



Getting started with

Live Event Ads



What you will learn in this guide

1 Introduction

- What are Live Event Ads?
- What Can You Do with Live Event Ads?

2 How it works

- How do Live Event Ads Work?

3 How to set it up

- Getting Started Checklist
- Step-by-Step Instructions by Goal
- Retargeting
- Accelerated Delivery
- Useful Tips

4 FAQ

- Campaign Setup
- Campaign Delivery
- Accelerated Delivery
- Reporting
- Support

5 Resources

- Campaign Manager
- Live Event Ads
- LinkedIn Live



TIP: Use the presentation mode for an interactive experience



Introducing Live Event Ads

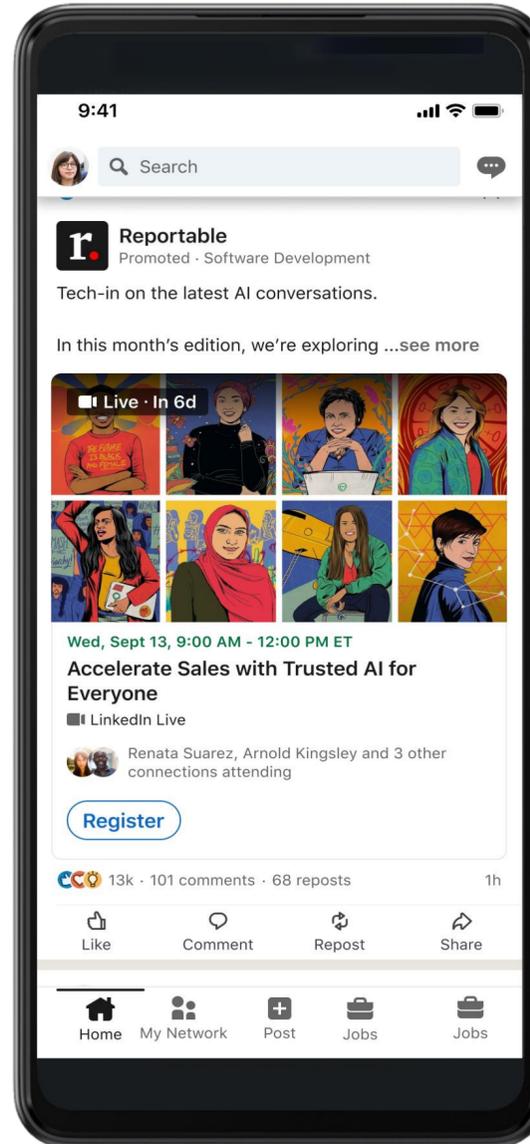




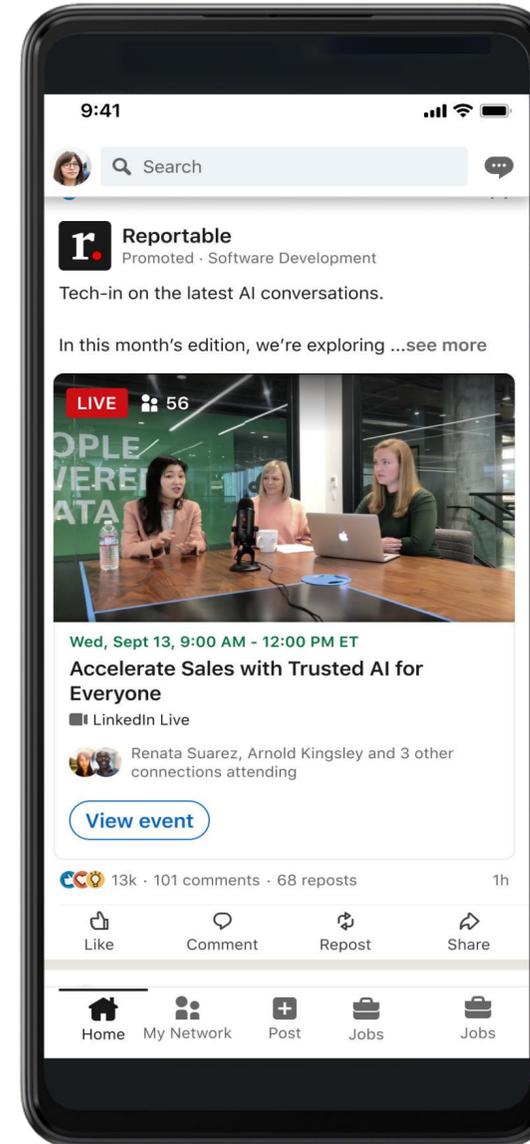
What are Live Event Ads?

Targeted ads promoting a LinkedIn event before, during, and after the event takes place

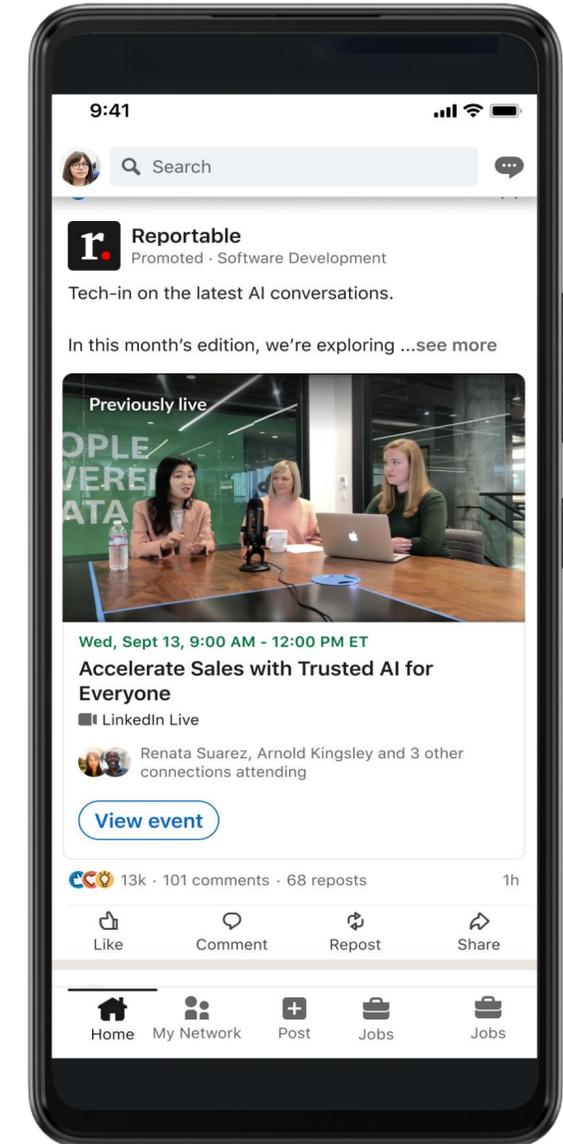
Before the Event



During the Event



After the Event



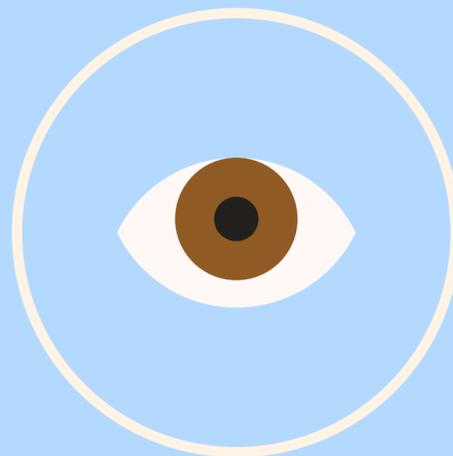


What are the benefits of Live Event Ads?



Build retargeting audiences to drive full-funnel results

Create audiences based on registrations, viewership, or engagement and continue moving them down the funnel



Increase event reach & views

Deliver an engaging event livestream or video replay directly to members' feeds to amplify awareness and views in real time



Boost event discovery & registrations

Drive event discovery and registrations with the audience that matters to you



What can you do with Live Event Ads?

- ✓ Run end-to-end promotion for your LinkedIn Events with a dynamic ad experience that automatically adjusts the member experience before, during and after your LinkedIn Event. Ads can be launched with one campaign spanning the before, during and, after the event or in separate campaigns for each event stage
- ✓ Set up event ad campaigns with a start time and end time, in addition to a start date and end date, for more precise ad delivery aligned with your LinkedIn Event
- ✓ Run event ads before your event to drive interest and RSVPs with single-click event registration directly from the ad. Event attendees receive reminders leading up to the event and can be used for retargeting [event audiences](#)
- ✓ Run ads during your event to convert more members into live event viewers. You can further amplify reach during your event by using Accelerated Delivery
- ✓ Expand the reach of your content with targeted ads after your event featuring a video replay of your event
- ✓ Create retargeting audiences based on event registration, ad engagement, and ad views to continue connecting with your audience and moving them down the funnel



Introduction

How it works

How to set it up

FAQ

Resources



How Do Live Event Ads Work?





How does campaign creation with Live Event Ads work?

- 1 Create a LinkedIn event
- 2 Create a campaign with the brand awareness, engagement, or website visits objective
- 3 Select the audience
- 4 Select “Event ad” as the ad format
- 5 Set the campaign start date, start time, end date, and end time
- 6 Complete campaign and ad creation, including inputting the LinkedIn event you created
- 7 Launch your campaign!



Live Event Ad limitations

- ✓ You will be able to set a start date, end date, start time, and end time for your campaign. With standard Sponsored Content delivery, ad delivery will pace your campaign budget over the course of your campaign with the intention of spending all of the budget by 11:59 PM UTC (5:00 PM PT) on your campaign end date. This means that if you set your campaign end time to earlier in the day, you will likely have leftover budget, as ad delivery will be pacing to spend the budget by the end of the day (11:59 PM UTC). This limitation does not apply to accelerated delivery
- ✓ When setting up your ad in Campaign Manager, you will have the ability to add optional introductory text that's 600 characters or less. At this time, this introductory text will appear the same in ads before the event, during the event, and after the event. As a workaround, you could create separate campaigns for the three event stages with different introductory text
- ✓ Forecasted results are directional and do not guarantee performance. Results vary for campaigns with specific start and end times. Use with caution for short duration campaigns (i.e. less than 24 hours)
- ✓ Ad preview capabilities by event stage (pre, during, post campaign) are limited to static previews (i.e. do not show live video)
- ✓ Real time reporting is available for spend, impressions, views, clicks. Attributed/calculated metrics such as registrations may show a slight delay
- ✓ Retargeting is available for paid media promotion (event ad views, event ad engagement) and overall event registration (retargeting all registrants for your live event)



Accelerated delivery limitations

✓ Accelerated delivery, which aims to spend your campaign budget as quickly as possible, has the following limitations:

- Only supported for the website visits and engagement campaign objectives
- Can only be used with manual bidding. Only basic bid recommendations are available
- Lifetime budget required
- Applies to the entirety of the campaign. If you just want to use accelerated delivery during the live event, you need to create a separate campaign that runs during the event
- Does not guarantee your entire budget will be spent. The campaign is still subject to market conditions
- Accelerated delivery is in Public Beta. Please use caution and monitor your campaigns to ensure delivery and performance matches intended spend limits.
- Accelerated delivery campaigns must be no longer than 24 hours and can run for as little as 1 hour.

✓ Accelerated delivery campaigns do not allow users to:

- Increase the campaign duration to over 24 hours
- Change the manual bidding delivery
- Change the lifetime bidding strategy
- Turn off accelerated delivery after saving the campaign. If you wish to change your campaign to standard delivery, you will need to create a separate campaign.



Introduction

How it works

How to set it up

FAQ

Resources



How to Use Live Event Ads





Before you go any further...

Here is a checklist of everything that you will need to get started



Have you created your LinkedIn Live Event?

Confirm that you:

- Set up your event with “LinkedIn Live” as the event format
- Added a [registration form](#) if you’re hosting your event on behalf of a LinkedIn Page (optional)
- Invited speakers for your event and linked their speaker profiles
- Added a background image and event details for your event page



Do you have the permissions required to create and manage a LinkedIn Live event ad campaign?

Double check that you have the following permissions:

- [LinkedIn Live access](#)
- Campaign Manager access or higher on the ad account
- A LinkedIn Page or Showcase Page associated with your ad account
- Super admin, content admin, or Sponsored Content poster access on the LinkedIn Page



Are you planning to stream a LinkedIn Live event through a third-party video broadcasting tool?

Confirm that your streaming tool and broadcast is set up:

- [LinkedIn Live custom streaming for broadcasters](#)

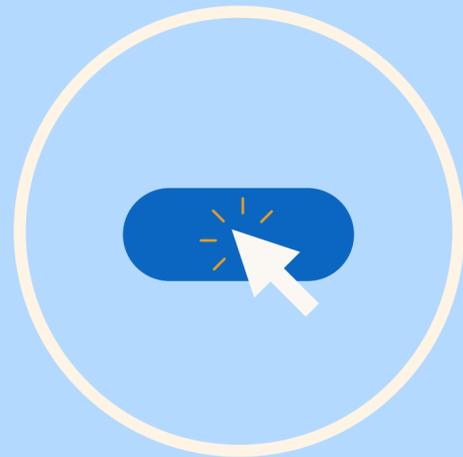


Are you creating your first LinkedIn Live ad campaign?

- Your campaign must be created after your LinkedIn Page or Showcase Page receives LinkedIn Live access. Once LinkedIn Live access has been granted, you will see Live Event Ads as a selectable option in Campaign Manager.



Set up your Live Event Ad Campaigns to achieve your goals



Maximize Registrations

You want to maximize members registering for your event

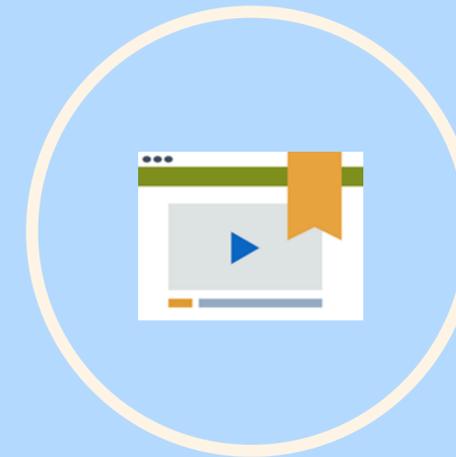
SET UP >>



Maximize Live Views

You want to maximize members viewing your LinkedIn Live during the livestream

SET UP >>



Maximize Lifetime Views

You want to maximize total views of your LinkedIn live video, regardless of when the views take place

SET UP >>



Introduction

How it works

How to set it up

FAQ

Resources



Maximizing Registrations

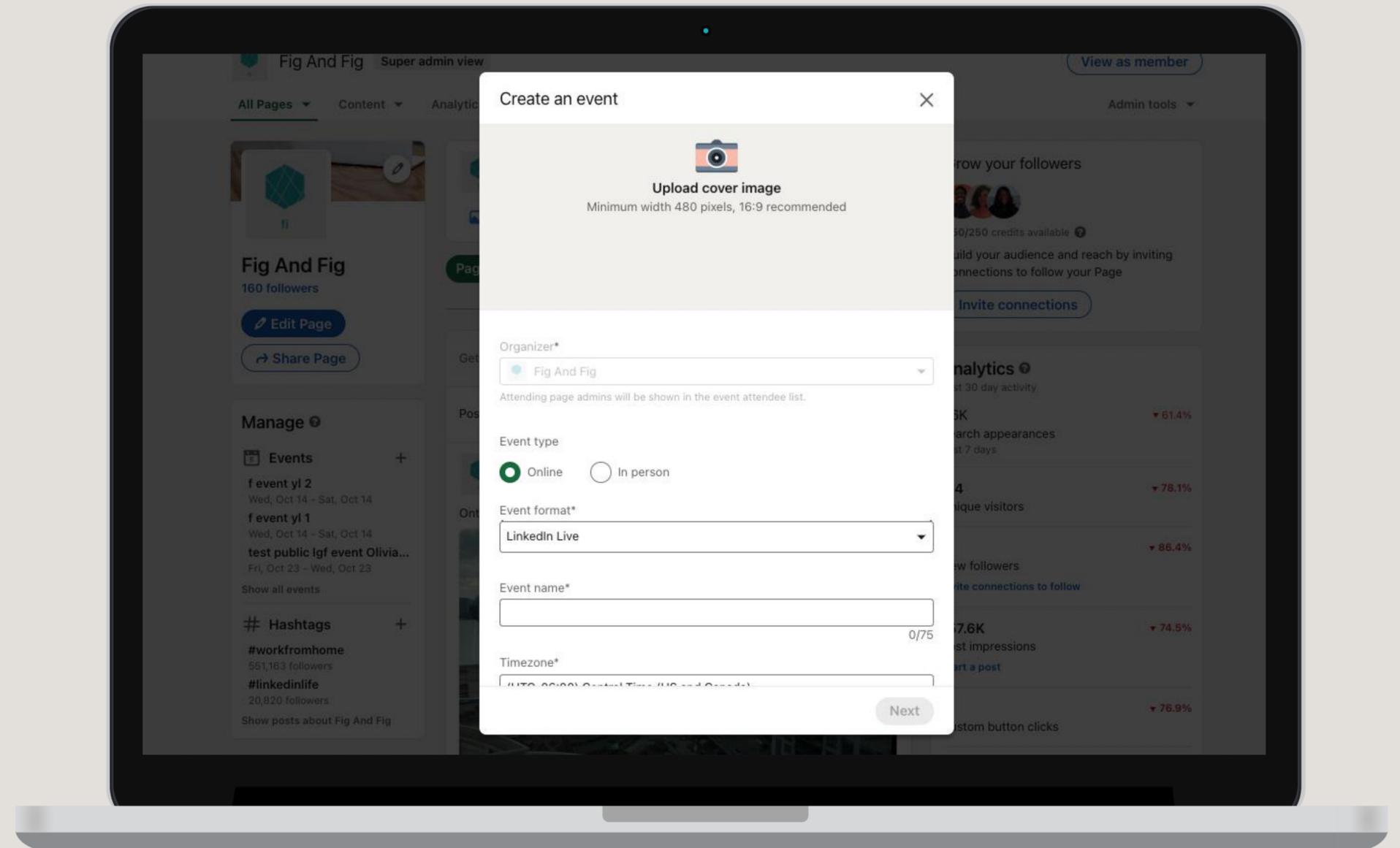




Maximizing Registrations

Create an event

1. Navigate to the Page. Click the “+” icon next to Events on the left side of the Page
2. Upload a cover image
3. Select “Online” for the event type, and select “LinkedIn Live” as the event format
4. Input the event details: name, time zone, start date, start time, end date, end time, description, and speakers
5. Finish creating the event



