

### Getting started with

## Live Event Ads





### What you will learn in this guide



TIP: Use the presentation mode for an interactive experience



### How to set it up

- Getting Started Checklist
- Step-by-Step Instructions
- Accelerated Delivery

### FAQ

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

### Resources

- Campaign Manager
- Live Event Ads

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• LinkedIn Live



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Linked in



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### What are Live Event Ads?

Introduction

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





FAQ

Before the Event

posts	1h
<b>Ç</b> Repost	<i>⋩</i> Share
Jobs	Jobs

### During the Event



### After the Event



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### What are the benefits of Live Event Ads?



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

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

FAQ







**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 <u>event audiences</u>

FAQ



- 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









## How Do Live **Event Ads Work?**

GETTING STARTED WITH LIVE EVENT ADS







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How does campaign creation with Live Event Ads work?





Create a LinkedIn event

Create a campaign with the brand awareness, engagement, or website visits objective

Select the audience

Select "Event ad" as the ad format

Set the campaign start date, start time, end date, and end time

Complete campaign and ad creation, including inputting the LinkedIn event you created

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

FAQ





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)



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### 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.

FAQ



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.







How to Use

Live Event Ads

#### GETTING STARTED WITH LIVE EVENT ADS







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### 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 <u>registration form</u> 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



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

FAQ



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 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.

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### Set up your Live Event Ad Campaigns to achieve your goals







### **Maximize Live Views**

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





### Maximize Lifetime Views

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











Maximizing

Registrations



#### GETTING STARTED WITH LIVE EVENT ADS





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### Create an event

- Navigate to the Page. Click the "+" icon Τ. 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
- Finish creating the event 5.



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.

FAQ

	•		
Fig And Fig Super admin view			(View as member)
All Pages 👻 Content 👻 Analytic	Create an event	×	Admin tools 💌
Fig And Fig 160 followers	<b>Upload cover image</b> Minimum width 480 pixels, 16:9 recommended		row your followers
<ul> <li>✓ Edit Page</li> <li>→ Share Page</li> <li>Get</li> <li>Manage Ø</li> <li>Pos</li> <li>Events +</li> </ul>	Organizer*          Image: Fig And Fig         Attending page admins will be shown in the event attendee list.         Event type	¥.	nalytics st 30 day activity 3K = 61,4% arch appearances st 7 days
f event yl 2 Wed, Oct 14 - Sat, Oct 14 f event yl 1 Wed, Oct 14 - Sat, Oct 14	Online In person Event format*		4 • 76.1% lique visitors
test public Igf event Olivia Fri, Oct 23 – Wed, Oct 23 Show all events	Event name*	•]	+ 86.4% w followers ite connections to follow
# Hashtags + #workfromhome 551,163 followers #linkedinlife	Timezone*	0/75	7.6K • 74.5% st impressions art a post
20,820 followers Show posts about Fig And Fig	Ne	ext	+ 76.9%









### Create a new campaign

- Navigate to the correct ad account L. in <u>Campaign Manager</u>
- 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 postevent). If you wish to see campaign metrics broken out by pre-event, during the event, and post-event, create separate campaigns for each stage.

FAQ

count for Event Lea 482076	Car     1 tot	npaign Group al campaign gro	s up	Campai 100 total	i <b>gns</b> campaigns	A 75	i <b>ds</b> 9 total ads			
	~	Create 👻	ũ			Performance	Chart Demog	graphics	Expo	ort
ertise	Cam	paign	r ID Filt	ers (1) 👻 Col	umns: Performance -	Breakdown 👻	Time range: 12,	19/2022 -	1/17/202	3 •
vze	Cam	paign Group	Group Name 💲		Status 🗘	Spent 🗘	Impressions	\$	Clicks	0
.,	Acco	unt	n group		-	\$0.00	0		0	
ets	~	CID: 6112	empaign Group		Active Not running	\$0.00	0		0	
ount settings	~				1			Show 15	per pag	e 🔻
pany page	Ċ									
ness manager	ď									
										•







### 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

FAQ

← Default Campai	gn Group Ipaign 🥒				New Campaign
Step 1 Select Campaign Group	Objective			Forecasted results	
Step 2 Set up Campaign	Let's get started! Select t Awareness	the objective that best fits your Consideration	goals below. Conversions		
Objective selection     Audience	Brand awareness	Website visits	Lead generation		
<ul><li>Ad format</li><li>Placement</li></ul>		Engagement	Talent leads ()		
Budget & schedule					
<ul> <li>Conversion tracking</li> </ul>		Video views	Website conversions		
Step 3 Set up Ads			Job applicants		
Step 4	Audience				
Review & Launch	Ad format				
Back to account	Placement				







