

Best Practices for Bidding on LinkedIn



The most efficient and effective LinkedIn ad campaigns are driven by an agile bidding strategy. Marketers can plan to responsively adapt to what’s happening, but if that hasn’t become second nature yet, it can be tough to know which controls to adjust and when. We are here to help.

A Breakdown of Bid Types

	Maximum Delivery	Cost Cap	Target Cost	Manual
What it does...	Gets most results while delivering full budget	Get the most results possible while setting your max cost	Gets most results while setting your cost range	Advertisers set their preferred bid for the auction
When to Use	Full Budget Delivery	Cost Per Result Control - especially for Leads	Cost Per Result Control	Bid control
Why Use It	<ul style="list-style-type: none"> • Volume of Results • Delivers Full Budget • Saves Time • No Guesswork 	<ul style="list-style-type: none"> • Cost Control, including CPL • Volume of Results • Saves Time 	<ul style="list-style-type: none"> • Cost Predictability • Saves Time • Minimize Guesswork 	Maximum bid control
Who Sets the Bid	LinkedIn	LinkedIn	LinkedIn	Advertiser
Campaign Objectives	All	<ul style="list-style-type: none"> • Brand Awareness • Website Visits • Engagement • Video Views • Leads 	<ul style="list-style-type: none"> • Brand Awareness • Website Visits • Engagement • Video Views 	All

Get Started with Bidding

- 1 Uncertain how to bid for your campaign? Don't have time to regularly manage bidding? Maximum Delivery and Cost Cap bidding are your best options because they do most of the work for you. Though Manual Bidding gives you the most control over your bid values, it also requires the most oversight. We recommend choosing the bid type that best suits your campaign's goals.
- 2 With Manual Bidding, Campaign Manager suggests a bid range to make your ads most likely to be seen. Start at the high end of the recommended range. This will help in winning auctions.
- 3 To lower costs with Manual Bidding, reduce your bid slowly. Monitor campaign performance and stop lowering the amount if you see a dip in key metrics like impressions, clicks, or conversions.
- 4 If your campaigns are spending 85% of their daily budget with Cost Cap, Target Cost or Manual Bidding, it's an indicator that your campaign is healthy and would benefit from increasing the budget.
- 5 The Forecasting Tool on the right side of your Campaign Manager window will predict performance as you input your campaign preferences. To see what works best for your goals, start by comparing bid type results for a one-day spend.