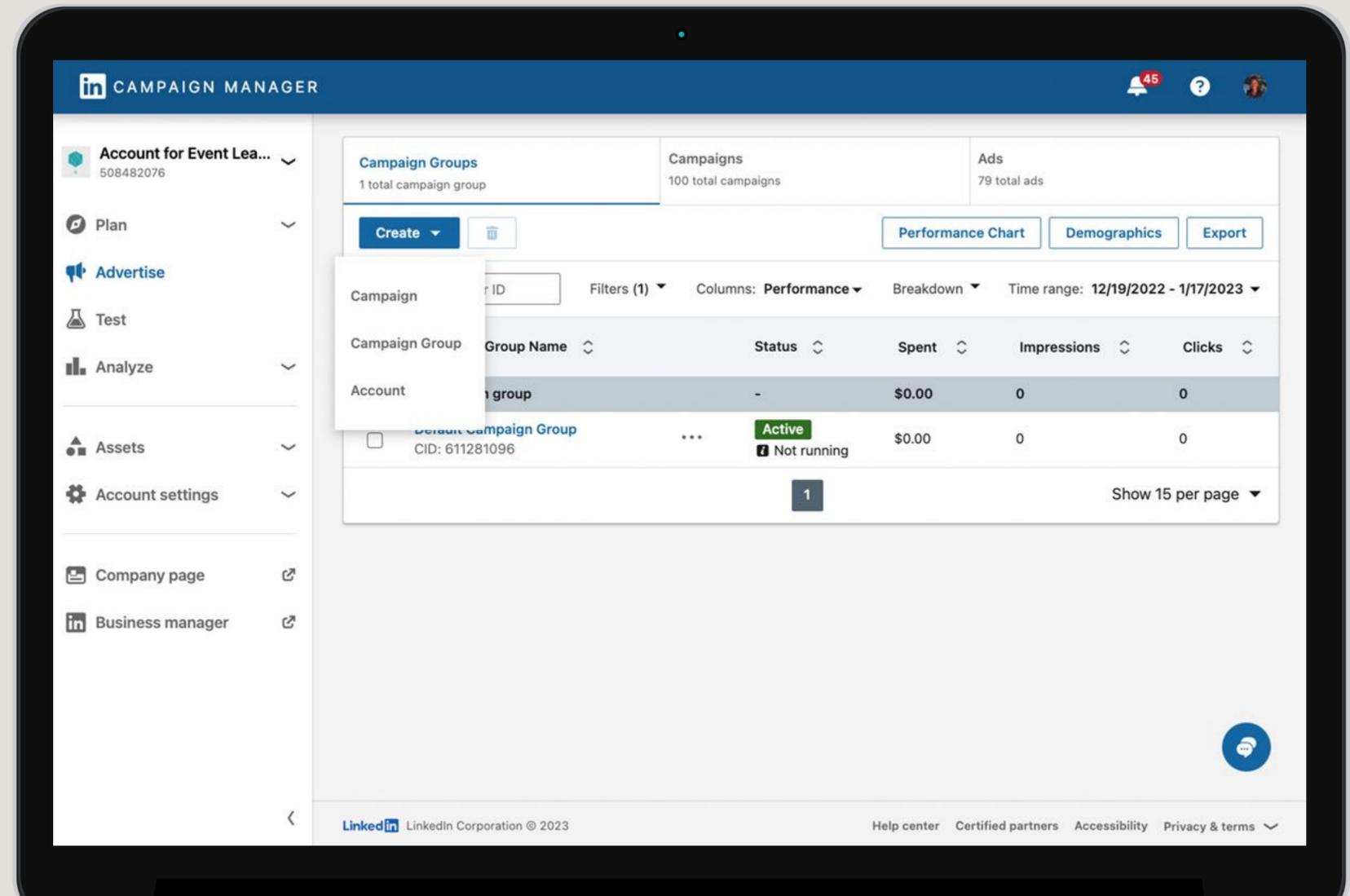
Tip: To maximize attendees and views during testing, leave “Use a LinkedIn registration form” unselected. Using a LinkedIn registration form will require that members complete the form to view the event before, during, and after the event.



Maximizing Registrations

Create a new campaign

1. Navigate to the correct ad account in [Campaign Manager](#)
2. Click “Create” then “Campaign”
3. Select or create a Campaign Group then click “Next”



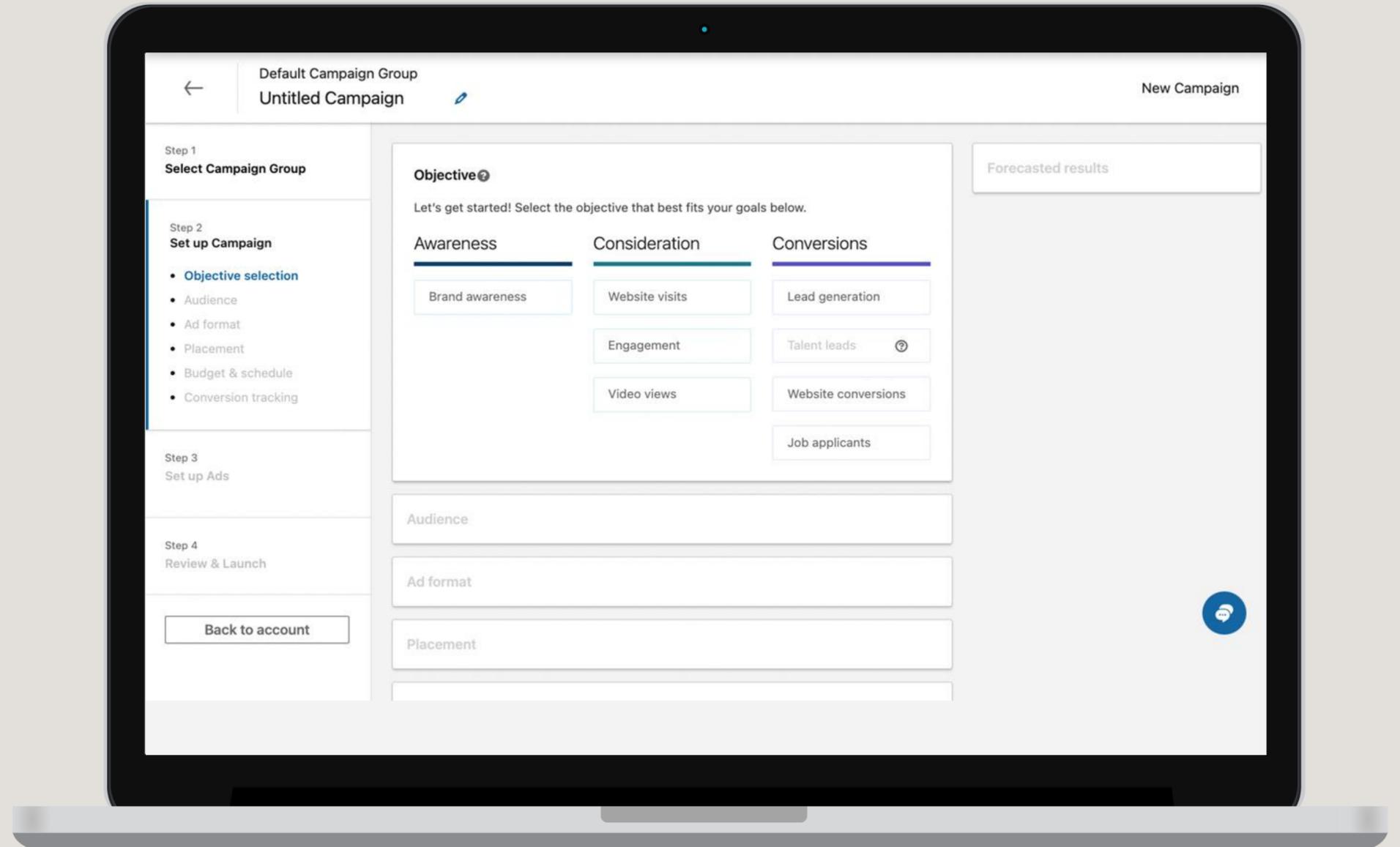
Tip: You can create one campaign for end-to-end promotion or separate campaigns for different event stages (e.g., pre-event, during the event, and post-event). If you wish to see campaign metrics broken out by pre-event, during the event, and post-event, create separate campaigns for each stage.



Maximizing Registrations

Select the campaign objective

Select “Brand awareness,” “Website visits,” or “Engagement”



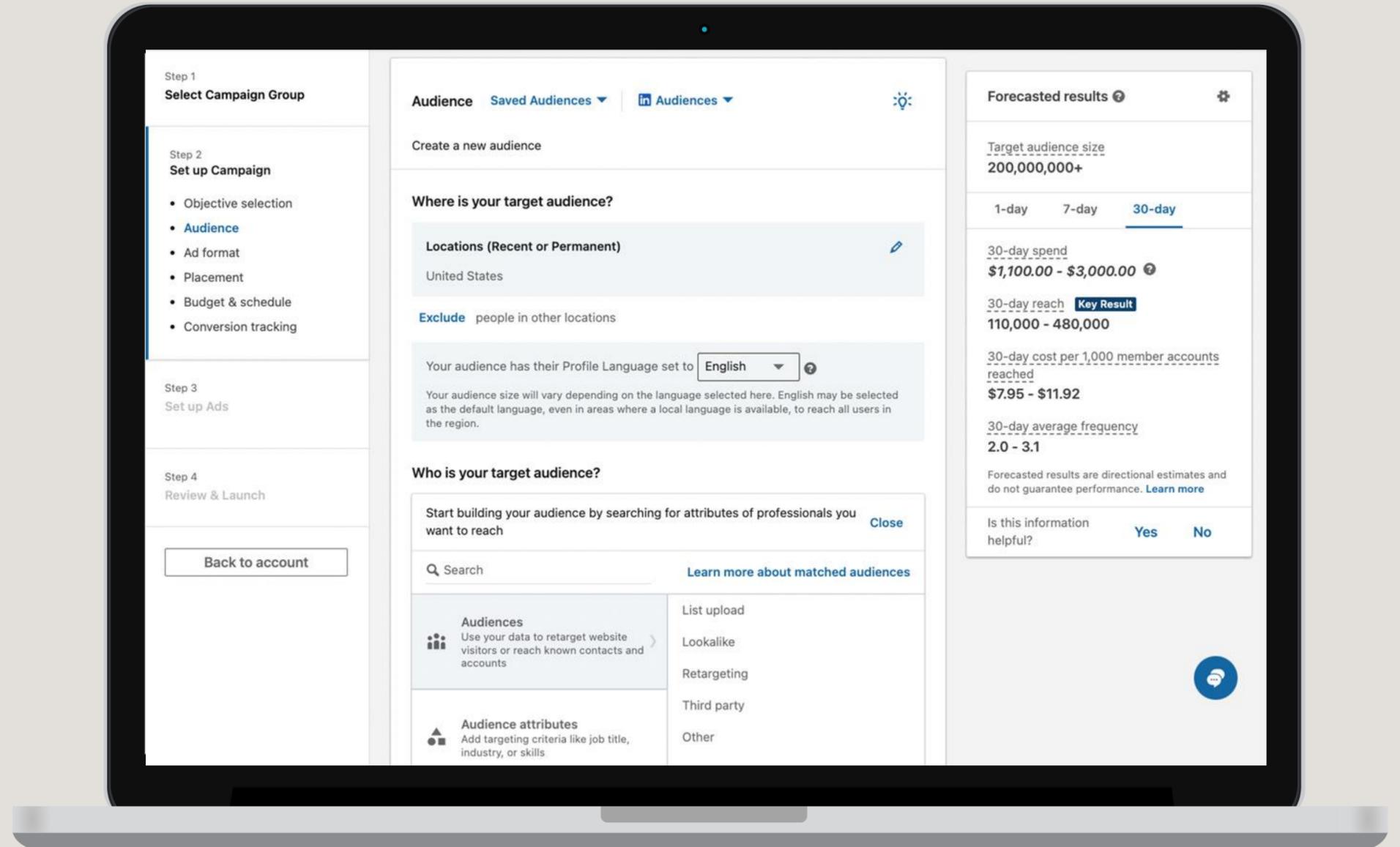
Tip: Live Event Ads can be used with the Brand awareness, “Website visits,” or “Engagement” campaign objectives



Maximizing Registrations

Select the target audience

Set your target audience

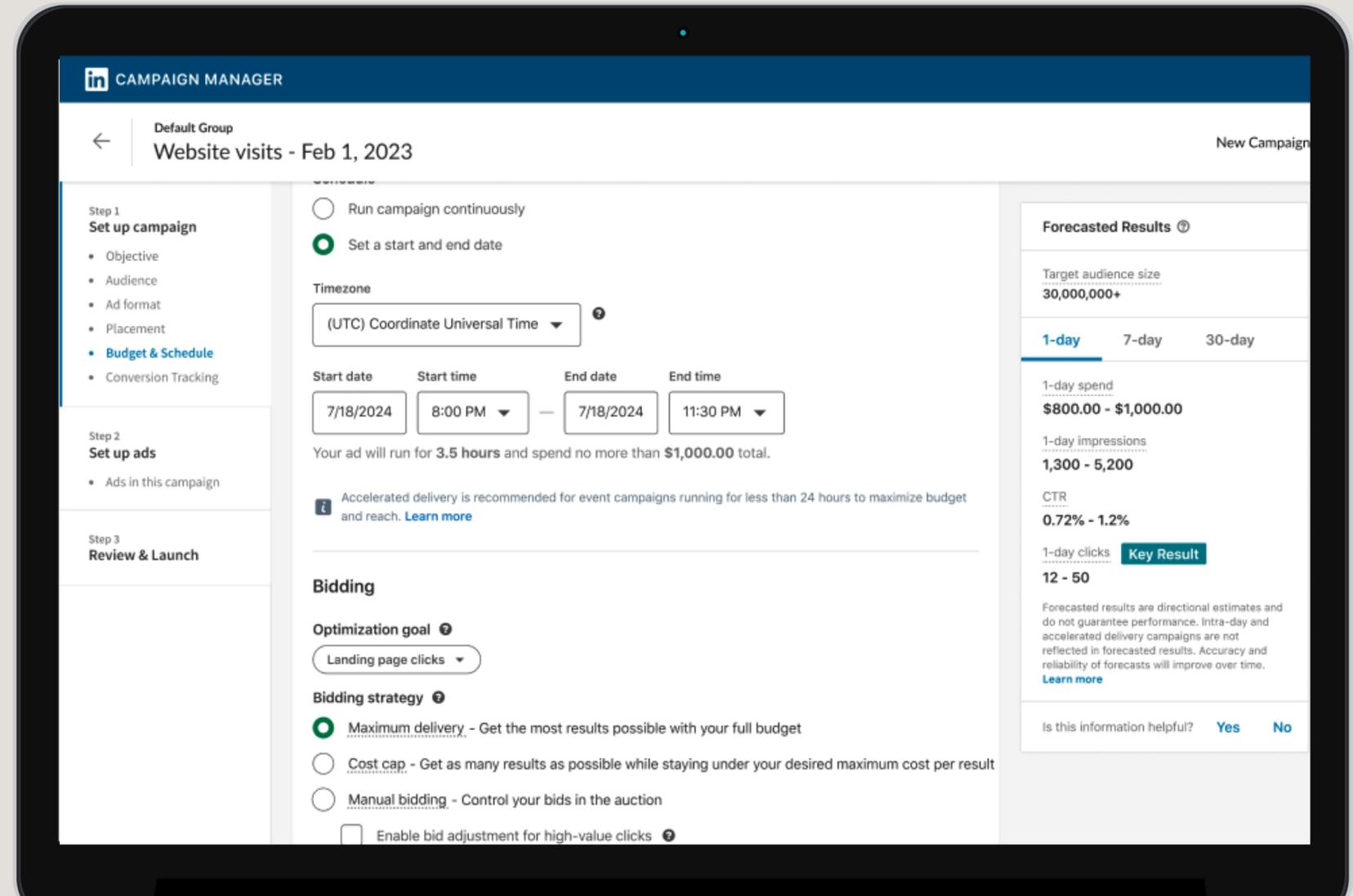


Tip: Work with your LinkedIn account team to discuss audience strategy for your campaigns



Select the budget & schedule

1. Set your campaign budget
2. For schedule, select to set a campaign start and end date. Input your time zone, campaign start date, campaign start time, campaign end date, and campaign end time
3. Set your campaign optimization goal and bidding strategy.

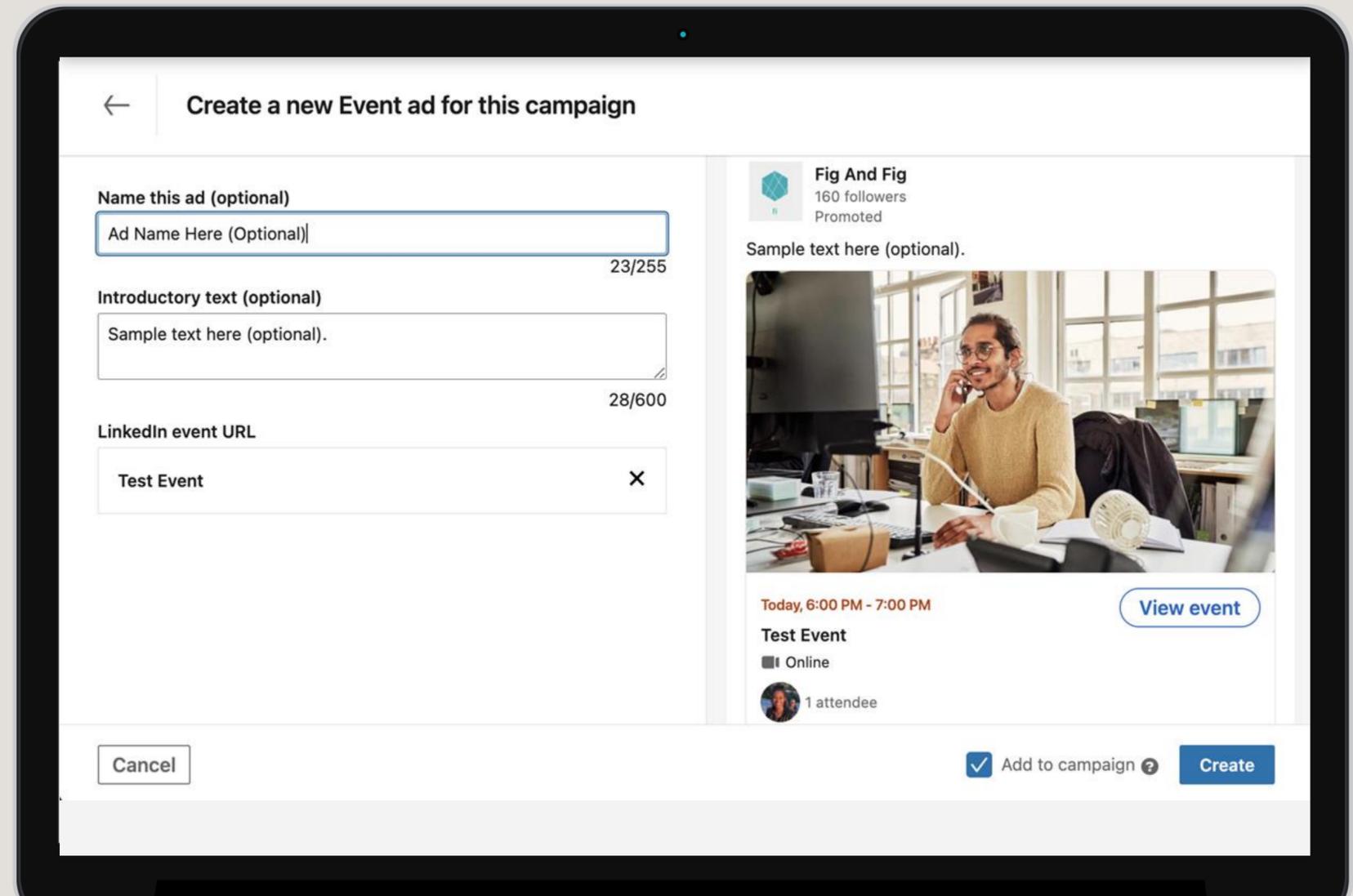


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Create your event ad

1. Click “Create new ad”
2. If you’d like, give the ad a name and introductory text (both are optional)
3. Copy and paste the URL for the LinkedIn event you created
4. Make sure “Add to campaign” is checked, then click “Save ad”