Select the target audience

Set your target audience



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

FAQ

		٠	
Step 1 Select Campaign Group	Audience Saved Audiences 🔻 🗔 A	udiences 🔻 🔅	Forecasted results 🞯 🔹
Step 2 Set up Campaign	Create a new audience		Target audience size 200,000,000+
Objective selection	Where is your target audience?		1-day 7-day 30-day
<ul> <li>Audience</li> <li>Ad format</li> <li>Placement</li> </ul>	Locations (Recent or Permanent) United States	0	30-day spend \$1,100.00 - \$3,000.00 @
<ul><li>Budget &amp; schedule</li><li>Conversion tracking</li></ul>	Exclude people in other locations		30-day reach Key Result 110,000 - 480,000
Step 3 Set up Ads	Your audience has their Profile Language s Your audience size will vary depending on the la as the default language, even in areas where a lo the region.	set to <b>English • • • • • • • • • •</b>	30-day cost per 1,000 member accounts reached \$7.95 - \$11.92 30-day average frequency 2.0 - 3.1
Step 4 Review & Launch	Who is your target audience?		Forecasted results are directional estimates and do not guarantee performance. Learn more
	Start building your audience by searching want to reach	for attributes of professionals you Close	Is this information Yes No
Back to account	Q Search	Learn more about matched audiences	
	Audiences Use your data to retarget website visitors or reach known contacts and accounts	List upload Lookalike Retargeting	
	Audience attributes Add targeting criteria like job title, industry, or skills	Third party Other	





### Select the budget & schedule

- 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.

FAQ

CAMPAIGN MANAGE	• R	
– Default Group Website visit	ts - Feb 1, 2023	New Campaign
ep 1 e <b>t up campaign</b> Objective Audience Ad format	C Run campaign continuously C Set a start and end date Timezone	Forecasted Results ① Target audience size 30,000,000+
Placement Budget & Schedule Conversion Tracking	(UTC) Coordinate Universal Time 👻	1-day 7-day 30-day
ep 2 <b>t up ads</b> Ads in this campaign	7/18/2024       8:00 PM -       7/18/2024       11:30 PM -         Your ad will run for 3.5 hours and spend no more than \$1,000.00 total.         Accelerated delivery is recommended for event campaigns running for less than 24 hours to maximize budget and reach. Learn more	\$800.00 - \$1,000.00 1-day impressions 1,300 - 5,200 CTR 0.72% - 1.2%
view & Launch	Bidding Optimization goal  Landing page clicks	1-day clicks Key Result 12 - 50 Forecasted results are directional estimates and do not guarantee performance. Intra-day and accelerated delivery campaigns are not reflected in forecasted results. Accuracy and reliability of forecasts will improve over time. Learn more
	Maximum delivery - Get the most results possible with your full budget     Cost cap - Get as many results as possible while staying under your desired maximum cost per result     Manual bidding - Control your bids in the auction     Enable bid adjustment for bidb-value clicks.	Is this information helpful? Yes No







### Create your event ad

- 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.

FAQ











### Review your ad

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

FAQ

Cefault Campaign Brand awarene	ess - Jan 17, 2023 🧳	
Step 1 Select Campaign Group	Ads in this campaign 🏶 Create	e new ad Browse existing content
Step 2	Search	
Objective selection	EVENT ADS	
<ul> <li>Audience</li> <li>Ad format</li> <li>Placement</li> <li>Budget &amp; schedule</li> </ul>	No Image Test Event Sample text here (optional). Event ad · Direct sponsored content · ID: 23699545	Billing information ••• needed
<ul> <li>Conversion tracking</li> </ul>	1	
Step 3 Set up Ads • Event	Previous	Save and exit Next
Your ad has been saved s	uccessfully. ×	
Review & Launch		







### Review & launch your campaign

- Review all of your campaign settings 1.
- 2. Click "Launch campaign"

FAQ

ep 1	Event ad			
elect Campaign Group	PLACEMENT			
	✓ LinkedIn	× LinkedIn Audience Network	- N/A	
t up Campaign	BUDGET & SCHEDUL	E		
Objective selection	Daily Budget	Schedule	Bid type	
Audience	\$100.00	Run continuously starting 1/17/	2023 Automated bid	
Ad format Placement	CONVERSIONS			
Budget & schedule No conversions added				
Conversion tracking	ADS IN THIS CAMPAI	GN		
ep 3		Description here.		
t up Ads	No image	Sample text here (optional). Creative name: Ad Name Here (Optional)	Billing information needed	
Event		1		
ep 4				
eview & Launch	By clicking Launch Ca	mpaign, you agree that the most recent version of t	he LinkedIn Ads Agreement and Advertising Guidelines apply to your	
	ongoing use of the Ad	s Services, including this campaign.		
Back to account	Previous		Save and exit Launch campaign	







## Review reporting by event stage

We recommend viewing <u>campaign</u> <u>metrics in Campaign Manager</u> and <u>analytics for the event.</u>

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.

