

# Picking the right LinkedIn Ads strategy for every client

Agency Guide

Your go-to guide for finding the best LinkedIn solutions for your clients' goals.

LinkedIn offers a robust suite of ad solutions built for a range of marketing objectives. For agencies managing multiple clients, each with their own unique goals, choosing the best fit can be time-consuming.

This guide helps you quickly match LinkedIn ad solutions to client needs, identify which tools support optimization and measurement, and confidently draft strategies and recommendations that align with your clients' goals.

Objective	AWARENESS	CONSIDERATION			CONVERSION	
	Brand Awareness	Website Visits	Engagement	Video Views	Lead Generation	Web Conversions
Format	<ul style="list-style-type: none"> <li>Sponsored Content</li> <li>Video Ads</li> <li>Article &amp; Newsletter Ads</li> <li>Thought Leader Ads</li> <li>Dynamic &amp; Text Ads</li> <li>Event Ads</li> <li>CTV Ads</li> </ul>	<ul style="list-style-type: none"> <li>Sponsored Content</li> <li>Video Ads</li> <li>Sponsored Messaging</li> <li>Dynamic &amp; Text Ads</li> <li>Event Ads</li> </ul>	<ul style="list-style-type: none"> <li>Sponsored Content</li> <li>Article &amp; Newsletter Ads</li> <li>Thought Leader Ads</li> <li>Dynamic &amp; Text Ads</li> <li>Event Ads</li> </ul>	<ul style="list-style-type: none"> <li>Sponsored Content</li> <li>Video Ads</li> </ul>	<ul style="list-style-type: none"> <li>Sponsored Content</li> <li>Video Ads</li> <li>Document Ads</li> <li>Article &amp; Newsletter Ads</li> <li>Lead Gen Forms</li> <li>Sponsored Messaging</li> <li>Event Ads</li> </ul>	<ul style="list-style-type: none"> <li>Sponsored Content</li> <li>Video Ads</li> <li>Sponsored Messaging</li> <li>Dynamic &amp; Text Ads</li> </ul>
Targeting	<ul style="list-style-type: none"> <li>Member &amp; Company Level Attribute Targeting</li> <li>Matched Audiences</li> <li>Buyer Groups</li> <li>Auto Targeting</li> <li>Audience Expansion</li> </ul>	<ul style="list-style-type: none"> <li>Member &amp; Company Level Attribute Targeting</li> <li>Matched Audiences</li> <li>Buyer Groups</li> <li>Auto Targeting</li> </ul>	<ul style="list-style-type: none"> <li>Member &amp; Company Level Attribute Targeting</li> <li>Matched Audiences</li> <li>Buyer Groups</li> <li>Auto Targeting</li> <li>Audience Expansion</li> </ul>		<ul style="list-style-type: none"> <li>Member &amp; Company Level Attribute Targeting</li> <li>Matched Audiences</li> <li>Predictive Audiences</li> <li>Buyer Groups</li> <li>Auto Targeting</li> </ul>	
Optimization Tools	<ul style="list-style-type: none"> <li>Accelerate</li> <li>Cost Cap Bidding</li> <li>Maximum Delivery Bidding</li> <li>Dynamic Group Budget</li> </ul>	<ul style="list-style-type: none"> <li>Accelerate</li> <li>Cost Cap Bidding</li> <li>Maximum Delivery Bidding</li> <li>Dynamic Group Budget</li> </ul>			<ul style="list-style-type: none"> <li>Accelerate</li> <li>Cost Cap Bidding</li> <li>Creative Optimization</li> <li>Qualified Leads Optimization</li> <li>Maximum Delivery Bidding</li> <li>Dynamic Group Budget</li> </ul>	<ul style="list-style-type: none"> <li>Accelerate</li> <li>Maximum Delivery Bidding</li> <li>Dynamic Group Budget</li> </ul>
Measurement	<ul style="list-style-type: none"> <li>Campaign Demographics &amp; Performance</li> <li>Companies Hub</li> <li>Measurement Insights</li> <li>Audience Insights</li> <li>Brand Lift Tests</li> <li>A/B Tests</li> </ul>	<ul style="list-style-type: none"> <li>Campaign Demographics &amp; Performance</li> <li>Companies Hub</li> <li>Measurement Insights</li> <li>Audience Insights</li> <li>Conversion Tracking</li> <li>Revenue Attribution Report</li> <li>A/B Tests</li> </ul>	<ul style="list-style-type: none"> <li>Campaign Demographics &amp; Performance</li> <li>Companies Hub</li> <li>Measurement Insights</li> <li>Audience Insights</li> <li>Revenue Attribution Report</li> <li>A/B Tests</li> </ul>	<ul style="list-style-type: none"> <li>Campaign Demographics &amp; Performance</li> <li>Measurement Insights</li> <li>Audience Insights</li> <li>Revenue Attribution Report</li> <li>Brand Lift Tests</li> <li>A/B Tests</li> </ul>	<ul style="list-style-type: none"> <li>Campaign Demographics &amp; Performance</li> <li>Measurement Insights</li> <li>Conversion Tracking</li> <li>Revenue Attribution Report</li> <li>Audience Insights</li> <li>A/B Tests</li> </ul>	<ul style="list-style-type: none"> <li>Measurement Insights</li> <li>Conversion Tracking</li> <li>Revenue Attribution Report</li> <li>Conversion Lift Tests</li> <li>A/B Tests</li> </ul>