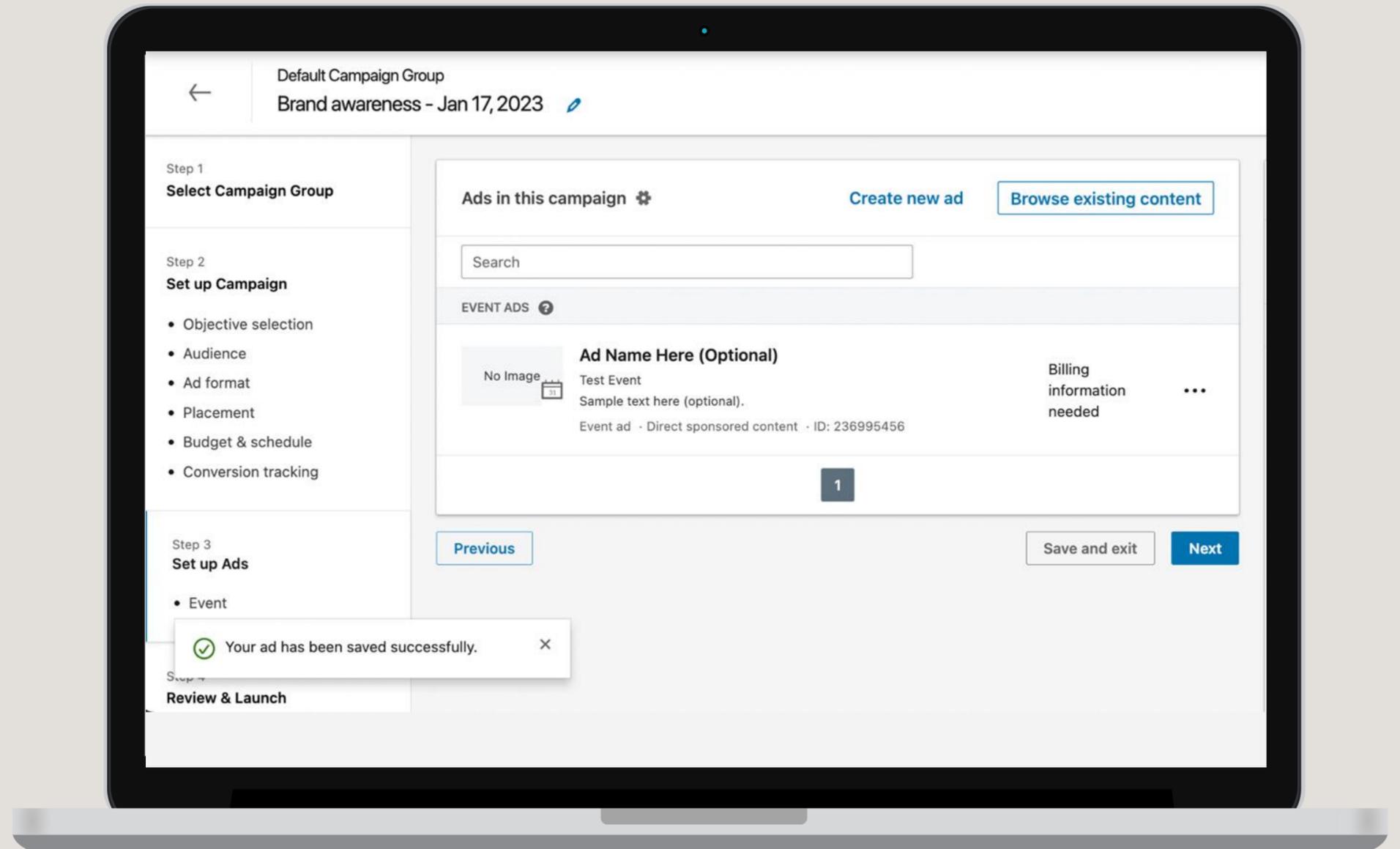
Tip: At this time, this introductory text will appear the same in ads before the event, during the event, and after the event. We recommend adding introductory text that is relevant for all three stages, creating three different campaigns (one for each stage), or not adding any introductory text.



Maximizing Registrations

Review your ad

1. Review your campaign. To edit or preview an ad, click the three dots to the right of the ad
2. Click “Next”

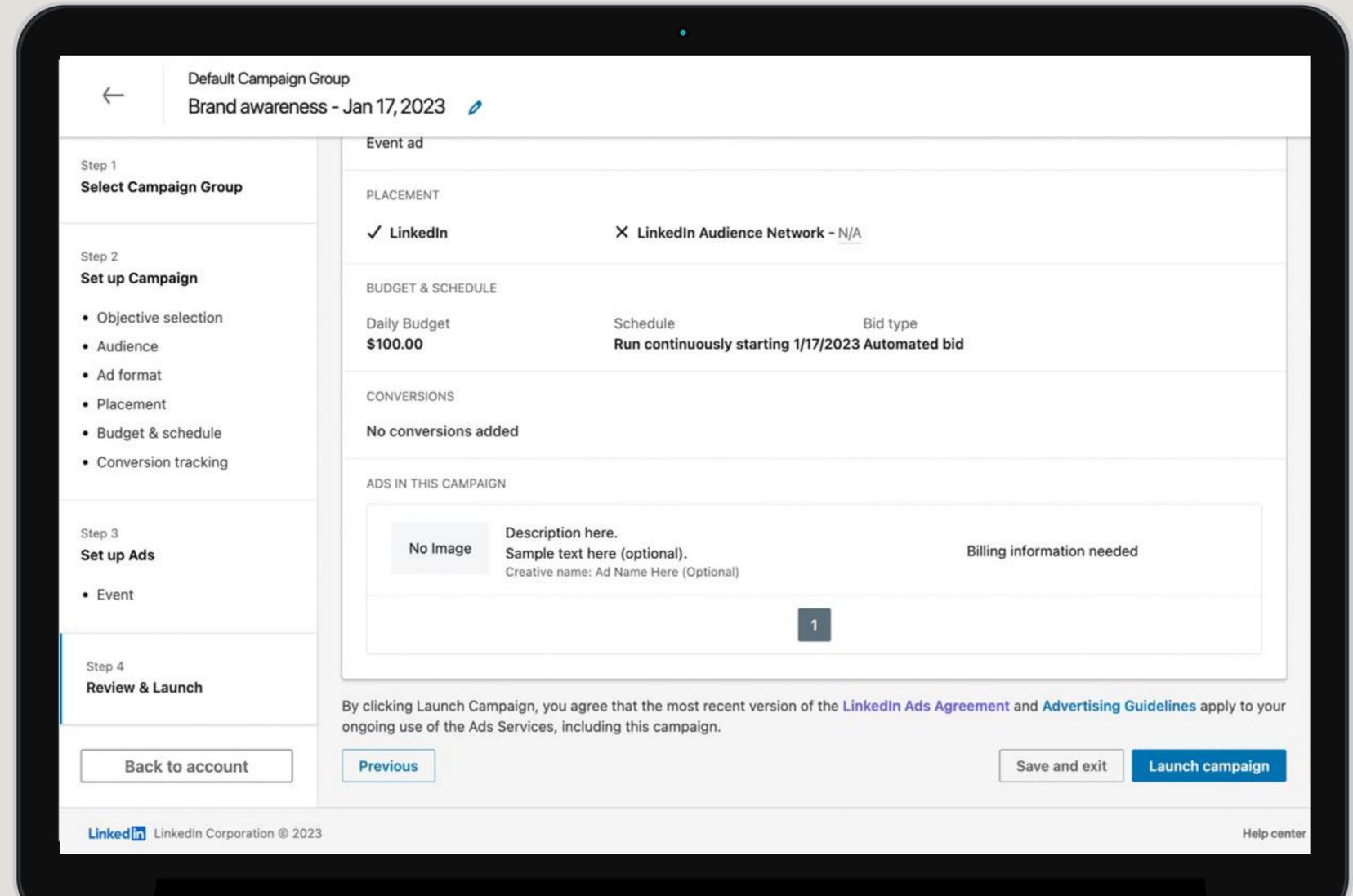




Maximizing Registrations

Review & launch your campaign

1. Review all of your campaign settings
2. Click “Launch campaign”



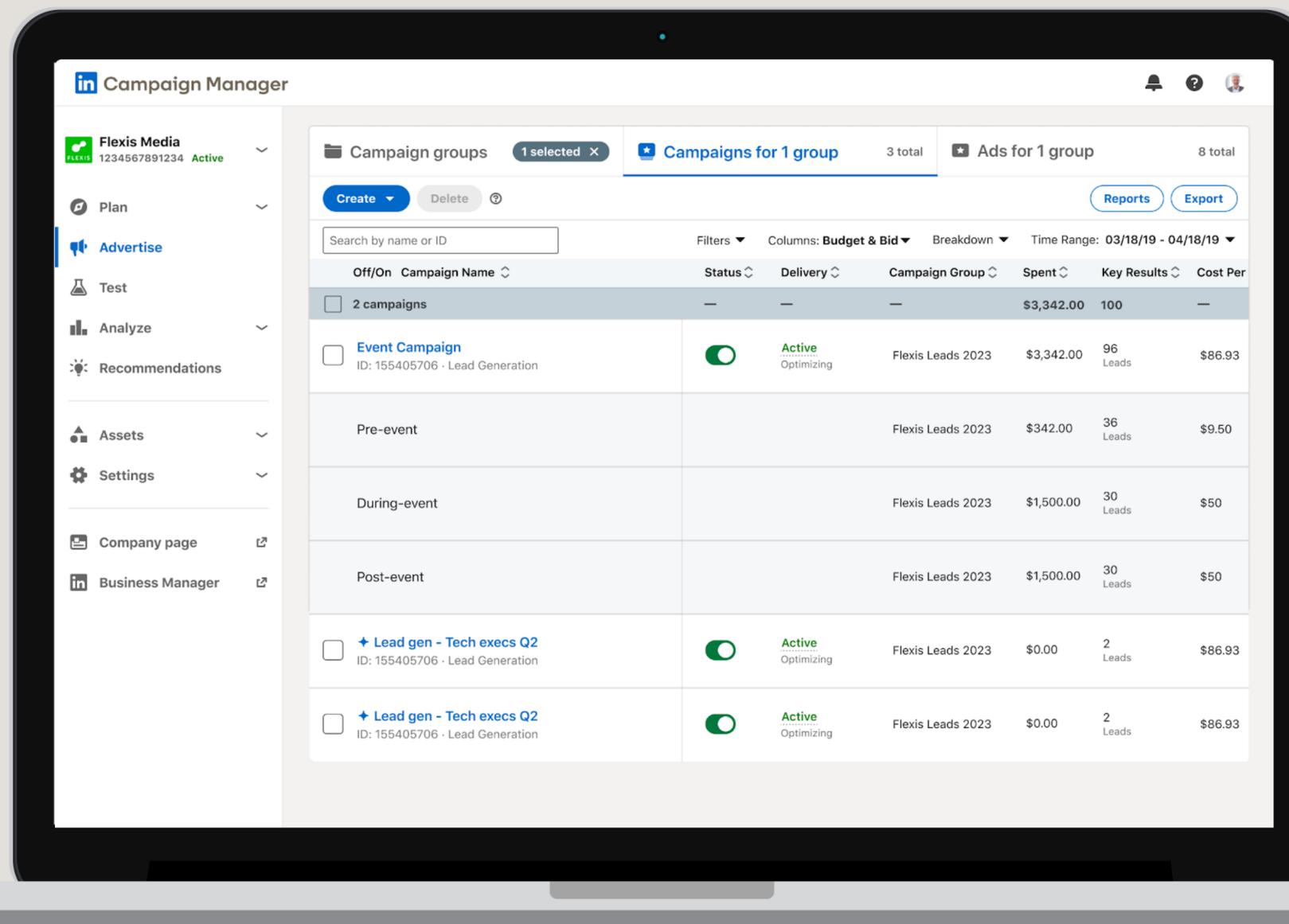


Maximizing Registrations

Review reporting by event stage

We recommend viewing [campaign metrics in Campaign Manager](#) and [analytics for the event](#).

If you used one campaign, you will see aggregated reporting across all event stages. If you wish to see campaign metrics broken out by pre-event, during the event, and post-event, use the event stage breakdown.



Tip: During the LinkedIn Live, the only view metrics available are for video views or completions. After the LinkedIn Live, view percentage metrics will also be available (e.g. 25%, 50%, 75%). View percentage metrics are not available during the LinkedIn Live since the full video length is not yet available due to the video still actively streaming.



Introduction

How it works

How to set it up

FAQ

Resources



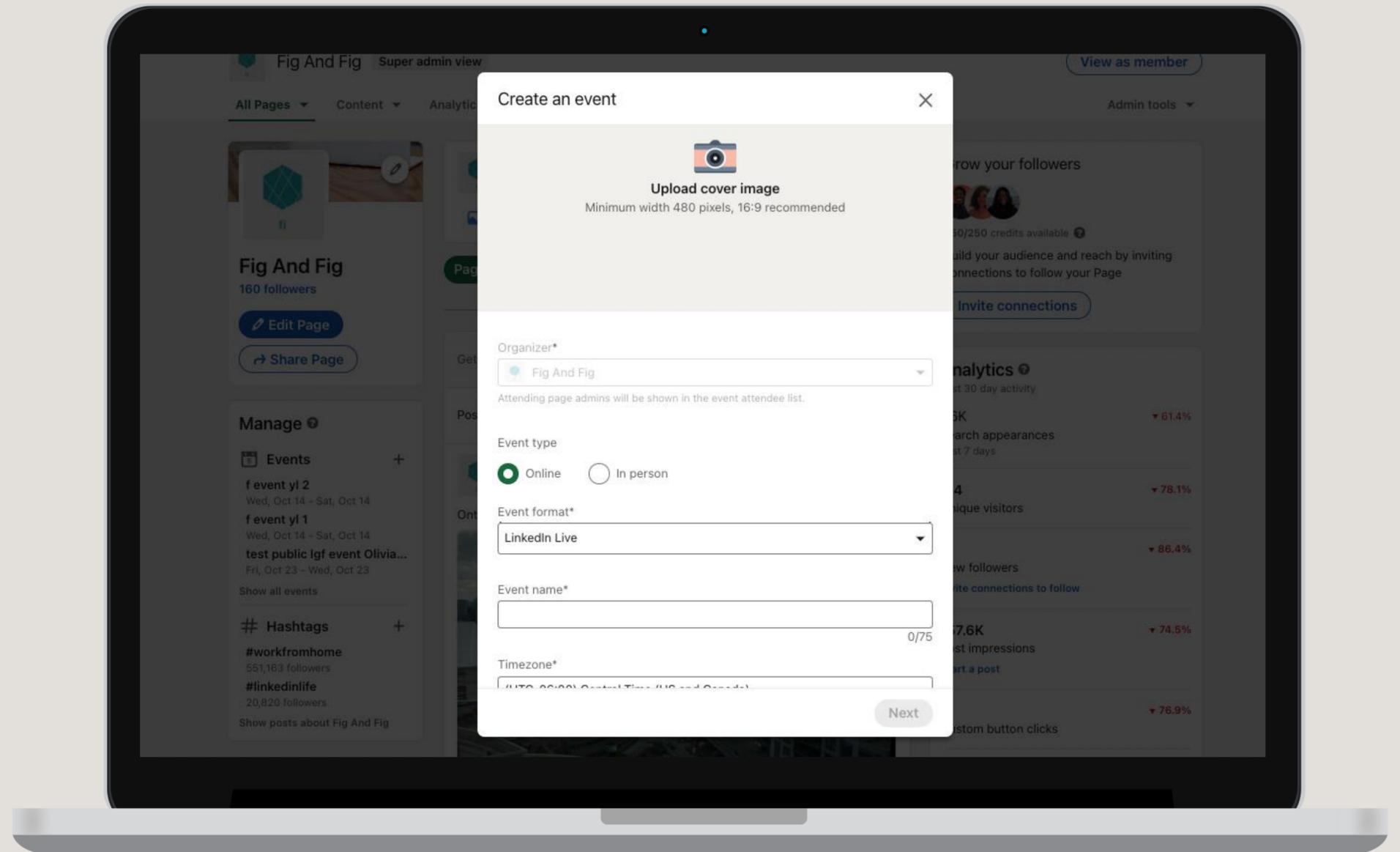
Maximizing Live Views





Create an event

1. Navigate to the Page. Click the “+” icon next to Events on the left side of the Page
2. Upload a cover image
3. Select “Online” for the event type, and select “LinkedIn Live” as the event format
4. Input the event details: name, time zone, start date, start time, end date, end time, description, and speakers
5. Finish creating the event

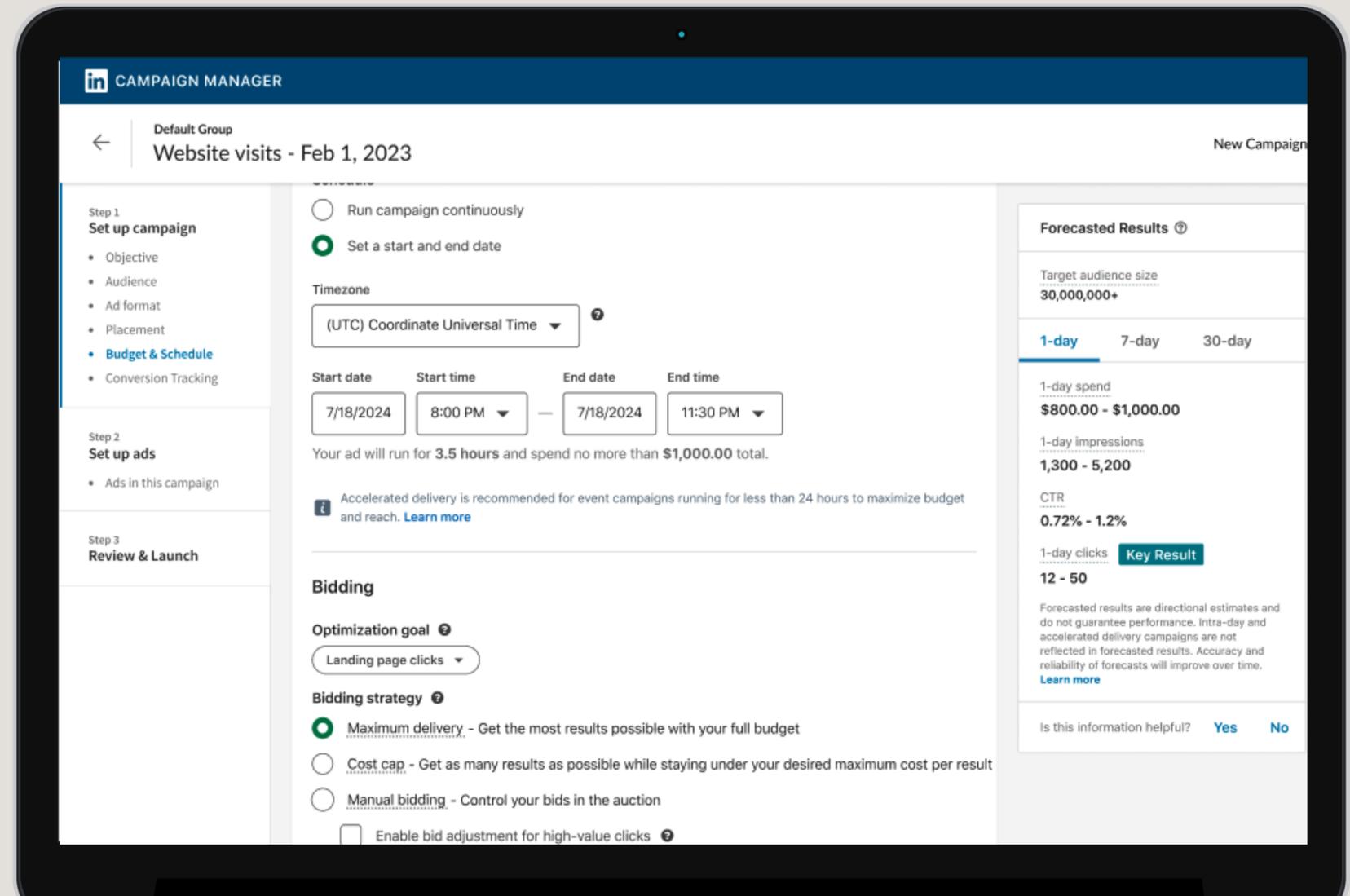


Tip: To maximize attendees and views during testing, leave “Use a LinkedIn registration form” unselected. Using a LinkedIn registration form will require that members complete the form to view the event before, during, and after the event.



