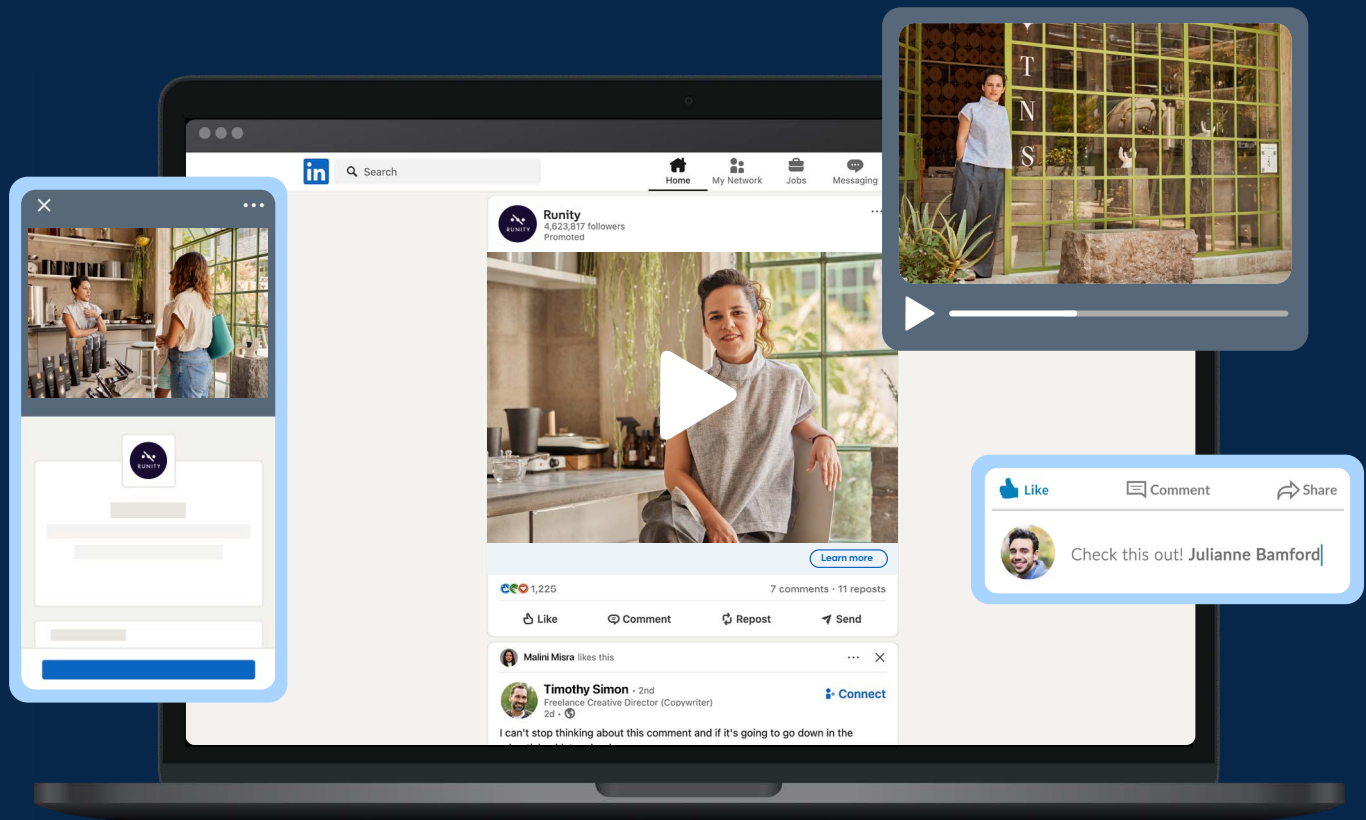


Agency Playbook

# Navigating LinkedIn Video Ads



Discover how video can drive  
results for clients on LinkedIn

LinkedIn

# Why LinkedIn video delivers results

Every day, **1.2B+** people spend time on LinkedIn, of which **140M+** are key decision-makers and members of the C-suite. Video effectively engages them using sight, sound, and motion.