FAQ



Campaign Mar	ager		•				2 🕧
Campaign Mai	luger					- '	
Flexis Media 1234567891234 Active	~	Campaign groups 1 selected ×	Campaigns for 1 group	3 total 🚺 Ads f	or 1 group		8 total
Plan	~	Create  Delete			(	Reports	xport
Advertise		Search by name or ID	Filters 🔻 Columns: Budge	et & Bid ▼ Breakdown ▼	Time Range	: 03/18/19 - 04/	18/19 🔻
Test		Off/On Campaign Name 🗘	Status 🗘 🔹 Delivery 🗘	Campaign Group 🗘	Spent 🗘	Key Results 🗘	Cost Per
Anglung		2 campaigns		-	\$3,342.00	100	-
Analyze Recommendations	Ŷ	D: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$3,342.00	96 Leads	\$86.93
Assets	~	Pre-event		Flexis Leads 2023	\$342.00	<b>36</b> Leads	\$9.50
Settings	~	During-event		Flexis Leads 2023	\$1,500.00	30 Leads	\$50
Company page Business Manager	C C	Post-event		Flexis Leads 2023	\$1,500.00	<b>30</b> Leads	\$50
		→ Lead gen - Tech execs Q2 ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$0.00	2 Leads	\$86.93
		→ Lead gen - Tech execs Q2 ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$0.00	2 Leads	\$86.93







Maximizing

Live Views

#### GETTING STARTED WITH LIVE EVENT ADS

FAQ





Linked in

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### Create an event

- Navigate to the Page. Click the "+" icon Τ. 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
- Finish creating the event 5.



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.

FAQ

		~	Admin tools 👻
Ti Pag	Upload cover image Minimum width 480 pixels, 16:9 recommended		row your followers
<ul> <li>✓ Edit Page</li> <li>✓ Share Page</li> <li>✓ Sha</li></ul>	Organizer* Fig And Fig Attending page admins will be shown in the event attendee list. Event type	*	nalytics at 30 day activity 5K • 61.4% arch appearances at 7 days
f event yl 2 Wed, Oct 14 - Sat, Oct 14 f event yl 1 Wed, Oct 14 - Sat, Oct 14 test public Igf event Olivia Fri, Oct 23 - Wed, Oct 23 show all events	Online In person Event format* LinkedIn Live Event name*	•	4 • 76.1% ique visitors • 86.4% w followers ite connections to follow
# Hashtags + #workfromhome 551,163 followers #linkedinlife 20.820 followers	Timezone*	0/75	7.6K • 74.5% st impressions oft a post





### Select the budget & schedule

- 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.

FAQ

CAMPAIGN MANAGE	ER	
Default Group Website visit	ts - Feb 1, 2023	New Campaign
ep 1 et up campaign Objective Audience Ad format Placement	Concerns  Run campaign continuously  Set a start and end date  Timezone  (UTC) Coordinate Universal Time	Forecasted Results  Target audience size 30,000,000+
Budget & Schedule Conversion Tracking	Start date Start time End date End time	1-day 7-day 30-day
ep 2 et up ads Ads in this campaign	Your ad will run for <b>3.5 hours</b> and spend no more than <b>\$1,000.00</b> total.	1-day impressions 1,300 - 5,200 CTR 0.72% - 1.2%
eview & Launch	Bidding Optimization goal @ Landing page clicks •	1-day clicks Key Result 12 - 50 Forecasted results are directional estimates and do not guarantee performance. Intra-day and accelerated delivery campaigns are not reflected in forecasted results. Accuracy and reliability of forecasts will improve over time. Learn more
	Bidding strategy       Image: Strategy         Image: Maximum delivery       - Get the most results possible with your full budget         Image: Cost cap       - Get as many results as possible while staying under your desired maximum cost per result	Is this information helpful? Yes No
	Manual bidding - Control your bids in the auction Enable bid adjustment for high-value clicks	









### Create a new campaign

- Navigate to the correct ad account in <u>Campaign Manager</u>
- 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 postevent). If you wish to see campaign metrics broken out by pre-event, during the event, and post-event, create separate campaigns for each stage.