Select the budget & schedule

1. Set your campaign budget
2. For schedule, select to set a campaign start and end date. Input your time zone, campaign start date, campaign start time, campaign end date, and campaign end time
3. Set your campaign optimization goal and bidding strategy.



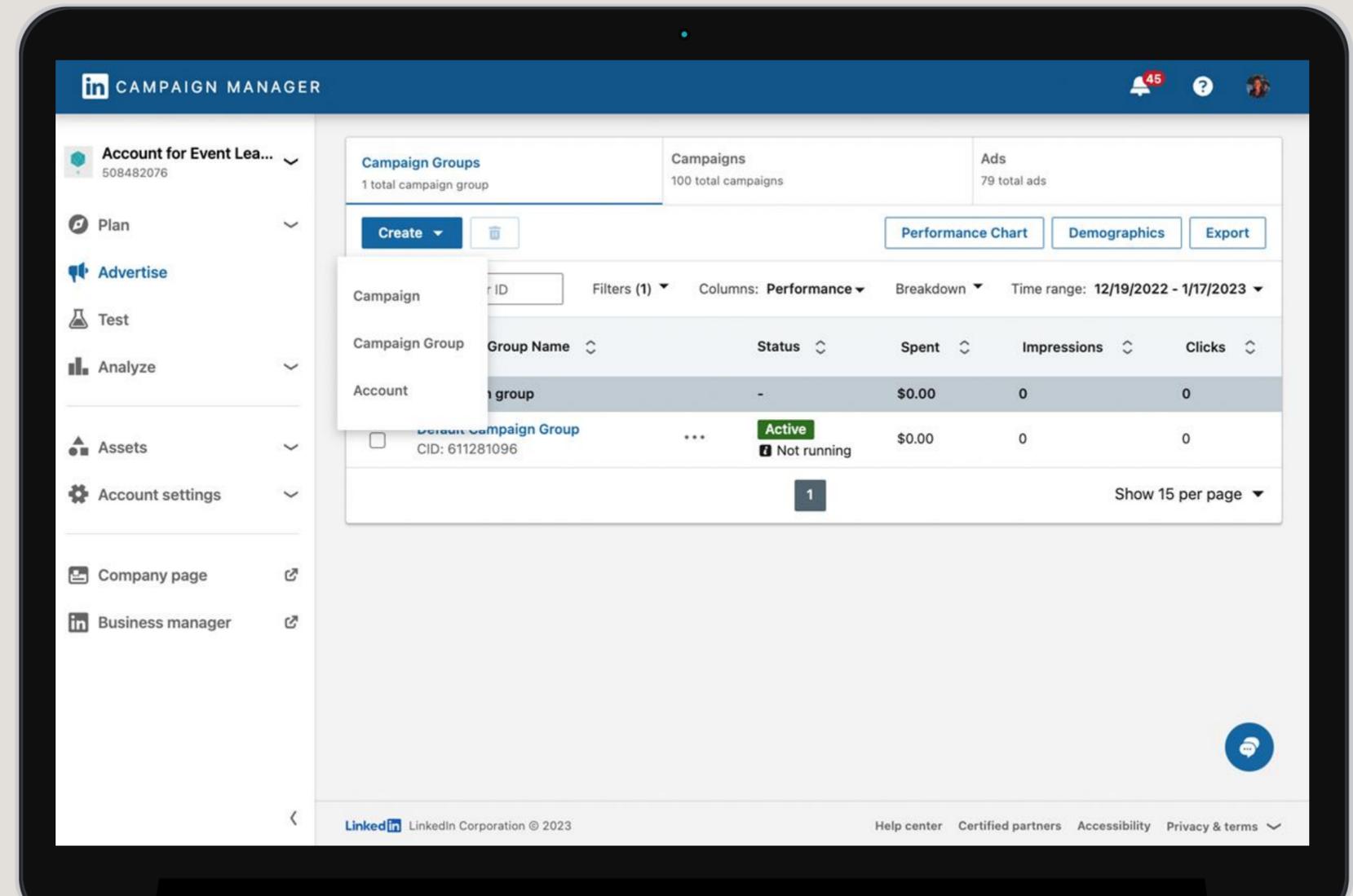
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Create a new campaign

1. Navigate to the correct ad account in [Campaign Manager](#)
2. Click “Create” then “Campaign”
3. Select or create a Campaign Group then click “Next”

If you are using Accelerated Delivery to maximize live views of your LinkedIn Live, we recommend creating 3 campaigns, one for each event stage (i.e., pre-event, during the event, and post-event)



Tip: You can create one campaign for end-to-end promotion or separate campaigns for different event stages (e.g., pre-event, during the event, and post-event). If you wish to see campaign metrics broken out by pre-event, during the event, and post-event, create separate campaigns for each stage.



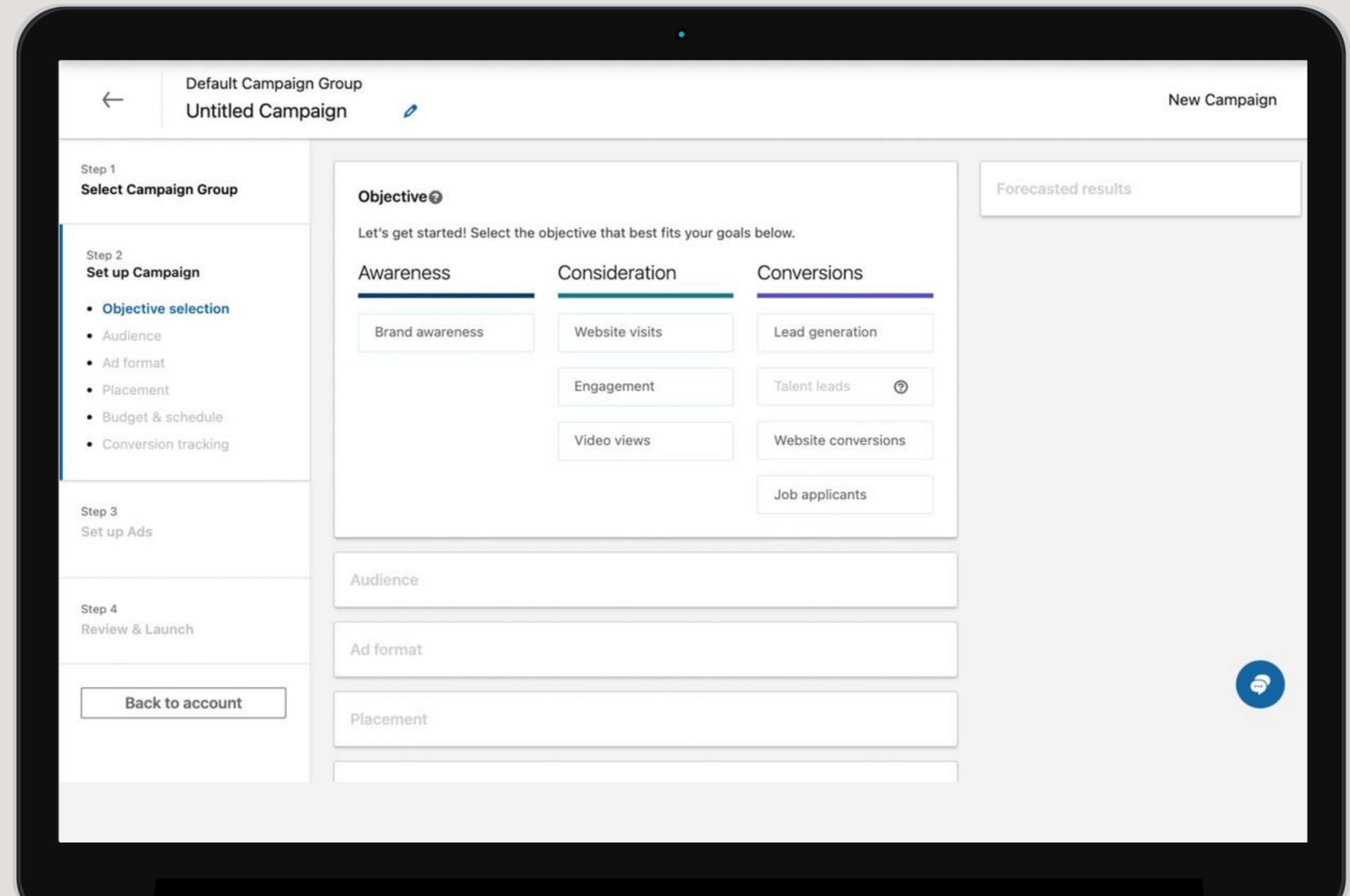
Select the campaign objective

Pre-event & post-event campaigns:

- Select “Brand awareness,” “Website visits,” or “Engagement”

“During event” campaign with Accelerated Delivery:

- Select “Website visits,” or “Engagement”



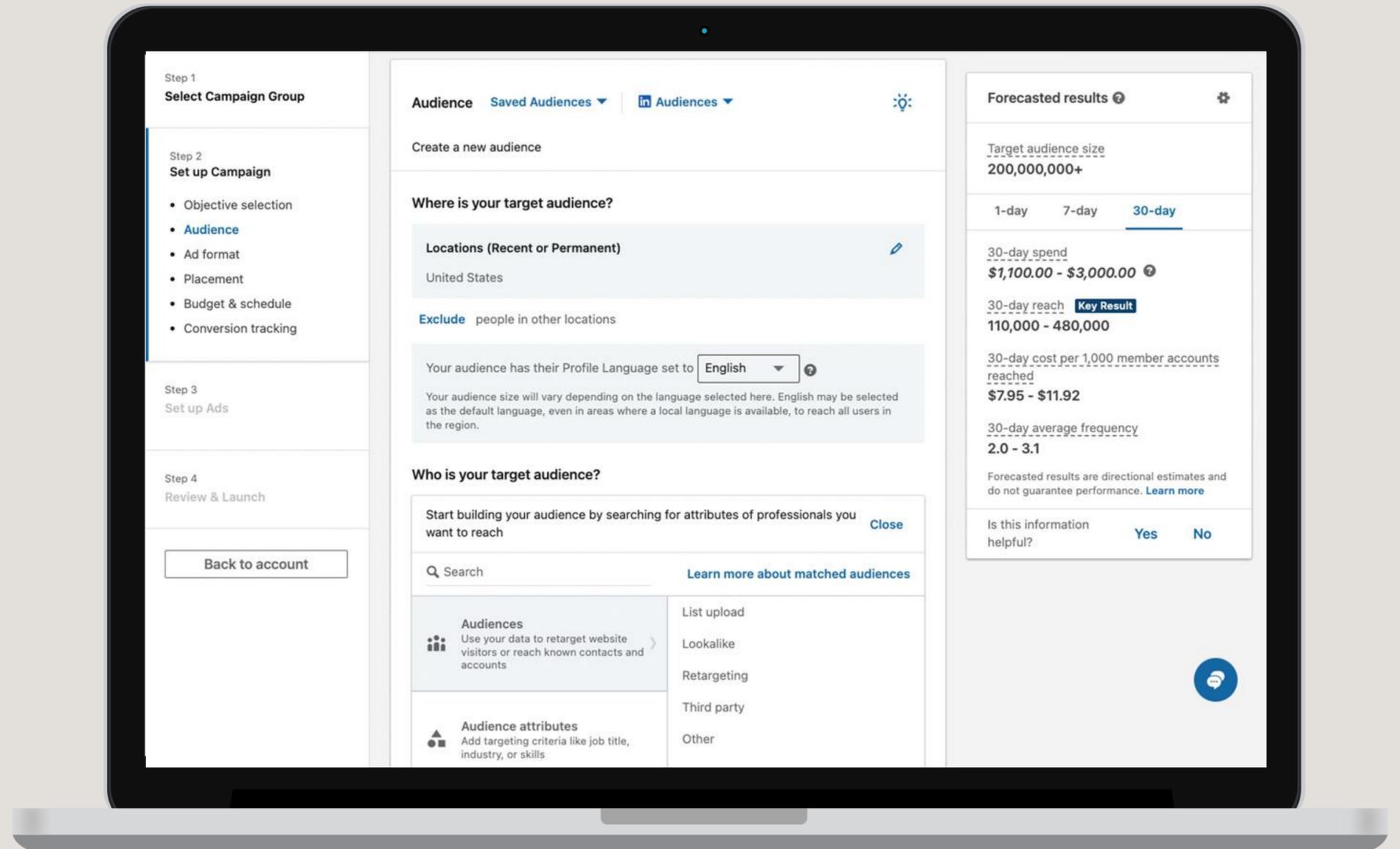
Tip: Live Event Ads can be used with the Brand awareness, “Website visits,” or “Engagement” campaign objectives. To enable Accelerated Delivery, your campaign must have the Engagement or Website visits objective.



Maximizing Live Views

Select the target audience

Set your target audience



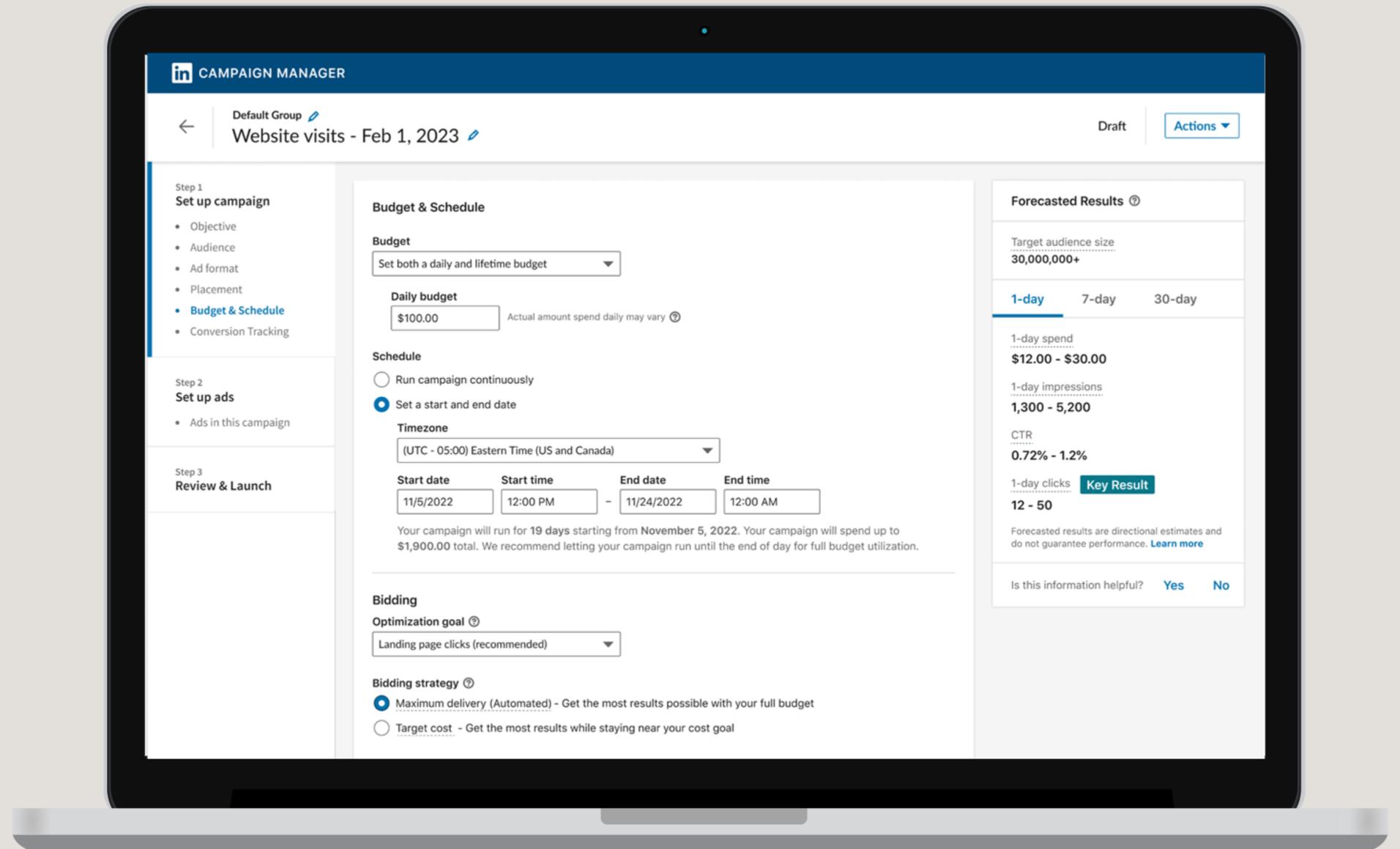
Tip: Work with your LinkedIn account team to discuss audience strategy for your campaigns



Pre-event & post-event campaigns:

Select the budget & schedule

1. Set your campaign budget
2. For schedule, select to set a campaign start and end date. Input your time zone, campaign start date, campaign start time, campaign end date, and campaign end time
3. Set your campaign optimization goal and bidding strategy.