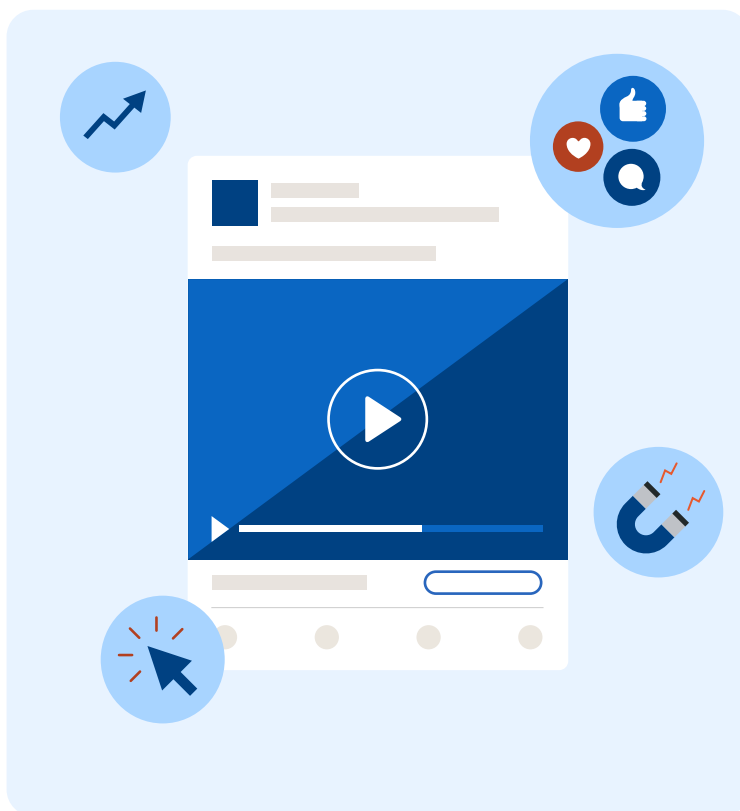
Video moves audiences through the full funnel, from awareness to consideration to conversion.

**2x**

faster growth than other ad formats

**35%**

higher CTR



**3x**

higher engagement

**1.6x**

more likely for members to open a lead gen form after exposure

# Kickstart your video campaigns

Getting results with LinkedIn Video Ads is easier when you follow a clear plan. These key steps will help your clients get started right.



## Define client objectives and goals

Are they in the awareness, engagement, or conversion stage?



## Align the ad format to your client's goal

Use short-form video to capture attention and build awareness, and long-form video to deepen engagement and drive consideration.

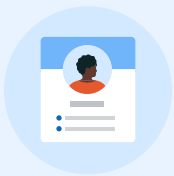


## Choose placement

**In-Feed:** Would you like high engagement with a specific audience of professionals?

### LinkedIn Audience

**Network:** Would you like to extend your reach beyond LinkedIn to quickly expand your audience reach?



## Use targeting options

**Matched Audiences:** Would you like to re-engage people who already know your brand?

**Predictive Audiences:** Would you like to reach members most likely to take action?

**Buyer Groups:** Would you like to connect with industry-specific decision-makers?



## Measure impact

Get detailed LinkedIn Video Ads metrics like video views, view completion rates, and leads that link back to goals. Understand your audience and what they respond to with professional demographics.



## Agency tip:

Start small with one client or campaign, test across placements, and expand based on performance.

# Video creative best practices

Keep your LinkedIn video ads sharp and engaging with the following tips:



## Keep it concise

- In awareness and conversion stages, 15–30 sec duration sees a +13% lift in click through rate
- For deeper engagement: 1–2 minutes



## Use captions

Many watch without sound



## Hook early

Capture attention in the first 2–5 seconds



## Use strong branding

- Keep the brand's logo or name present across the funnel
- At the conversion stages, there is a +17% lift in CTR when featuring the brand logo in the opening 2 sec



## Include attention-grabbing visuals

Numbers, percentages and costs can emphasize the brand's competitive advantage, expertise in the field, or support key value propositions



## Develop strong messaging

- Copy/words can be used to drive view through and clicks
- While there are nuances across the funnel, making key messaging prominent with contrasting colors drives views and clicks



## Remember human connection

- Include personal storylines for emotional resonance
- Choose on-screen talent that is true to the brand; testimonials and footage should be the types of people who'd use the product or service



## Agency tip:

Run A/B tests on thumbnails and hooks to improve CTR



## SUCCESS STORY

kaşhable

### Kashable

#### Challenge:

Kashable was leveraging LinkedIn Ads to engage qualified audiences, but struggled to measure the full impact of upper-funnel video campaigns in order to accurately optimize ad spend.

#### Solution:

Kashable used in-feed Video Ads in conjunction with the LinkedIn Conversions API to capture more accurate data. They were able to uncover previously unseen revenue and better optimize their media mix.

#### Results:

**\$2M+**

Kashable realized **\$2M+** in attributed conversion value

**8x**

ROI

## SUCCESS STORY

TRUIST 

### Truist (formerly SunTrust)

#### Challenge:

Truist aimed to support businesses during the pandemic by delivering helpful resources, driving website traffic, and increasing webcast registrations - specifically targeting premium members.

#### Solution:

Truist launched video campaigns on the LinkedIn Audience Network to extend their audience and increase video views.

#### Results:

**3.5x**

higher video completions

**42%**

lower CPC

**32%**

lower CPM

# Get started today

Use this quick checklist to guide your planning and launch high-performing video campaigns for your clients on LinkedIn.

- ✓ Match client objectives with the right video format
- ✓ Test placements using In-feed and LinkedIn Audience Network
- ✓ Optimize with audience targeting + conversion tracking

## Helpful Links:

- [Video Ad best practices and tips](#)
- [Video Ad specs](#)
- [Fundamental Video Creative Strategies](#)
- [Reporting on Video Ads](#)



Ready to help your clients grow with LinkedIn Video Ads? [Kick off a new campaign today.](#)

