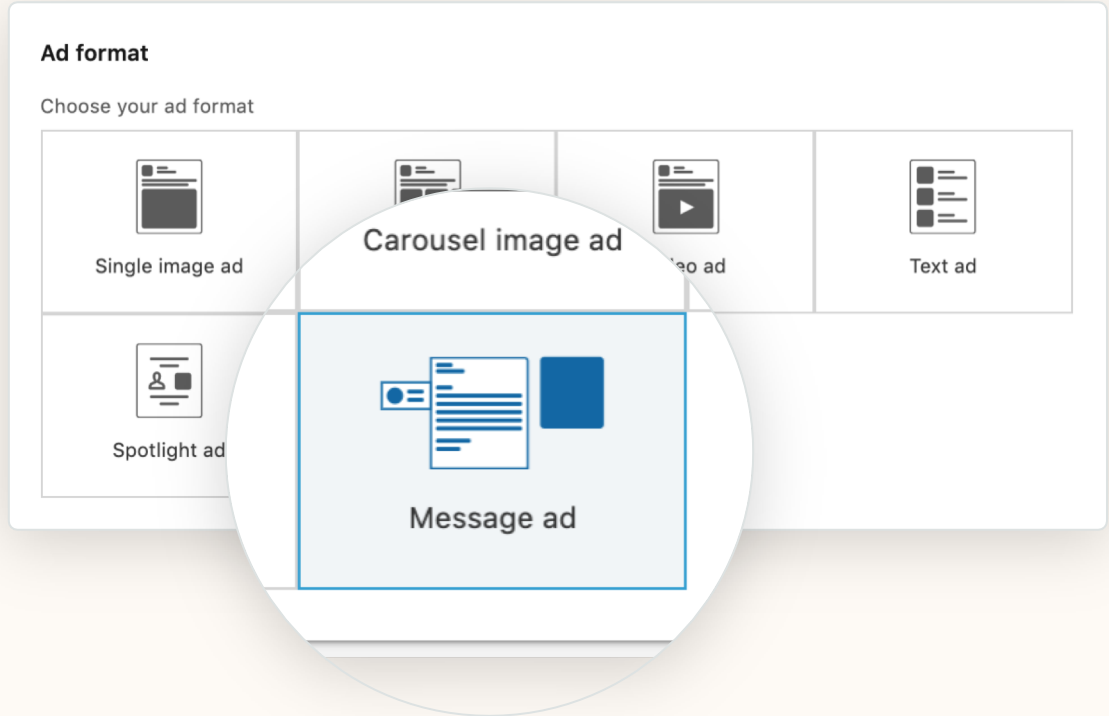
Forecasting will change with targeting criteria, bid, daily budget.

# Select “Message ad” as your ad format

Only one ad format can be selected per campaign

## Note

Message ads will NOT run on the LinkedIn Audience Network — they will serve on LinkedIn only



# Set up your campaign budget and schedule

Set a total budget, or daily and total budget.

- Setting a daily budget is not recommended, since ads are delivered in real-time and have strict frequency caps
- You are only able to bid on a cost-per-send basis

## Budget & Schedule

### Budget ?

Set both a daily and total budget

#### Daily Budget

CA\$5,000.0

Actual daily spend

#### Total Budget

CA\$10,000.

Set a start and end date

#### Bid type

Maximum CPS Bid

I will adjust my CPS (cost per send) bid manually. ?

Optimization goal: we deliver your ads to people as many times as possible when they're active on LinkedIn.

#### Bid amount

CA\$0.20

per ad sent

Recommended bid: CA\$0.15

Recommended bids are based on your daily budget for improved budget utilization.

Other similar advertisers are bidding between CA\$0.15 - CA\$0.17

# About scheduling

- Start date cannot be in the past
- An end date is not required. Campaign will end either when total budget is reached or campaign end date.

**Budget & Schedule**

**Budget** ⓘ

Set both a daily and total budget ▾

**Daily Budget**

CA\$5,000.00 Actual daily spend may be up to 20% higher ⓘ

**CA\$10,000.**

**Schedule** ⓘ

Run campaign continuously from

**Start date**

11/14/2019 📅

Your campaign will start at 12:00AM

Set a start and end date

**Bid type**

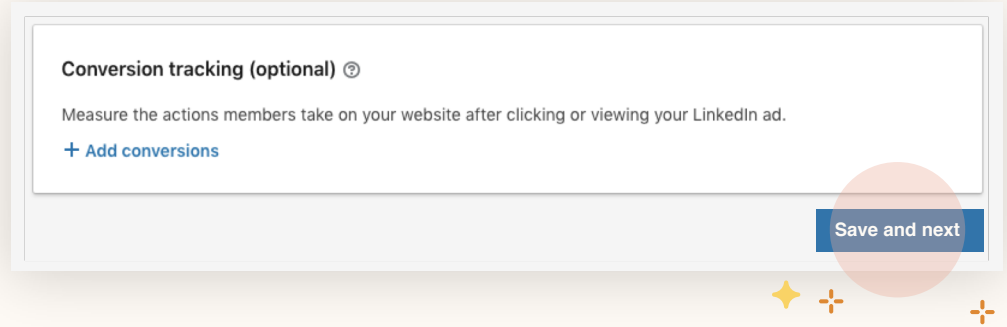
Maximum CPS Bid ▾

Recommended based on your daily budget for improved budget utilization.  
Other similar advertisers are bidding between CA\$0.15 - CA\$0.17