Tip: Ad delivery will pace your campaign budget over the course of your campaign with the intention of spending all of the budget by 11:59 PM UTC (5:00 PM PT) on your campaign end date. This means that if you set your campaign end time to earlier in the day (e.g. 11:58 PM UTC), you will likely have leftover budget, as ad delivery will be pacing to spend the budget by the end of the day. This ad delivery pacing does not apply to accelerated delivery.



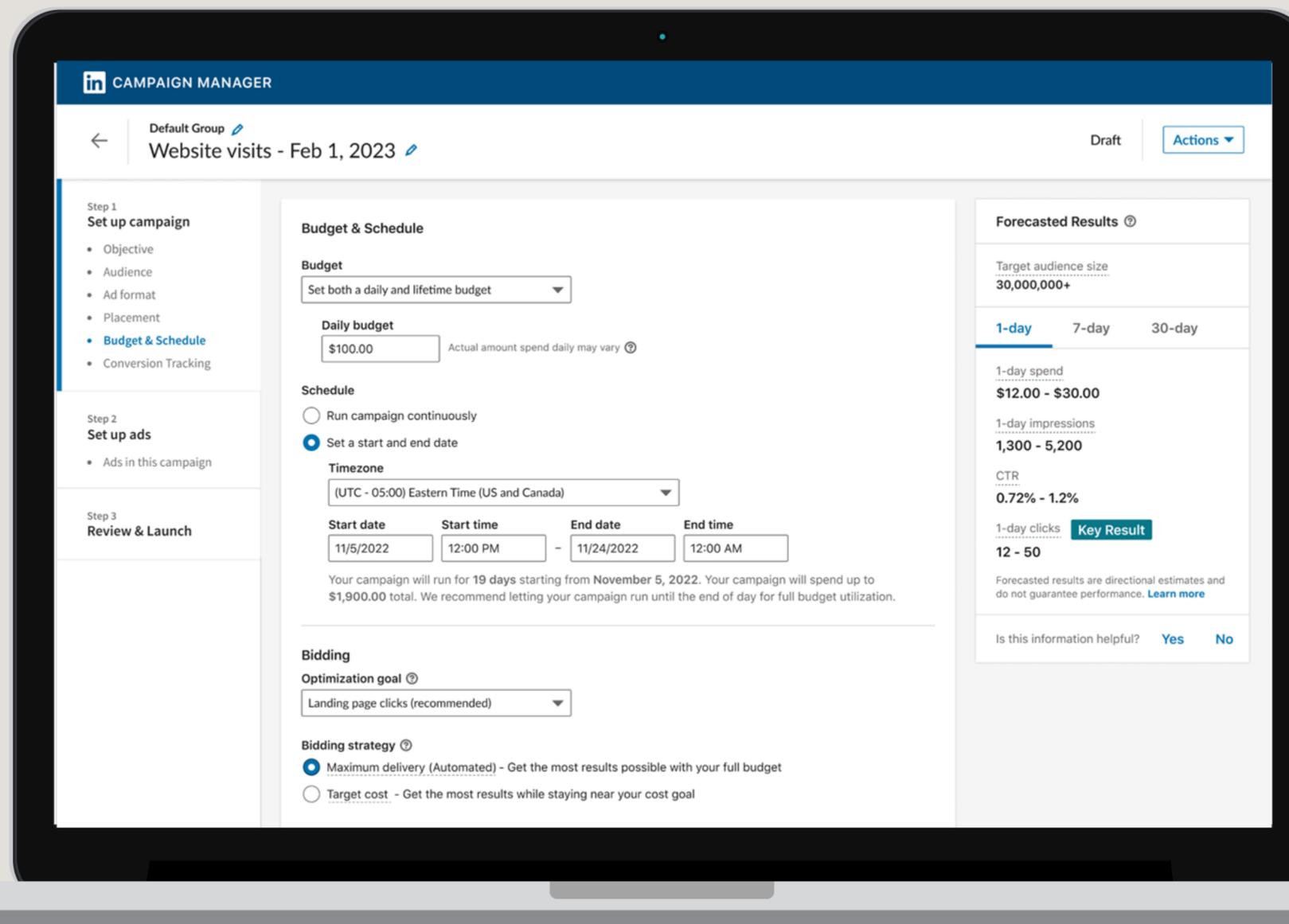
"During event" campaign with Accelerated Delivery:

Select the budget & schedule

1. Under budget, select "Set a lifetime budget." Set your budget and schedule. Your campaign flight should be at least 60 minutes (you're welcome to pause at any time)
2. Under Bidding strategy, select "Manual bidding" (you may need to click "Show additional options")
3. Click "Enable accelerated delivery"* and set your bid**. We also recommend selecting "Enable big adjust for high-value clicks"

*To enable accelerated delivery, your campaign must have the Engagement or Website visits objective

** LinkedIn uses a second-price auction system. [You can learn more here](#)

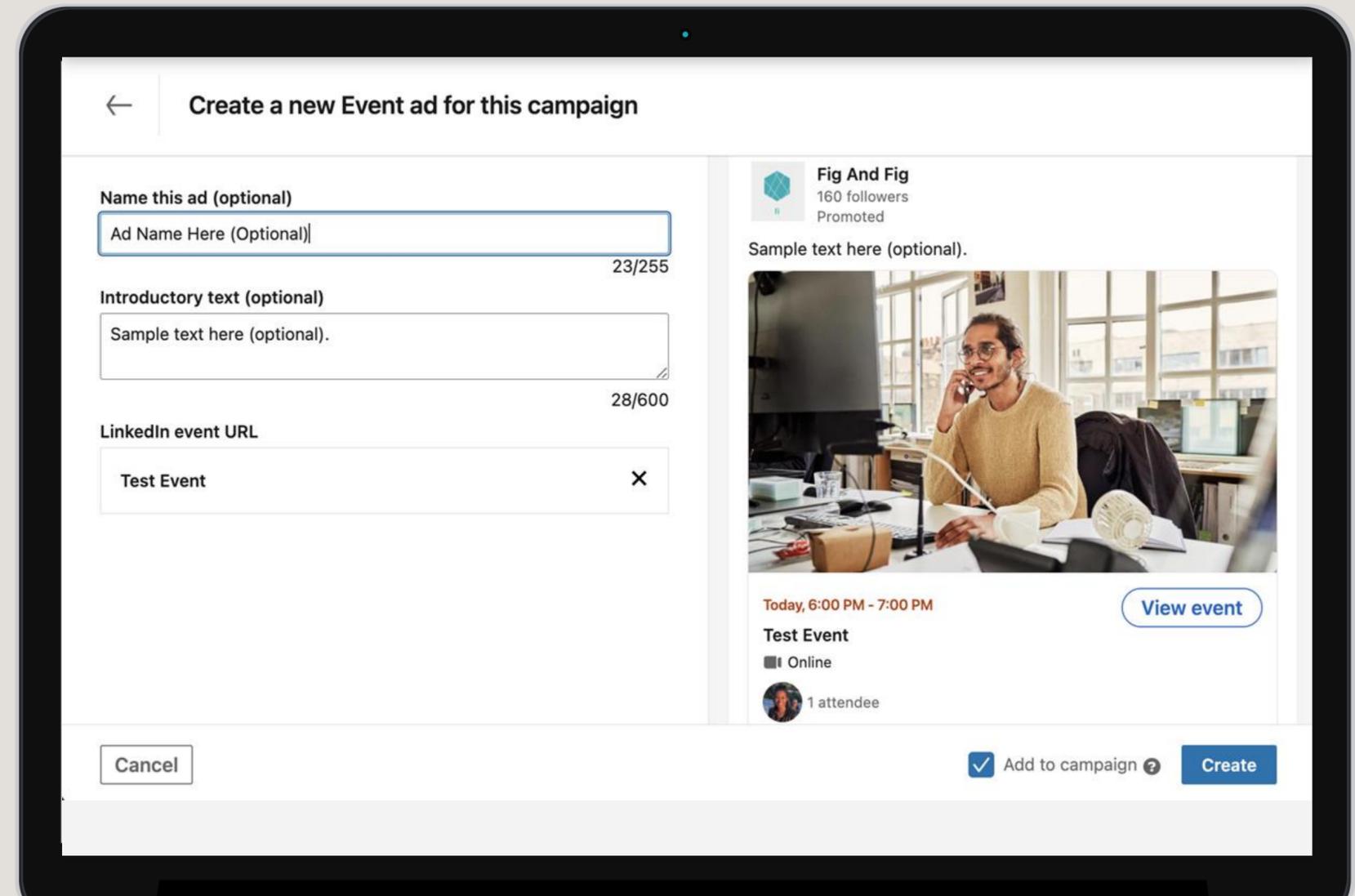


Tip: Accelerated Delivery maximizes reach and delivery during an event by spending your budget as quickly as possible. This will likely result in more views but a higher CPV.



Create your event ad

1. Click “Create new ad”
2. If you’d like, give the ad a name and introductory text (both are optional)
3. Copy and paste the URL for the LinkedIn event you created
4. Make sure “Add to campaign” is checked, then click “Save ad”

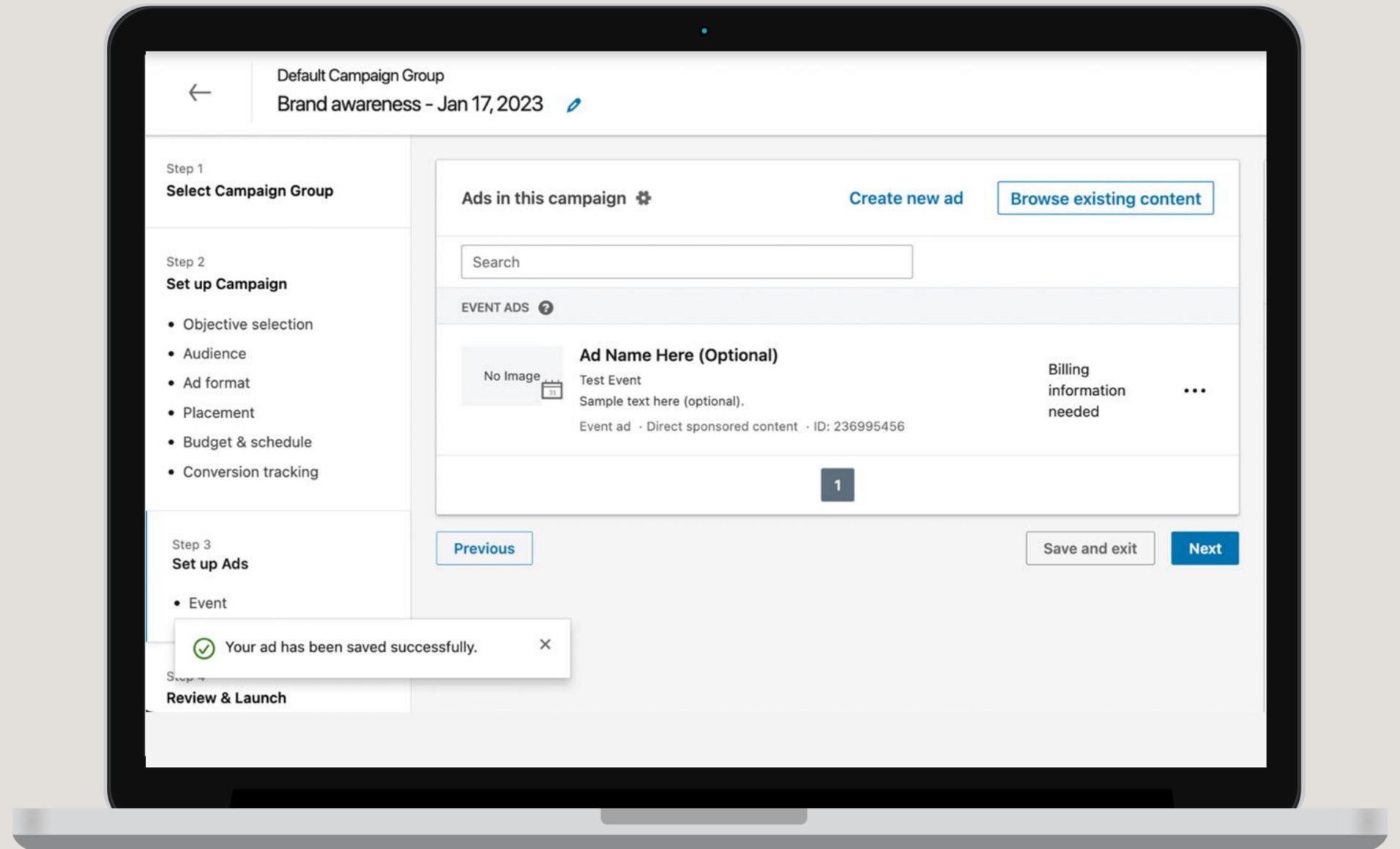


Tip: At this time, this introductory text will appear the same in ads for the duration of the campaign. If you are creating three different campaigns for the three event stages, you can add introductory text that is relevant to each stage.



Review your ad

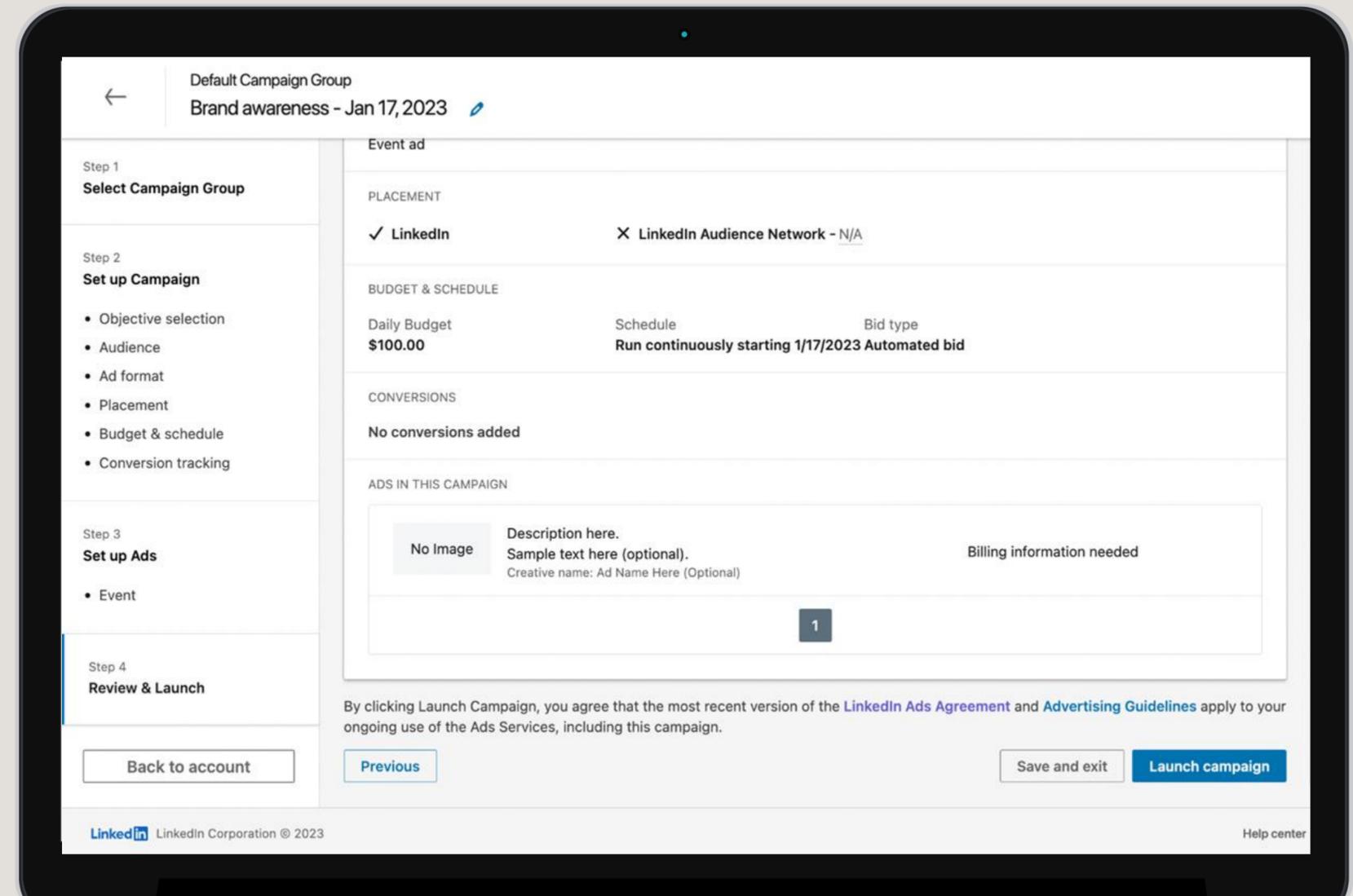
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Review & launch your campaign