FAQ

count for Event Lea 482076	~	Campaign Groups	ιp	Campaigr 100 total ca	<b>1S</b> Impaigns	A 75	<b>ds</b> 9 total ads			
	~	Create 👻	ū			Performance	Chart Dem	ographics	Exp	ort
ertise		Campaign	r ID Filters (1	) 🔻 Colun	nns: Performance -	Breakdown 🔻	Time range: 1	2/19/2022	- 1/17/202	23 🕶
1/20		Campaign Group	Group Name 💲		Status 🗘	Spent 🗘	Impressions	0	Clicks	\$
lyze		Account	1 group		-	\$0.00	0		0	
its	~	CID: 6112	a <b>mpaign Group</b> 81096		Active Not running	\$0.00	0		0	
ount settings	~				1			Show 15	i per pag	ie 🕶
pany page	Ċ									
ness manager	c									
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## 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.

FAQ

ect Campaign Group	Objective			Forecasted results	
	Let's get started! Select t	ne objective that best fits your	goals below.		
p 2 t up Campaign	Awareness	Consideration	Conversions		
Objective selection Audience	Brand awareness	Website visits	Lead generation		
Ad format Placement		Engagement	Talent leads		
Budget & schedule					
Conversion tracking		Video views	Website conversions		
93 up Ads			Job applicants		
4 iew & Launch	Audience				
	Ad format				6
Back to account	Placement				







Select the target audience

Set your target audience



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

FAQ

		•	
Step 1 Select Campaign Group	Audience Saved Audiences 🕶 In Au	udiences 🔻 🏹	Forecasted results 😡 🔹
Step 2 Set up Campaign	Create a new audience		Target audience size 200,000,000+
Objective selection	Where is your target audience?		1-day 7-day 30-day
<ul> <li>Audience</li> <li>Ad format</li> <li>Placement</li> </ul>	Locations (Recent or Permanent) United States	P	30-day spend \$1,100.00 - \$3,000.00 @
<ul><li>Budget &amp; schedule</li><li>Conversion tracking</li></ul>	Exclude people in other locations		30-day reach Key Result 110,000 - 480,000
Step 3 Set up Ads	Your audience has their Profile Language s Your audience size will vary depending on the lan as the default language, even in areas where a lo the region.	et to English  G nguage selected here. English may be selected here in available, to reach all users in	30-day cost per 1,000 member accounts reached \$7.95 - \$11.92 30-day average frequency 2.0 - 3.1
Step 4 Review & Launch	Who is your target audience?		Forecasted results are directional estimates and do not guarantee performance. Learn more
	Start building your audience by searching f want to reach	for attributes of professionals you Close	Is this information Yes No
Back to account	Q Search	Learn more about matched audiences	
	Audiences Use your data to retarget website visitors or reach known contacts and accounts	List upload Lookalike Retargeting	
	Add targeting criteria like job title, industry, or skills	Third party Other	







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.

FAQ



Default Group 🖉 Website visi	ts - Feb 1, 2023 🖉	Draft Actions 🔻
o campaign ective	Budget & Schedule Budget	Forecasted Results ③ Target audience size
ormat eement get & Schedule version Tracking	Set both a daily and lifetime budget         Daily budget         \$100.00         Actual amount spend daily may vary (?)	30,000,000+ 1-day 7-day 30-day 1-day spend
<b>ads</b> n this campaign	Schedule  Run campaign continuously  Set a start and end date  Timezone	\$12.00 - \$30.00 1-day impressions 1,300 - 5,200 CTR
& Launch	Start date       Start time       End date       End time         11/5/2022       12:00 PM       -       11/24/2022       12:00 AM         Your campaign will run for 19 days starting from November 5, 2022. Your campaign will spend up to       \$1,000,000 total. We recommand latting your campaign run until the end of day for full hydrat utilization	0.72% - 1.2% 1-day clicks Key Result 12 - 50 Forecasted results are directional estimates and do not guarantee performance. Learn more
	Bidding Optimization goal ③ Landing page clicks (recommended)	Is this information helpful? Yes No
	Bidding strategy ③ Maximum delivery (Automated) - Get the most results possible with your full budget Target cost - Get the most results while staying near your cost goal	







"During event" campaign with Accelerated Delivery:

### Select the budget & schedule

- 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)
- Under Bidding strategy, select "Manual bidding" (you 2. 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.