# Add conversion tracking to 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.



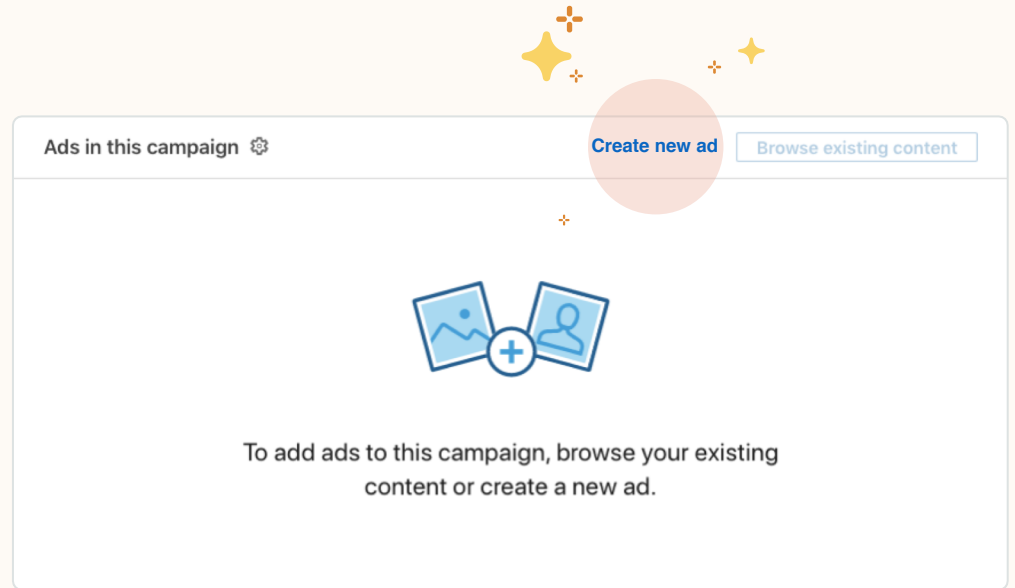
Once you've completed the campaign setup, click "Save and next" to continue to set up your ads.



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Message ad set up

Under “Browse existing content,” click “Create new ad” or select an existing ad.



# Create your ad

Assign a name for your message ad that's distinctive, to make it easy to differentiate ad variations.

## Choose the sender:

To add a team member as a sender, click "add sender." Make sure he/she is already your first-degree connection. He/she will need to approve your request.

The screenshot displays the 'Create your ad' interface. At the top, the title 'Create your ad' is followed by a text input field labeled 'Name this ad' containing 'FixDex Data Summit Executive v1' and a character count of '11'. Below this is the '1. Sender' section, which includes the instruction 'Select the sender of your message.' and an 'Add sender' button. A list of potential senders is shown, with 'Kennedy Quinn' selected and labeled 'YOU'. An 'Add sender' modal window is open, showing a search for 'Alex Medina' and a list of results, including 'Alex Medina · 1st' with the role 'FixDex National Transformation and A.I. Officer'. A 'Cancel' button is visible at the bottom left of the modal.



# Add a subject


- Keep the subject line concise, relevant, and conversational with a clear call-to-action. We recommend keywords like “Connect,” “Opportunities,” and “Join us/me”
- 60 characters max.

The screenshot displays a user interface for creating a message ad. At the top, it is titled "2. Message" with a help icon. Below the title is a "Subject" field containing the text "You're invited to join the FixDex Data Summit" and a character count of "13". Underneath is a "Message text" field with a rich text editor toolbar. The toolbar includes buttons for bold (B), italic (I), underline (U), bulleted list, numbered list, superscript (x²), subscript (x₂), and link. To the right of the toolbar is a button labeled "Insert custom fields" with a dropdown arrow. The main message text area is currently empty.


# Create your message






- Introduce yourself, and state a clear purpose for your outreach
- Keep message short and sweet. We recommend < 500 characters
- To boost conversion, add hyperlinks to make it easy for prospects to engage
- 1,500 characters max.

## 2. Message

**Subject** 

You're invited to join the FixDex Data Summit 13

**Message text** 

**B** *I* U      Insert custom fields ▼

Hi %FIRSTNAME%,

I'm Kennedy Quinn, the Director of Analytics here at FixDex.

Love analytics? Join us at the [FixDex Data Summit](#). With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more.

Early bird discounts are available. Hope to see you there.

– Kennedy

# Customer footer, CTA, banner image

- Add a custom footer with a disclaimer, or terms & conditions (optional)
- By default, LinkedIn's terms & conditions will be shown in the footer of each message ad

## Custom footer & Terms and Conditions ⓘ

Add customer footer for terms and conditions, or disclaimers.