1. Review all of your campaign settings
2. Click “Launch campaign”



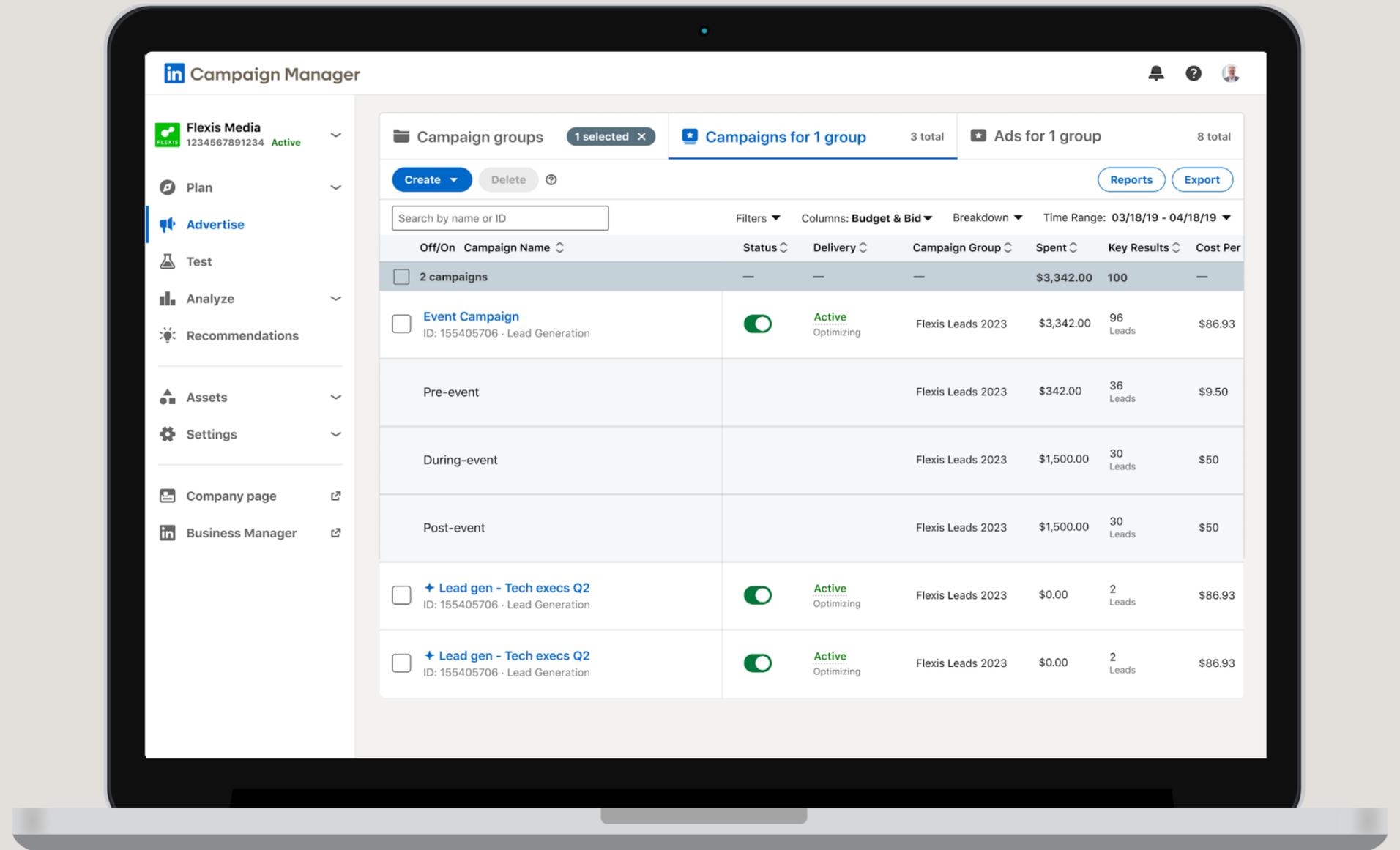


Maximizing Live Views

Review reporting by event stage

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Introduction

How it works

How to set it up

FAQ

Resources



Maximizing Lifetime Views

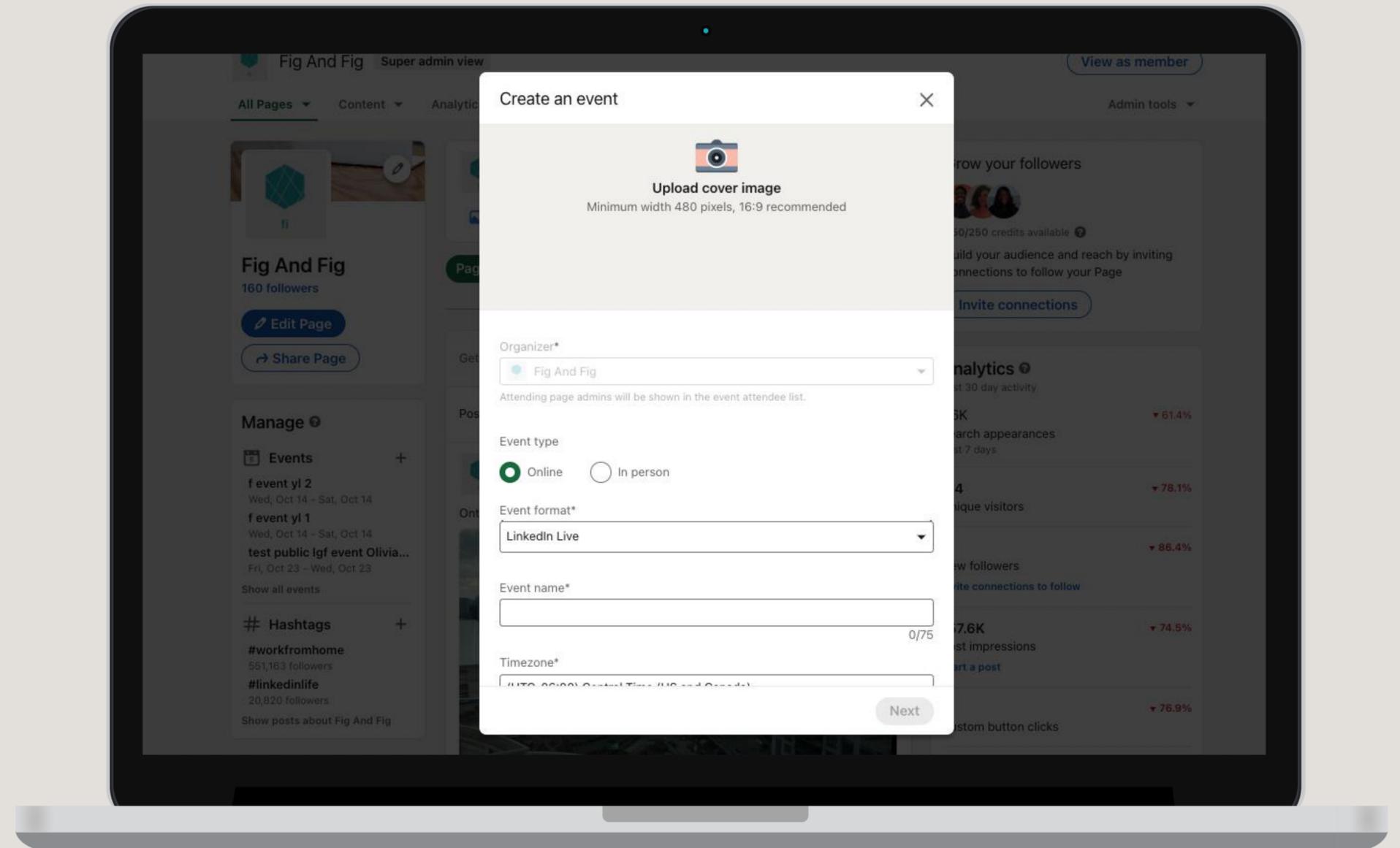




Maximizing Lifetime Views

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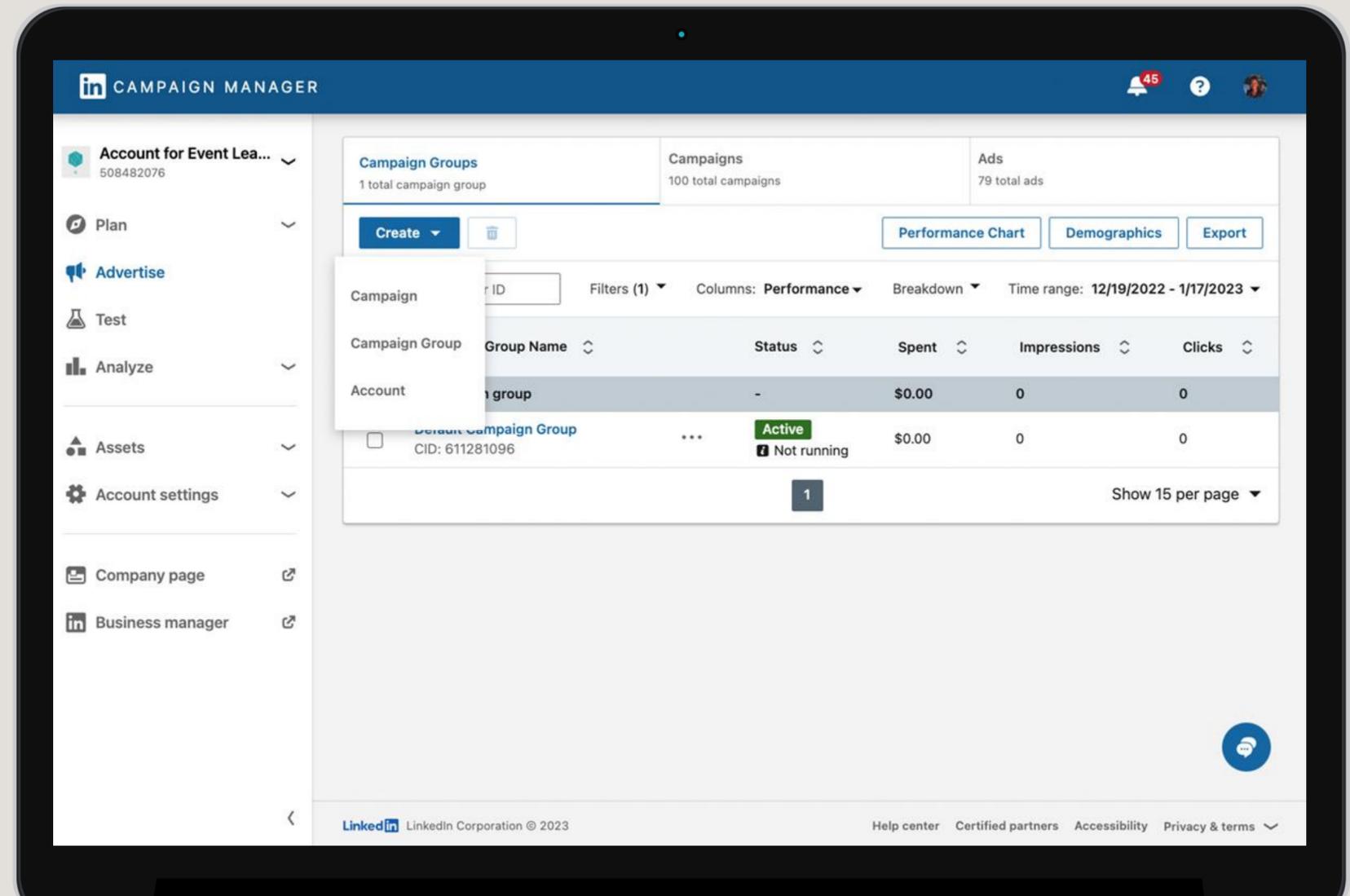
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Maximizing Lifetime Views

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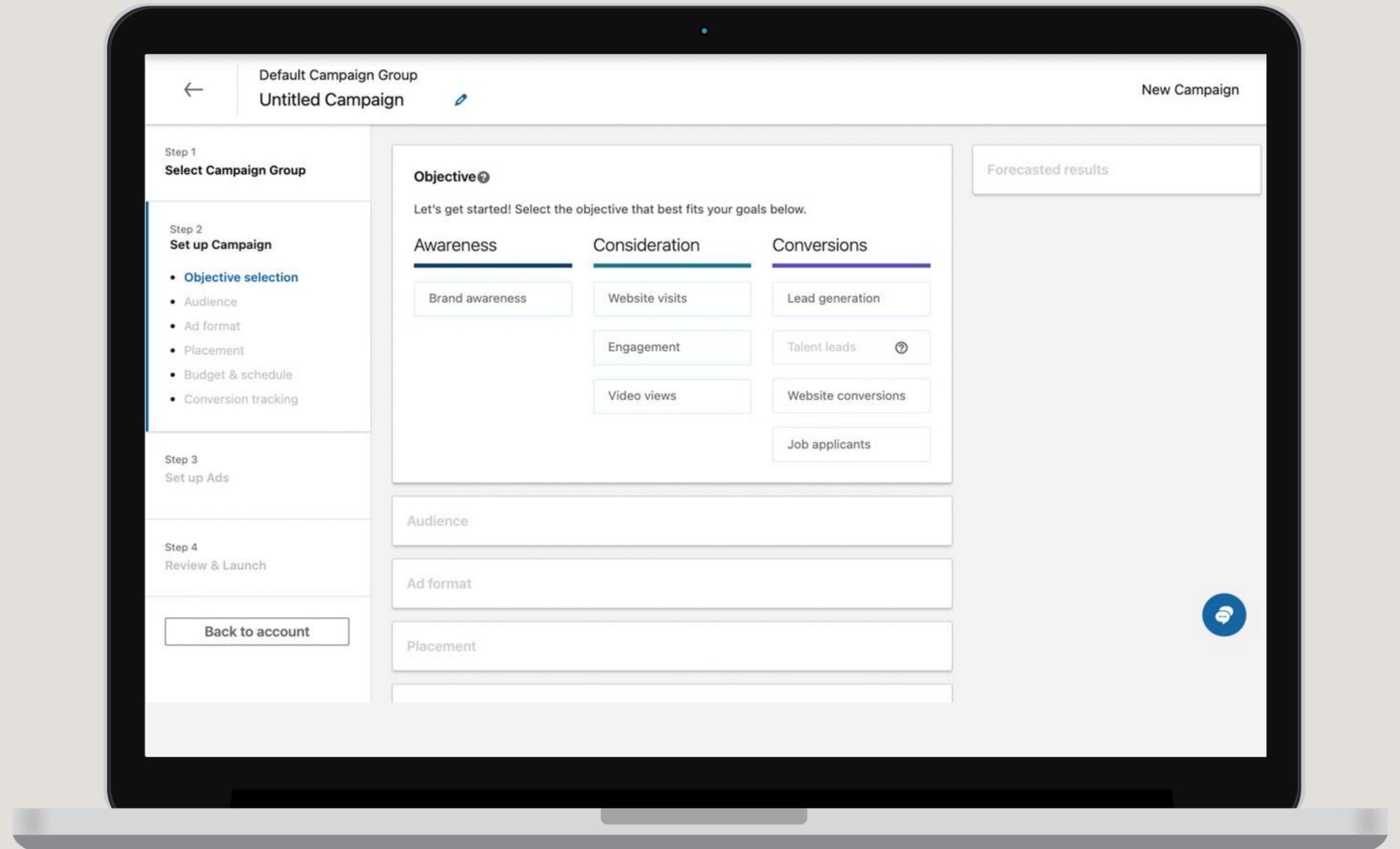


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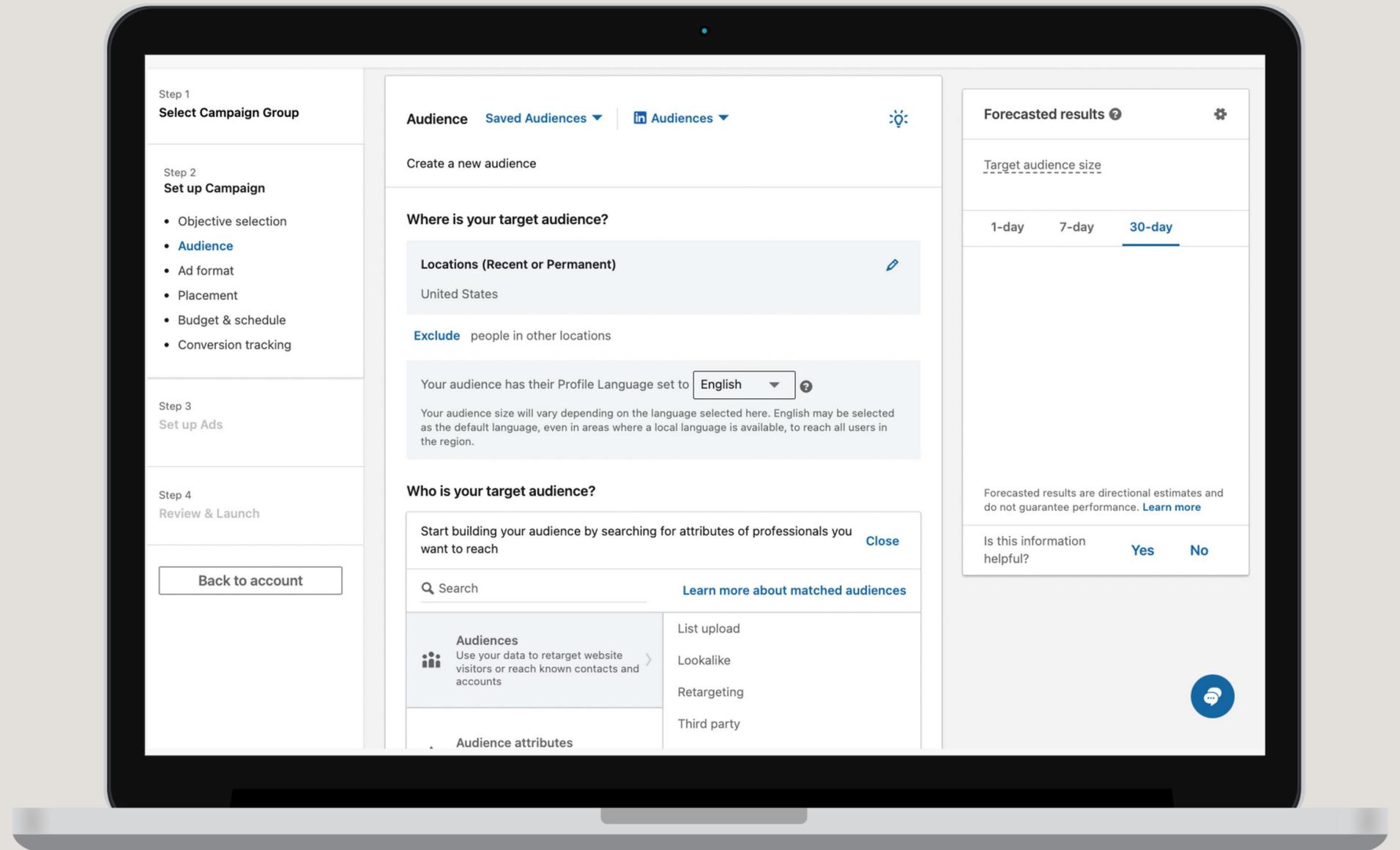
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Select the target audience