FAQ



### Maximizing Live Views

Default Group 🤌 Website visi	ts - Feb 1, 2023 🖉	Draft Actions
ampaign ive	Budget & Schedule	Forecasted Results ③
ence rmat ment	Budget Set both a daily and lifetime budget	Target audience size 30,000,000+
get & Schedule version Tracking	\$100.00 Actual amount spend daily may vary (?)	1-day 7-day 30-day
ads	Schedule         Run campaign continuously         Set a start and end date	\$12.00 - \$30.00 1-day impressions 1,300 - 5,200
n this campaign	Timezone       (UTC - 05:00) Eastern Time (US and Canada)	CTR 0.72% - 1.2%
v & Launch	Start date       Start time       End date       End time         11/5/2022       12:00 PM       -       11/24/2022       12:00 AM         Your campaign will run for 19 days starting from November 5, 2022. Your campaign will spend up to \$1,900.00 total. We recommend letting your campaign run until the end of day for full budget utilization.	1-day clicks       Key Result         12 - 50       Forecasted results are directional estimates and do not guarantee performance. Learn more
	Bidding	Is this information helpful? Yes No
	Optimization goal ③ Landing page clicks (recommended)	
	Bidding strategy ③ Maximum delivery (Automated) - Get the most results possible with your full budget	
	Target cost - Get the most results while staying near your cost goal	

Linked in









### 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.

FAQ

### Maximizing Live Views



-







### Review your ad

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

FAQ

Cefault Campaign Brand awaren	n Group ess - Jan 17, 2023 🧳		
Step 1 Select Campaign Group	Ads in this campaign 🏶 Create	e new ad Browse existing co	ntent
Step 2	Search		
Objective selection	EVENT ADS		
<ul> <li>Audience</li> <li>Ad format</li> <li>Placement</li> <li>Budget &amp; schedule</li> </ul>	No Image	Billing information needed	
Conversion tracking	1		
Step 3 Set up Ads	Previous	Save and exit	Next
• Event Your ad has been saved a	successfully. ×		
Review & Launch			







### Review & launch your campaign

- Review all of your campaign settings 1.
- 2. Click "Launch campaign"

FAQ

ep 1	Event ad		
lect Campaign Group	PLACEMENT		
an 2	✓ LinkedIn	× LinkedIn Audience Network	- N/A
t up Campaign	BUDGET & SCHEDUL	E	
Objective selection	Daily Budget	Schedule	Bid type
Audience Ad format	\$100.00	Run continuously starting 1/17/	2023 Automated bid
Placement	CONVERSIONS		
Budget & schedule	No conversions ad	ided	
Conversion tracking	ADS IN THIS CAMPAI	GN	
ер 3	Notesee	Description here.	
t up Ads	No Image	Sample text here (optional). Creative name: Ad Name Here (Optional)	Billing information needed
Event		1	
ep 4			
eview & Launch	By clicking Launch Ca	mpaign, you agree that the most recent version of t	he LinkedIn Ads Agreement and Advertising Guidelines apply to your
	ongoing use of the Ad	s Services, including this campaign.	
Back to account	Previous		Save and exit Launch campaign









## Review reporting by event stage

We recommend viewing <u>campaign</u> <u>metrics in Campaign Manager</u> and <u>analytics for the event.</u>

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.

FAQ



### Maximizing Live Views

Campaign Mar	nager		•			₽	9 🔅
Flexis Media 1234567891234 Active	~	Campaign groups 1 selected ×	Campaigns for 1 group	3 total 🖈 Ads f	or 1 group		8 total
Plan	~	Create - Delete ③			(	Reports	xport
Advertise		Search by name or ID	Filters <b>v</b> Columns: <b>Budget</b>	& Bid ▼ Breakdown ▼	Time Range:	03/18/19 - 04/′	18/19 🔻
Test		Off/On Campaign Name 🗘	Status 🗘 🔹 Delivery 🗘	Campaign Group 🗘	Spent 🗘	Key Results 🗘	Cost Per
Analyza	~	2 campaigns		-	\$3,342.00	100	-
Recommendations	÷	Event Campaign     ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$3,342.00	96 Leads	\$86.93
Assets	~	Pre-event		Flexis Leads 2023	\$342.00	<b>36</b> Leads	\$9.50
Settings	~	During-event		Flexis Leads 2023	\$1,500.00	<b>30</b> Leads	\$50
Company page Business Manager	2 2	Post-event		Flexis Leads 2023	\$1,500.00	30 Leads	\$50
		► Lead gen - Tech execs Q2 ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$0.00	2 Leads	\$86.93
		► Lead gen - Tech execs Q2 ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$0.00	2 Leads	\$86.93

Linked in







Maximizing

Lifetime Views

#### GETTING STARTED WITH LIVE EVENT ADS





Linked in



### Create an event

- Navigate to the Page. Click the "+" icon Τ. 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
- Finish creating the event 5.