## Call-to-action ⓘ

Download

20

## Landing page URL ⓘ

<https://fixdex.com/datasummit>

## Image

Upload a banner creative with your ad

[Upload image](#)

300 x 250; JPG or PNG; up to 2MB. Adding a banner creative reserves that ad space for you. The banner only shows on desktop but not on mobile or the [conversation window](#)

[Cancel](#)

[Create](#)

## Message ad setup

### CTA (required):

Enter the exact text for the call-to-action button. Up to 20 characters.

### Image (optional, but highly recommended):

- 300x250 banner image
- Shows on desktop only (not on mobile)
- If no banner image is provided, then another brand's image may appear next to your message ad

Click "Create."

**Custom footer & Terms and Conditions** ⓘ

Add customer footer for terms and conditions, or disclaimers.

**Call-to-action** ⓘ

Download 20

**Landing page URL** ⓘ

https://fixdex.com/datasummit

**Image**

Upload a banner creative with your ad [Upload image](#)

300 x 250; JPG or PNG; up to 2MB. Adding a banner creative reserves that ad space for you. The banner only shows on desktop but not on mobile or the [conversation window](#)

[Cancel](#) [Create](#)

# Before sending your message ad

Click on the “...” in the ad view menu to:

- Duplicate the ad
- Edit the ad (only when still in draft mode)
- Send a test message to yourself, to preview what the prospect would see, and to ensure accuracy

The screenshot displays a list of two draft message ads. Each ad includes a profile picture of a man, a title, a body of text with a placeholder for the first name, and a 'Register' link. A 'Draft' dropdown menu is visible in the top right of the first ad. A context menu is open over the second ad, showing three options: 'Duplicate', 'Edit', and 'Send test message'. A red circle highlights the three-dot menu icon in the top right of the first ad.

**FixDex Data Summit Executive v1**  
You're invited to join the FixDex Data Summit  
Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit ...  
Register

**FixDex Data Summit NoReg**  
You're invited to join the FixDex Data Summit  
Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit ...  
Register

Draft ▾

Duplicate

Edit

Send test message



3

View message ads  
performance

## Campaign setup

# Monitor your ad performance

View robust reporting and success metrics directly in the Campaign Manager dashboard.

Track campaign metrics such as:

- Sends
- Opens
- Open rate
- Click Through Rate
- Clicks (button, banner, link)
- And more

The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, the account and campaign details are displayed: Order ID: 4581382, Line ID: 333625702, Account level budget: \$1,000.00, and Account end date: 12/31/2019. The main content area shows a list of campaigns under the 'Accounts' tab. The 'Job applicants - Sep 26, 2019' campaign is selected. A blue callout box points to the 'Columns' dropdown menu, which is currently set to 'Sponsored InMail'. The dropdown menu is open, showing options: Performance, Engagement, Conversions & Leads, Sponsored InMail (highlighted), and Video. The table below the dropdown shows columns for 'Open Rate' and 'Click Through Rate'.

In the "columns" dropdown menu, switch to "Sponsored InMail."

The screenshot shows the LinkedIn Campaign Manager interface, similar to the one above. The account and campaign details are the same. The 'Columns' dropdown menu is now set to 'Conversions & Leads'. The dropdown menu is open, showing options: Performance, Engagement, Conversions & Leads (highlighted), Sponsored InMail, and Video. The table below the dropdown shows columns for 'View Conversions', 'Conversion Rate', 'Cost Per Conversion', and 'Total Conversion Value'. The 'Job applicants - Sep 26, 2019' campaign is selected, and the table shows 6 view conversions, a 0.26% conversion rate, a cost per conversion of \$1.53, and a total conversion value of \$0.00.

If you added a Lead Gen Form to your message ad, switch to "Conversions & Leads."

# Defining Campaign Manager reporting metrics

Metric	Definition
Sends	Number of times your ad was sent (i.e. impressions)
Opens	Number of times your ad was opened (unique opens)
Clicks	Sum of clicks on CTA buttons and link clicks
Button Clicks	Sum of clicks on CTA buttons
Banner Clicks	Sum of clicks on the banner ad
Link Clicks	Clicks in the message body
Open rate	$\% \text{ of Opens divided by Sends}$
Click to Open rate	$\% \text{ of Clicks divided by Opens}$
Cost per send	Spend divided by Sends
Cost per open	Spend divided by Opens
Average CPC	Spend divided by Clicks



# What metrics should you use to evaluate campaign performance?

		“Website Visits” objective	“Website Conversions” objective	“Lead Generation” objective
Upper funnel	Open Rate	Yes	Yes	Yes
	Cost Per Send	Yes	Yes	Yes
Mid funnel	Click Through Rate	Yes	Yes	No
	Lead Form Open Rate	No	No	Yes
	Cost Per Click	Yes	Yes	No
	Conversion Rate	—	Yes	—
Lower funnel	Cost Per Conversion	—	Yes	—
	Cost Per Action	Yes (Website Action, Registration, Conversion, etc.)	Yes (Website Action, Registration, Conversion, etc.)	No
	Lead Fill Rate	No	No	Yes
	Cost Per Lead	Yes	Yes	Yes



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

# Thank you

Visit the [message ads homepage](#) for case studies, how-to videos, and best practices.