Set your target audience



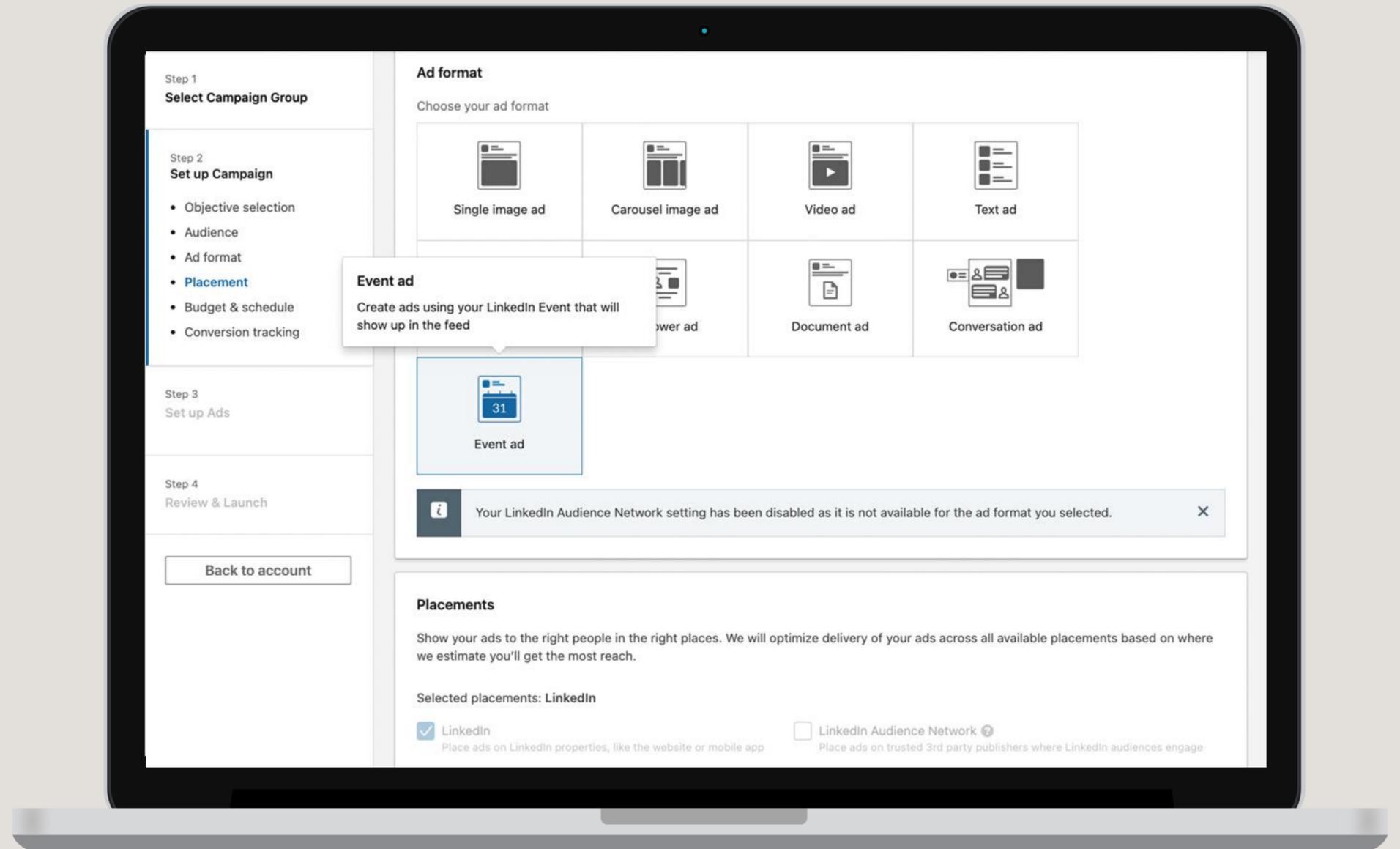
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Maximizing Lifetime Views

Select the ad format

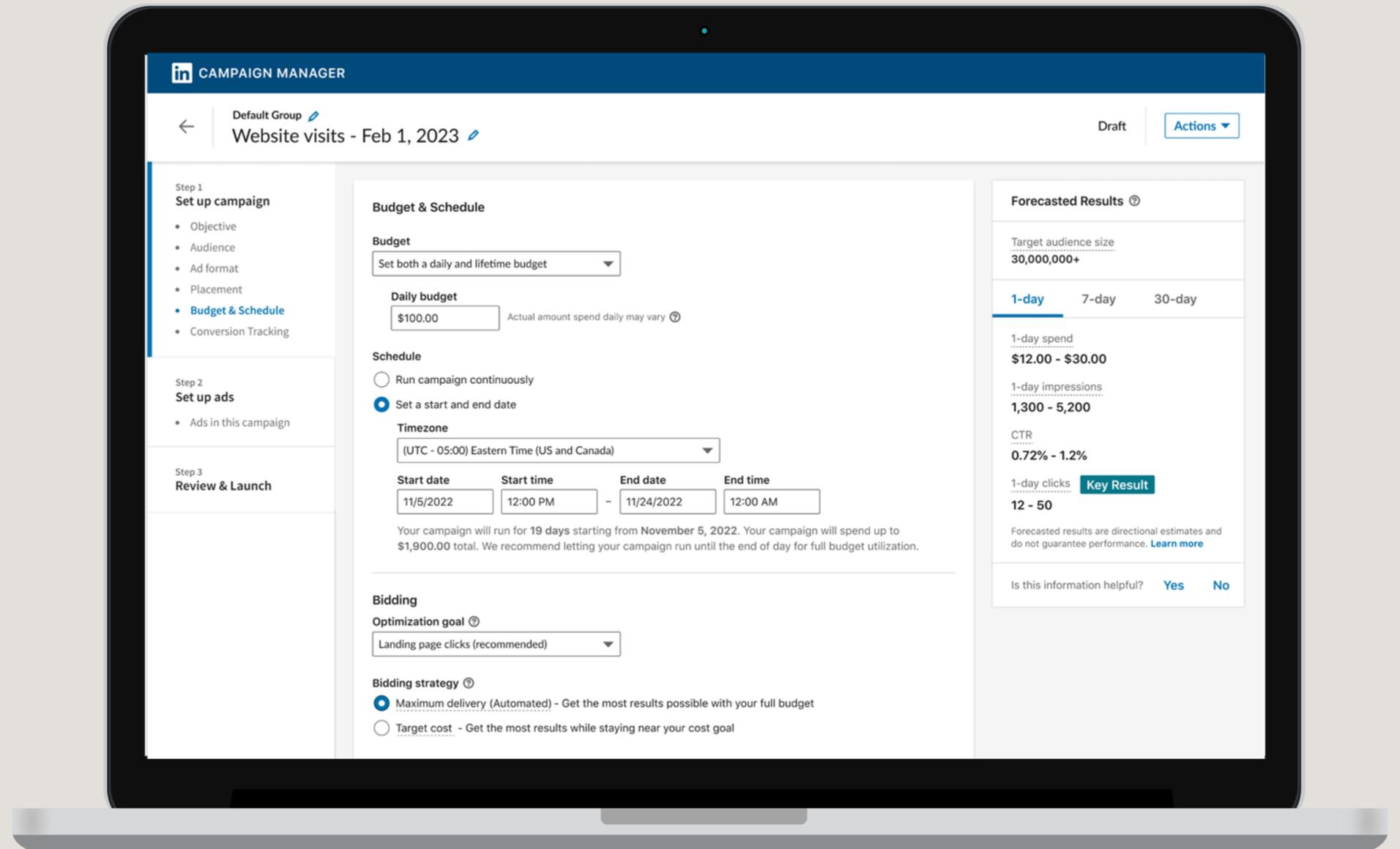
Select “Event ads” as the ad format





Select the budget & schedule

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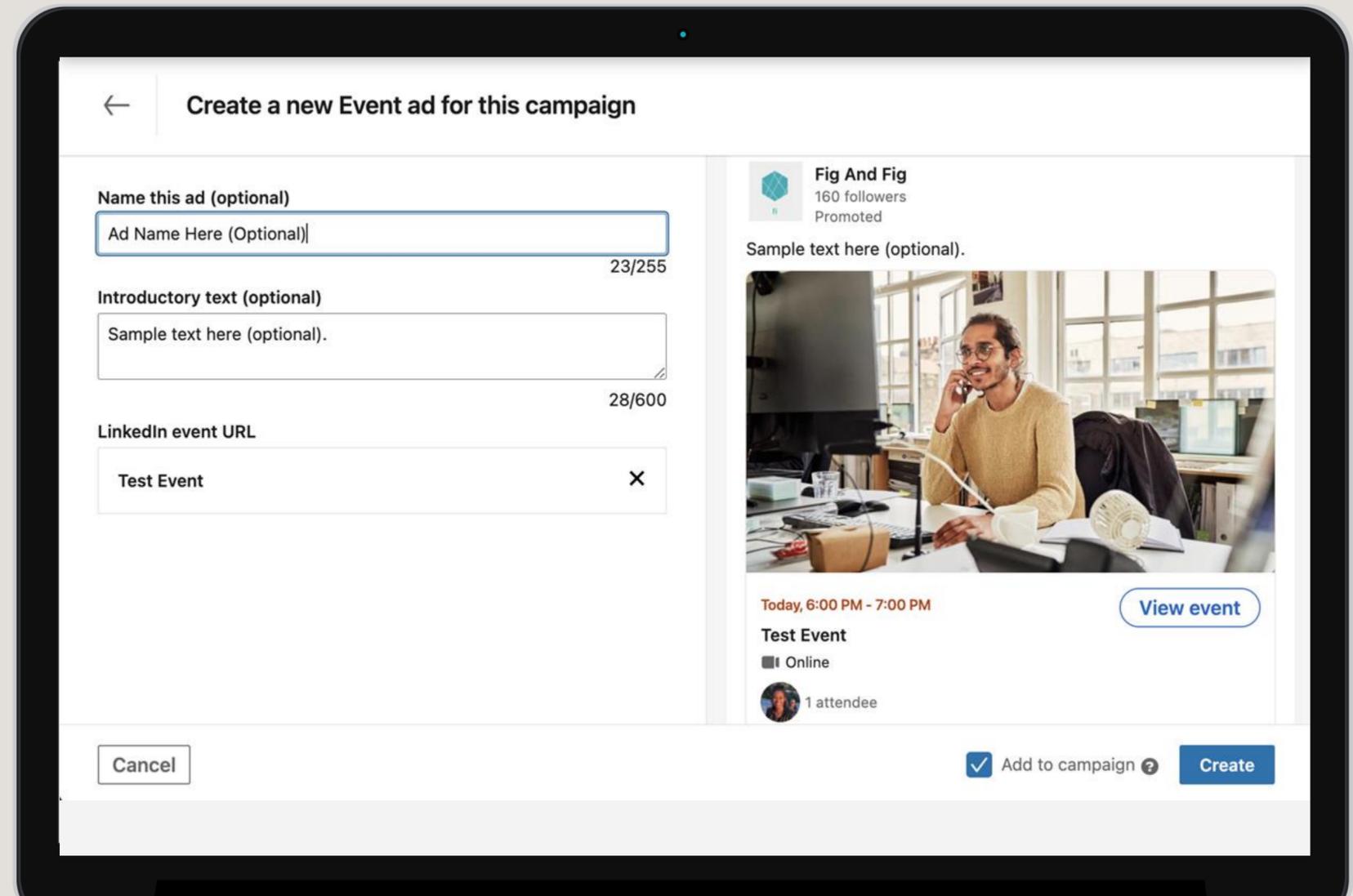


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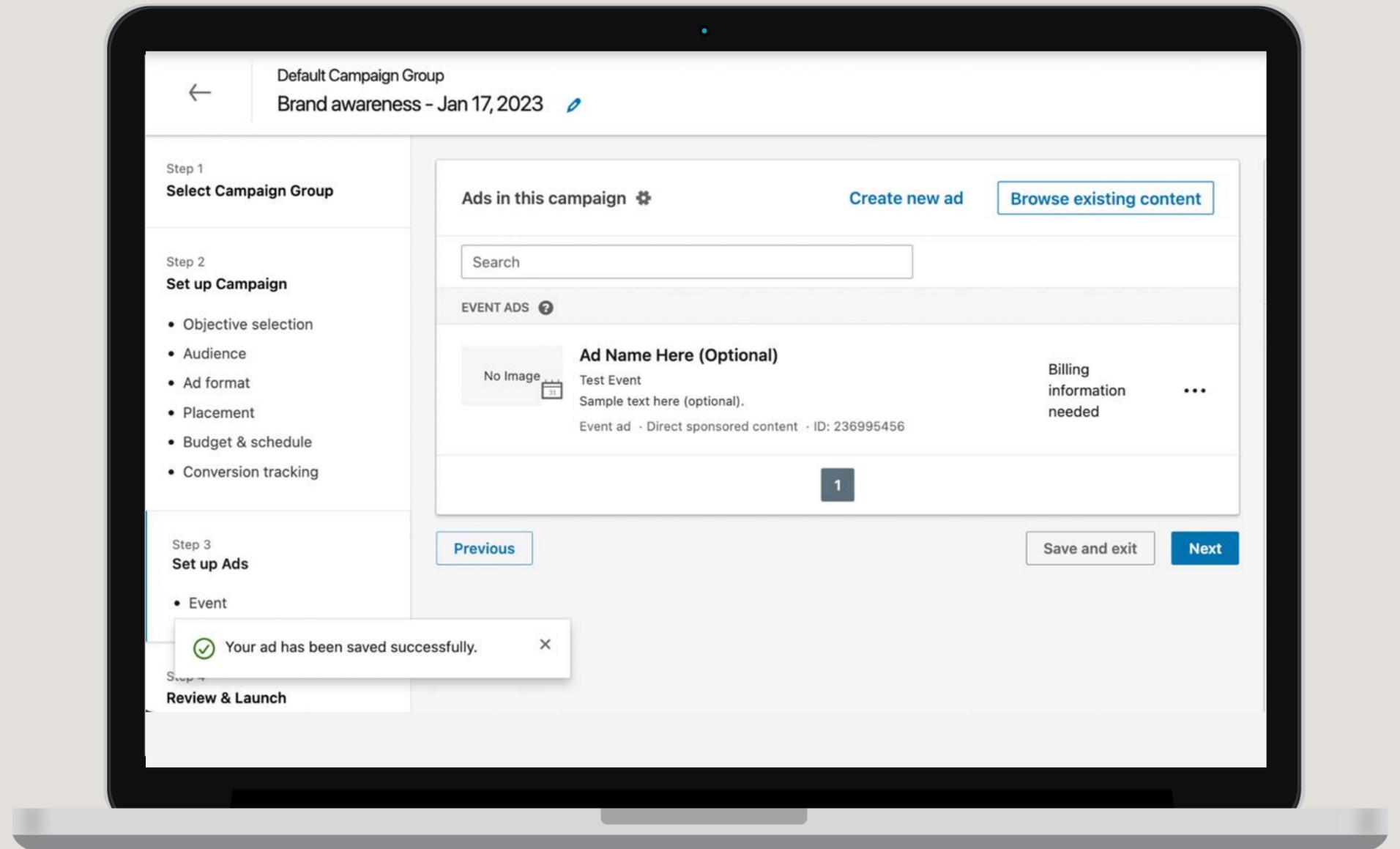
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Maximizing Lifetime Views

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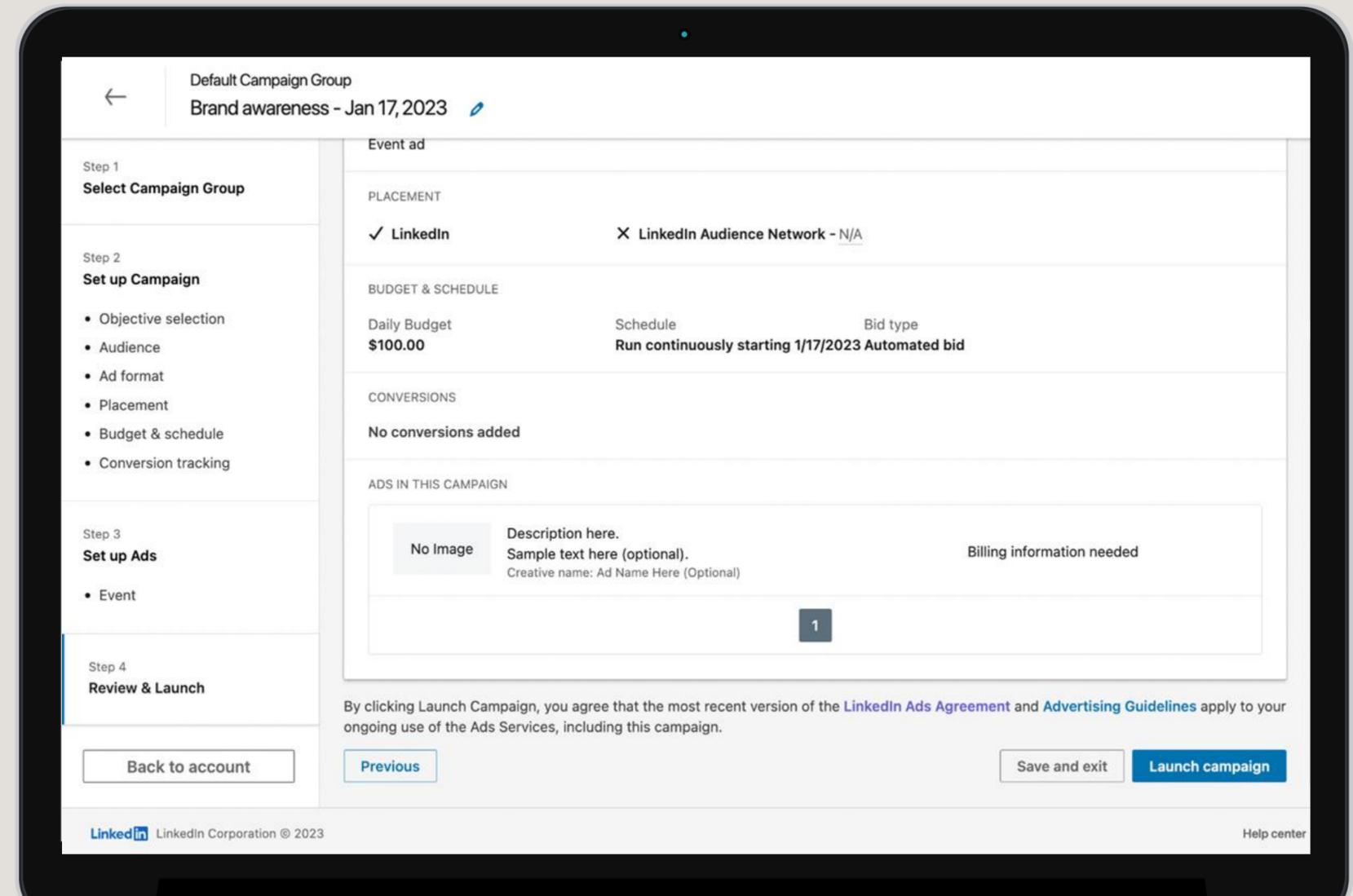