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.

FAQ

Fig And Fig Super admin view	•		( View as member )
All Pages 👻 Content 👻 Analytic	Create an event	×	Admin tools 👻
Fig And Fig 160 followers	<b>Upload cover image</b> Minimum width 480 pixels, 16:9 recommended		Tow your followers
✓ Edit Page       Get         ↔ Share Page       Get         Manage        Pos         I Events       +	Organizer*          Image: Fig And Fig         Attending page admins will be shown in the event attendee list.         Event type	¥	nalytics © It 30 day activity SK • 61.4% arch appearances It 7 days
f event yl 2 Wed, Oct 14 - Sat, Oct 14 f event yl 1 Wed, Oct 14 - Sat, Oct 14 test public Igf event Olivia Fri, Oct 23 - Wed, Oct 23	Online In person Event format* LinkedIn Live	•	4 • 78.1% ique visitors • 86.4% w followers
Show all events # Hashtags + #workfromhome 551,163 followers #linkedialitie	Event name*	0/75	7.6K + 74.5% st impressions
Show pasts about Fig And Fig	Ne	ext	₹ 76.9% stom button clicks









### Create a new campaign

- Navigate to the correct ad account L. in <u>Campaign Manager</u>
- 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 postevent). If you wish to see campaign metrics broken out by pre-event, during the event, and post-event, create separate campaigns for each stage.

FAQ

CAMPAIGN MANA	AGER							<b>4</b>	9	- 39
count for Event Lea 8482076	~	Campaign Groups	ιp	Campaign 100 total ca	n <b>s</b> ampaigns		Ads 79 total ads			
n	~	Create 👻	Ō			Performant	ce Chart	Demographics	Exp	ort
vertise		Campaign	r ID Filters (*	1) 👻 Colun	mns: Performance <del>-</del>	Breakdown	<ul> <li>Time rang</li> </ul>	ge: <b>12/19/202</b> 2	- 1/17/202	23 🕶
st		Campaign Group	Group Name 🗘		Status 🗘	Spent 🗘	Impres	sions 🗘	Clicks	0
alyze	~	Account	n group		•	\$0.00	0		0	
ets	~	CID: 6112	mpaign Group 31096		Active Not running	\$0.00	0		0	
ount settings	~				1			Show 1	5 per pag	e 🔻
npany page	Ċ									
iness manager	Ċ									
										9
	<	Linkedin Linkedin Cor	poration © 2023			Help center Ce	rtified partners	Accessibility	Privacy & te	arms 🗸









### 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

FAQ

Step 1   Step 2   Step 2   Step 2   Step 3   Addence   Addence   Conversion tracking   Step 3   Step 4   Review & Launch   Addence   Pacement   Pacement	← Default Campa Untitled Cam	ign Group npaign 🥏			New Campaig	ŋn
Step 2   Step 2   Step 4   Audience   A d format   Placement   Back to account     Let's get started! Select the objective that best fits your geals below.   Awareness   Consideration   Conversions   Placement     Audience     Audience     Audience     Audience     Placement     Audience     Placement     Ad format	Step 1 Select Campaign Group	Objective			Forecasted results	
<ul> <li>Objective selection</li> <li>Audience</li> <li>Ad format</li> <li>Budget &amp; schedule</li> <li>Conversion tracking</li> <li>Step 3 Set up Ads</li> <li>Back to account</li> <li>Placement</li> <li>Back to account</li> </ul>	Step 2 Set up Campaign	Let's get started! Select t Awareness	he objective that best fits your Consideration	goals below. Conversions		
<ul> <li>Ad format</li> <li>Placement</li> <li>Back to account</li> </ul>	Objective selection     Audience	Brand awareness	Website visits	Lead generation		
<ul> <li>Budget &amp; schedule</li> <li>Conversion tracking</li> <li>Stop 3 Set up Ads</li> <li>Audience</li> <li>Audience</li> <li>Back to account</li> <li>Placement</li> </ul>	<ul><li>Ad format</li><li>Placement</li></ul>		Engagement	Talent leads 📀		
Step 3   Set up Ads   Step 4   Review & Launch   Ad format   Placement	<ul><li>Budget &amp; schedule</li><li>Conversion tracking</li></ul>		Video views	Website conversions		
Audience Add format  Placement	itep 3 Set up Ads			Job applicants		
Review & Launch   Back to account     Placement	Step 4	Audience				
Back to account Placement	eview & Launch	Ad format				
	Back to account	Placement				









### Select the target audience

Set your target audience



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

FAQ



ct Campaign Group	Audience Saved Audiences 🔻 in Audiences 🕶	Forecasted results 🕢 🗳
ep 2 t up Campaign	Create a new audience	Target audience size
Objective selection	Where is your target audience?	1-day 7-day 30-day
Ad format Placement	Locations (Recent or Permanent)	
Budget & schedule Conversion tracking	Exclude people in other locations	
p 3 t up Ads	Your audience has their Profile Language set to English  Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.	
p 4 view & Launch	Who is your target audience?	Forecasted results are directional estimates and do not guarantee performance. Learn more
	Start building your audience by searching for attributes of professionals you want to reach	Is this information helpful? Yes No
Back to account	Q Search Learn more about matched audiences	
	Audiences       List upload         Use your data to retarget website visitors or reach known contacts and accounts       Lookalike         Retargeting	<b></b>
	Third party	





### Select the ad format

Select "Event ads" as the ad format

FAQ









### Select the budget & schedule

- 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.

FAQ



Default Group 🖉 Website visit	ER ts - Feb 1, 2023 🖉	Draft Actions 🔻
<b>p campaign</b> jective dience format icement <b>dget &amp; Schedule</b> nversion Tracking	Budget & Schedule Budget Set both a daily and lifetime budget Daily budget \$100.00 Actual amount spend daily may vary ?	Forecasted Results ③         Target audience size         30,000,000+         1-day       7-day       30-day
ads in this campaign v & Launch	Schedule   Run campaign continuously   Set a start and end date   Timezone   (UTC - 05:00) Eastern Time (US and Canada)   Start date   Start time   End date	1-day spend         \$12.00 - \$30.00         1-day impressions         1,300 - 5,200         CTR         0.72% - 1.2%         1-day clicks         Key Result
	11/5/2022       12:00 PM       -       11/24/2022       12:00 AM         Your campaign will run for 19 days starting from November 5, 2022. Your campaign will spend up to \$1,900.00 total. We recommend letting your campaign run until the end of day for full budget utilization.         Bidding	12 - 50         Forecasted results are directional estimates and do not guarantee performance. Learn more         Is this information helpful?       Yes       No
	Optimization goal ③ Landing page clicks (recommended) Bidding strategy ③ Maximum delivery (Automated) - Get the most results possible with your full budget Target cost - Get the most results while staying near your cost goal	







### Create your event ad

- 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.

FAQ











### Review your ad

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

FAQ

← Default Campaig Brand awaren	an Group Ness - Jan 17, 2023 🧳	
Step 1 Select Campaign Group	Ads in this campaign 🏶 🛛 🔿	Create new ad Browse existing content
Step 2	Search	
Objective selection	EVENT ADS	
<ul> <li>Audience</li> <li>Ad format</li> <li>Placement</li> <li>Budget &amp; schedule</li> </ul>	No Image	Billing information ••• needed
<ul> <li>Conversion tracking</li> </ul>	1	
Step 3 Set up Ads	Previous	Save and exit Next
Your ad has been saved	successfully. ×	
Stop - Review & Launch		







### Review & launch your campaign

- Review all of your campaign settings 1.
- 2. Click "Launch campaign"

FAQ

in 1	Event ad			
lect Campaign Group	PLACEMENT			
p 2	✓ LinkedIn	X LinkedIn Audience Netwo	ork - N/A	
t up Campaign	BUDGET & SCHEDUL	.E		
Objective selection	Daily Budget	Schedule	Bid type	
Audience Ad format	\$100.00	Run continuously starting 1/1	7/2023 Automated bid	
Placement	CONVERSIONS			
3udget & schedule	A schedule No conversions added			
Conversion tracking	ADS IN THIS CAMPAI	IGN		
p 3 tup Ads	No Image	Description here. Sample text here (optional).	Billing information needed	
Event		Creative name: Ad Name Here (Optional)		
			1	
ep 4				
view & Laurich	By clicking Launch Ca	mpaign, you agree that the most recent version of	f the LinkedIn Ads Agreement and Advertising Guidelines apply to your	
Pack to account	Brovious	s services, including this campaign.	Save and evit	
Back to account	Previous		Save and exit Launch campaign	









## Review reporting by event stage

We recommend viewing <u>campaign</u> <u>metrics in Campaign Manager</u> and <u>analytics for the event.</u>

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.