Maximizing Lifetime Views

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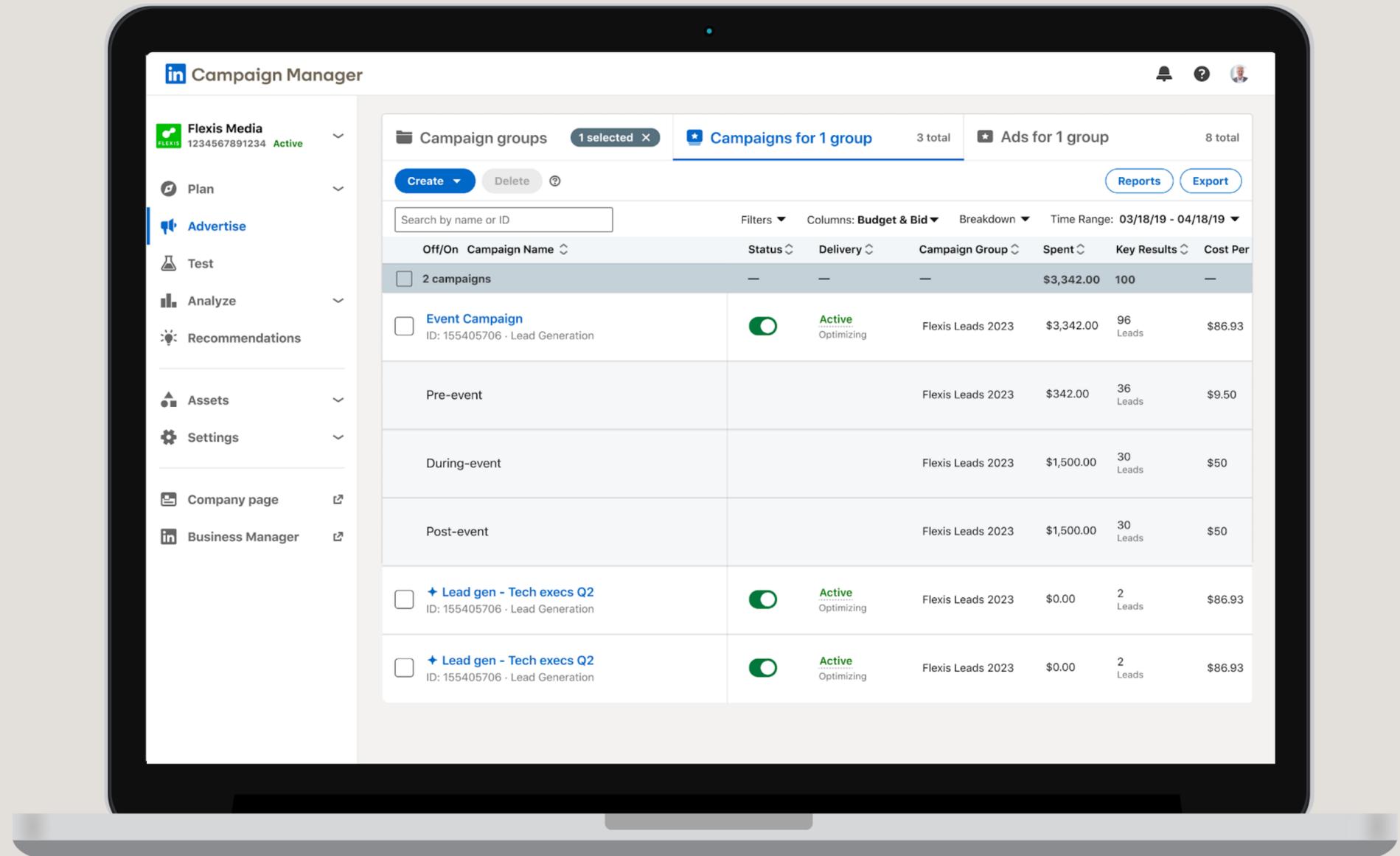


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Introduction

How it works

How to set it up

FAQ

Resources

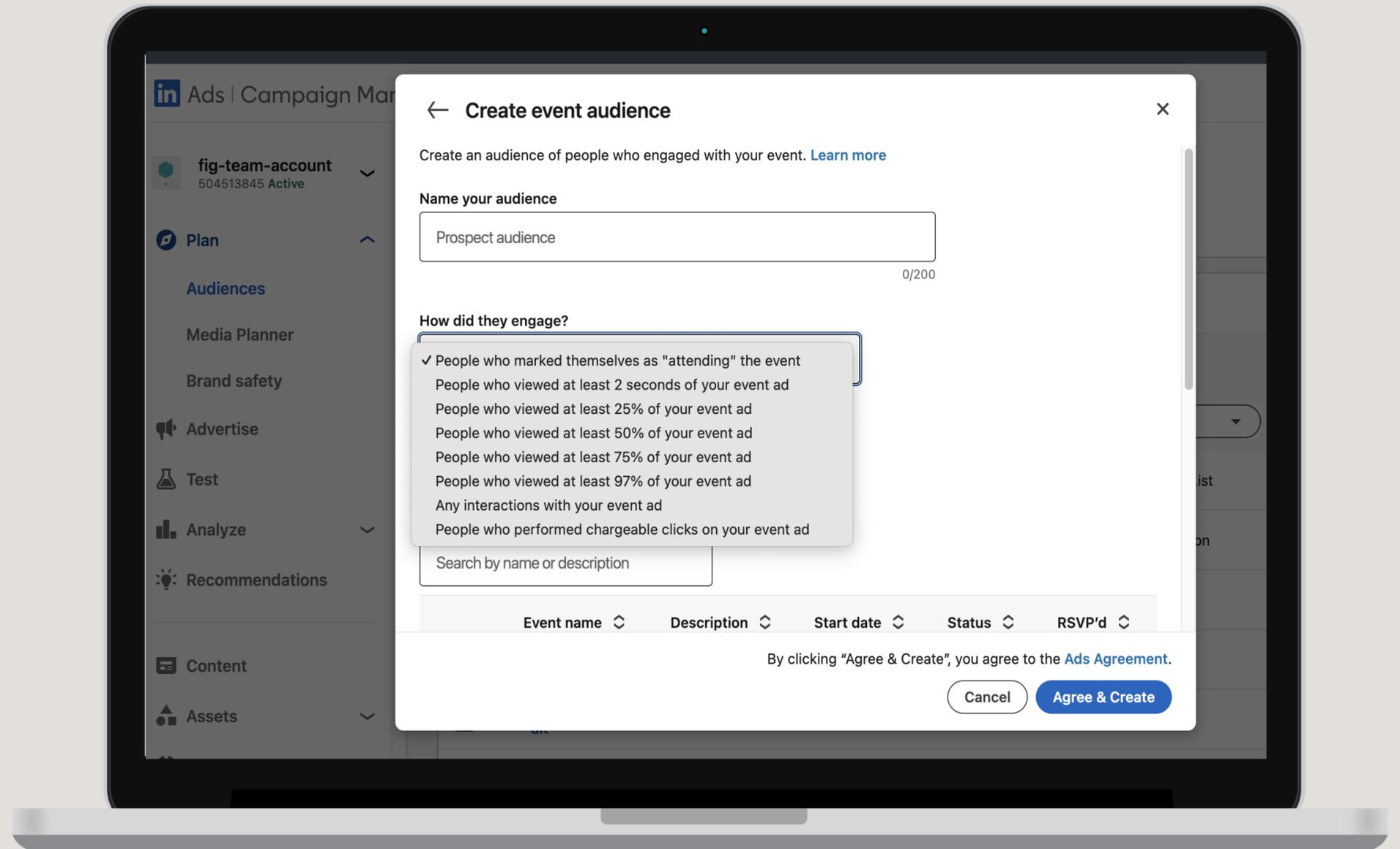


Retargeting



Create engagement or view based retargeting audiences

1. Navigate to [Campaign Manager](#).
2. Under "Plan" click "Audiences"
3. Click "Create audience," then "Matched Audience"
4. Under "Retarget by" select "Event," then click "Next"
5. Name and creative your audience, then click "Agree & create"



Tip: During the LinkedIn Live, the only view metrics available are for video views or completions. After the LinkedIn Live, view percentage metrics will also be available (e.g. 25%, 50%, 75%). View percentage metrics are not available during the LinkedIn Live since the full video length is not yet available due to the video still actively streaming.



Introduction

How it works

How to set it up

FAQ

Resources



Accelerated Delivery



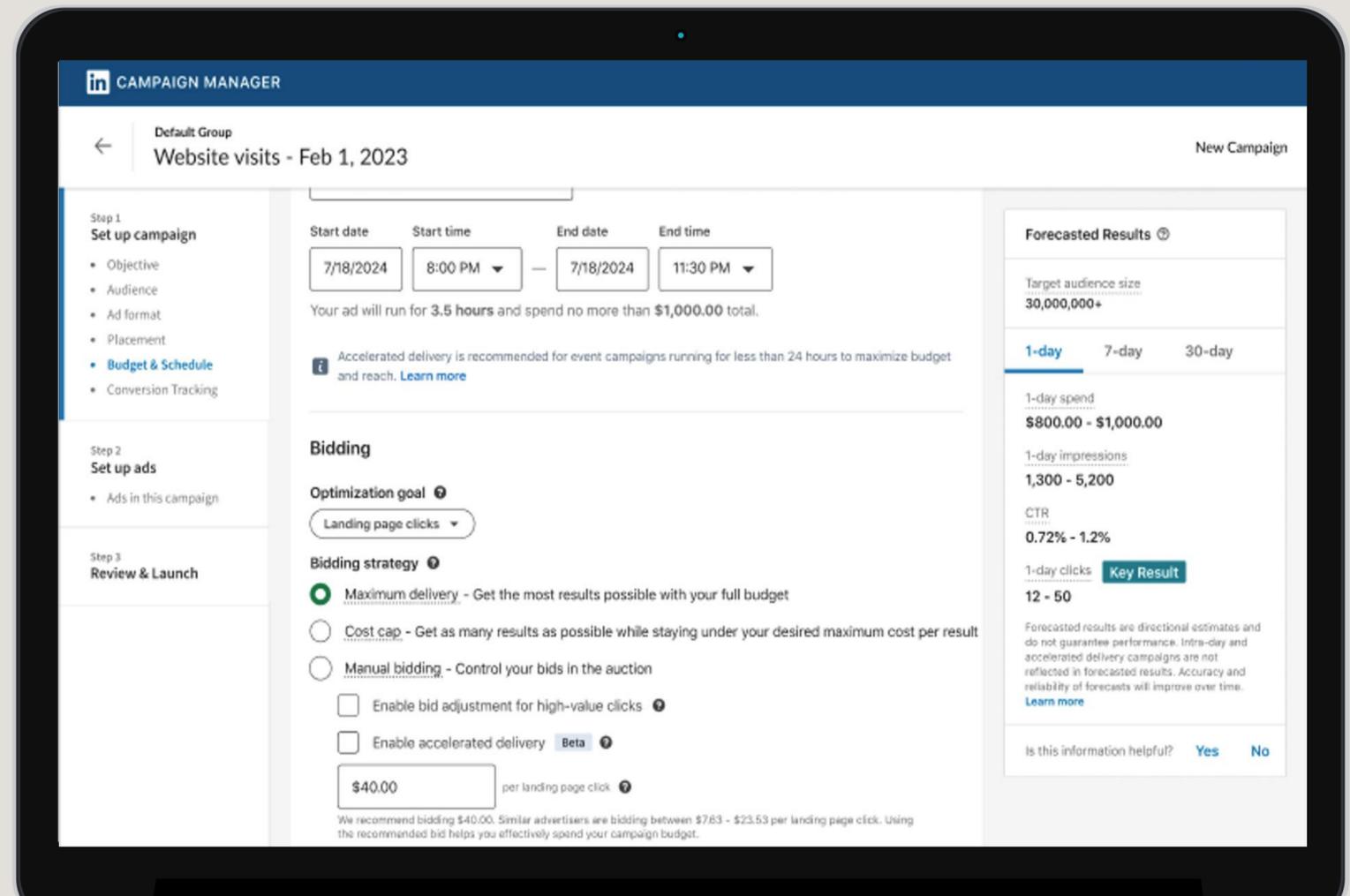
Enable accelerated delivery

to maximize reach and delivery during an event by spending your budget as quickly as possible

1. Under budget, select “Set a lifetime budget.” Set your budget and schedule. Your campaign flight should be at least 60 minutes (you’re welcome to pause at any time)
2. Under Bidding strategy, select “Manual bidding” (you may need to click “Show additional options”)
3. Click “Enable accelerated delivery”* and set your bid**. We also recommend selecting “Enable bid adjust for high-value clicks”

*To enable accelerated delivery, your campaign must have the Engagement or Website visits objective

** LinkedIn uses a second-price auction system. [You can learn more here](#)



Tip: There are two options for running end-to-end live event ad campaigns with accelerated delivery used:

1. Create 3 separate campaigns: (1) pre-event (standard delivery), (2) during the event (accelerated delivery), and (3) post-event (standard delivery)
2. Create 2 campaigns: (1) pre-event + post-event (standard delivery), and (2) during the event (accelerated delivery). Manually pause the first campaign when the live event starts and unpauses the campaign when the live event ends



Helpful Tips for Accelerated Delivery

-  **How does accelerated delivery work?**

With accelerated delivery, our ad pacing system works to spend your campaign budget as quickly as possible, maximizing the delivery of your ads to your target audience. Though you must use manual bidding to use accelerated delivery, LinkedIn uses a second-price auction system, which means that you'll only pay \$0.01 more than the bid offered by the next highest bidder. For example, if your bid is \$8 and the next highest bid is \$4, you'll pay \$4.01. [You can learn more about our auction system here.](#)
-  **What kinds of campaigns are a good fit for accelerated delivery?**

Accelerated delivery is a good fit for customers that prioritize driving members to view their event at a particular point in time and are willing to pay a higher bid in order to do so. If you want to drive views but are indifferent to whether those views occur during or after the event, it's recommended that you not use accelerated delivery. Instead, you should use standard delivery for a live event ads campaign that launches before the event and continues at least 1 week after.
-  **Will accelerated delivery incur higher costs?**

In addition to larger reach, accelerated delivery will likely also result in higher costs as higher bids are needed to win more auctions. However, since LinkedIn uses a second-price auction, you'll only pay \$0.01 more than the bid offered by the next highest bidder.
-  **What is the recommended campaign duration for accelerated delivery?**

Your campaign must be no longer than 24 hours and can run for as little as 1 hour.
-  **Can I control the pacing in accelerated delivery?**

There are two levers you can control in accelerated delivery: expanding the audience or bidding more aggressively. This could mean bidding anywhere from 2X-5X what you normally would, dependent on how short or long the accelerated delivery campaign is scheduled. It's recommended that you monitor the accelerated delivery campaign in real-time and using bid as a lever to speed up or slow down delivery (higher bid will increase delivery, lower bid will slow delivery).
-  **What are the limitations of campaign objectives with accelerated delivery?**

Accelerated delivery is only supported for website visits and engagement campaign objectives.
-  **Will accelerated delivery campaigns start pacing right away?**

Accelerated delivery campaigns will start delivering impressions as soon as the campaign is live with the selected start time. Advertisers should monitor their campaign performance for fast vs slow impression delivery and adjust their bids accordingly.
-  **When should I use accelerated delivery vs. max delivery?**

If you wish to place your impressions as fast as possible for a small duration of time (1-24 hours), then accelerated delivery should be used. Ideally, during the live portion of your event. For more even pacing and longer duration campaigns, we recommend max delivery (auto bidding).
-  **Is it possible to disable accelerated delivery mid-campaign?**

Once a campaign is saved with accelerated delivery enabled, this bidding delivery feature cannot be turned off. If you wish to change your campaign to standard delivery, you will need to create a separate campaign.



Helpful tips to keep in mind

- ✓ Make sure you're prepared by reviewing and following best practices for your LinkedIn Live event. Create a robust event page to entice attendance
- ✓ To maximize RSVPs and views, set a campaign start date before your event and campaign end date after your event. We recommend running the ads for at least two weeks before the event and at least several days after the event
- ✓ If you want to maximize event views, do not use a registration form. Using a registration form introduces friction before, during, and after the event
- ✓ Accelerated delivery is a good solution for advertisers that want to maximize views during the event specifically, as this feature works to deliver your campaign budget to your audience as quickly as possible. You'll need to create 2-3 campaigns in order to run an end-to-end event ads strategy incorporating accelerated delivery. See the ["Tips"](#) here for strategy options
- ✓ For reporting, we recommend viewing campaign metrics in Campaign Manager and analytics for the event. In order to view analytics for the event, you must have Admin permissions and RSVP for the event



Introduction

How it works

How to set it up

FAQ

Resources



Frequently Asked Questions





Frequently Asked Questions

- ✓ Do I have to create three separate campaigns for ads before my event, during my event, and after my event?**

With live event ad features, you can launch one campaign with a start date before your event and an end date after your event. Members will see a different ad experience depending on whether they are seeing the ad before the event takes place, during the event, or after the event. You also have the option to launch separate campaigns for separate event phases.
- ✓ Can I have my ad show different introductory copy before my event, during my event, and after my event?**

When setting up your ad in Campaign Manager, you will have the ability to add optional introductory text that's 600 characters or less. At this time, this introductory text will appear the same in ads before the event, during the event, and after the event. We recommend adding introductory text that is relevant for all three stages or not adding any introductory text.
- ✓ How do live event ads work if I use a registration form for my event?**

If you check the box to use a registration form for your event, members will be required to complete the registration form before, during, and after your event in order to view your event content. This also applies to members viewing your content through an event ad. If your goal is to reduce friction and maximize viewership, we recommend against using a registration form.
- ✓ Can multiple ad accounts promote the same event?**

Two or more ad accounts can promote the same event as long as the ad accounts are all associated with the LinkedIn Page that created the organic event.
- ✓ How do live event ads work if I don't set up my event page for a LinkedIn Live and instead do an in-person event or stream my event from another website?**

You need to set up your LinkedIn event with a LinkedIn Live in order for members to see a live video in the ad during your event and a video replay in the ad after the event. If you create the event without selecting to use LinkedIn Live, members will see the static event ad experience available today before, during, and after the event.
- ✓ How does accelerated delivery work?**

With accelerated delivery, our ad pacing system works to spend your campaign budget as quickly as possible, maximizing the delivery of your ads to your target audience. Though you must use manual bidding to use accelerated delivery, LinkedIn uses a second-price auction system, which means that you'll only pay \$0.01 more than the bid offered by the next highest bidder. For example, if your bid is \$8 and the next highest bid is \$4, you'll pay \$4.01. You can learn more about our auction system [here](#).
- ✓ Can I promote an event created by a member using live event ads?**

You currently cannot use Live Event Ads to promote for events created by members.
- ✓ Can I duplicate a live event ad campaign?**

Campaigns created after GA ramp can be duplicated. Live Event Ad Campaigns created prior to GA ramp do not have the same dynamic ad format functionality and should not be duplicated.
- ✓ What reporting metrics will be available for evaluating the performance of my live event ads?**

We recommend reviewing both performance metrics in Campaign Manager and analytics for LinkedIn events.



Introduction

How it works

How to set it up

FAQ

Resources



Helpful Resources





All you need to know about **Live Events Ads**

- ✓ [LinkedIn Campaign Manager](#)
Get started by creating a live event ad campaign in Campaign Manager
- ✓ [Live Event Ads](#)
Learn more about our live event ads solution
- ✓ [Create a LinkedIn Live Event Ad Campaign](#)
Learn more about setting up a live event ad campaign
- ✓ [LinkedIn Live Event Ads Specifications](#)
Learn more about ads specifications for live event ads
- ✓ [LinkedIn Live Event Ads Reporting Metrics](#)
Learn more about metrics specific to live event ads
- ✓ [Accelerated Delivery for Live Event Ads](#)
Learn more about setting up accelerated delivery for live event ads
- ✓ [LinkedIn Live Events One-sheeter](#)
Learn more about our live event ad features



All you need to know about **Live Events**

- ✓ [LinkedIn Events Overview](#)
Learn more about creating a LinkedIn event
- ✓ [LinkedIn Live Events](#)
Learn more about streaming live on LinkedIn
- ✓ [Getting Started with LinkedIn Live Events](#)
Learn more about LinkedIn Live Events best practices



Thank
you