FAQ



### Maximizing Lifetime Views

			•				
Campaign Mar	nager					<b></b>	8
Flexis Media 1234567891234 Active	~	Campaign groups 1 selected ×	Campaigns for 1 group	3 total 🚺 Ads f	or 1 group		8 total
Plan	~	Create  Delete			(	Reports	xport
Advertise		Search by name or ID	Filters  Columns: Budget &	Bid▼ Breakdown ▼	Time Range	: 03/18/19 - 04/	18/19 🔻
Test		Off/On Campaign Name 🗘	Status 🗘 🛛 Delivery 🗘	Campaign Group 🗘	Spent 🗘	Key Results 🗘	Cost Per
Analyze	~	2 campaigns		-	\$3,342.00	100	-
Recommendations	Ť	Dis 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$3,342.00	96 Leads	\$86.93
Assets	~	Pre-event		Flexis Leads 2023	\$342.00	<b>36</b> Leads	\$9.50
Settings	~	During-event		Flexis Leads 2023	\$1,500.00	30 Leads	\$50
Company page Business Manager	C C	Post-event		Flexis Leads 2023	\$1,500.00	30 Leads	\$50
		► Lead gen - Tech execs Q2 ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$0.00	2 Leads	\$86.93
		► Lead gen - Tech execs Q2     ID: 155405706 · Lead Generation	Optimizing	Flexis Leads 2023	\$0.00	2 Leads	\$86.93

Linked in







## Retargeting

GETTING STARTED WITH LIVE EVENT ADS



Linked in





### Create engagement or view based retargeting audiences

- 1. Navigate to <u>Campaign Manager</u>.
- 2. Under "Plan" click "Audiences"
- 3. Click "Create audience," then "Matched Audience"
- 4. Under "Retarget by" select "Event," the 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.

FAQ

		•	
Ads   Campaigr	n Mar	$\leftarrow \text{ Create event audience } \times$	
<b>fig-team-account</b> 504513845 <b>Active</b>	~	Create an audience of people who engaged with your event. Learn more	
		Name your audience	
Plan	^	Prospect audience	
Audiences		0/200	
Addictices			
Media Planner		How did they engage?	
		✓ People who marked themselves as "attending" the event	
Brand safety		People who viewed at least 2 seconds of your event ad	
•		People who viewed at least 25% of your event ad	
Advertise		People who viewed at least 50% of your event ad	<b>~</b> )
		People who viewed at least 75% of your event ad	
Test		People who viewed at least 97% of your event ad	iet
1001		Any interactions with your event ad	.151
Analyza		Recepte who performed obergeeble clicks on your event ad	
Analyze	Ť	People who performed chargeable clicks of your event ad	on
Recommendations		Search by name or description	
		Event name 🗘 Description 🗘 Start date 🗘 Status 🗘 RSVP'd 🗘	
Content		By clicking "Agree & Create", you agree to the Ads Agreement.	
		Cancel Agree & Create	
Assets	$\sim$	Calleer Agree & Create	

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## Accelerated Delivery

GETTING STARTED WITH LIVE EVENT ADS



Linked in





### Enable accelerated delivery

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

- 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)
- Under Bidding strategy, select "Manual bidding" (you may 2. need to click "Show additional options")
- Click "Enable accelerated delivery"\* and set your bid\*\*. 3. 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: Create 3 separate campaigns: (1) pre-event (standard delivery), (2) during the event (accelerated delivery), and (3) post-event (standard delivery) 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 unpause the campaign when the live event ends

FAQ



#### • in CAMPAIGN MANAGER Default Group 6 New Campaign Website visits - Feb 1, 2023 Step 1 End time Start date Start time End date Forecasted Results ③ Set up campaign Objective 11:30 PM 7/18/2024 8:00 PM 👻 7/18/2024 Target audience size Audience 30,000,000+ Your ad will run for 3.5 hours and spend no more than \$1,000.00 total Ad format Placement Accelerated delivery is recommended for event campaigns running for less than 24 hours to maximize budget and reach. Learn more 30-day 1-day 7-day Budget & Schedule Conversion Tracking 1-day spend \$800.00 - \$1,000.00 Bidding Step 2 1-day impressions Set up ads 1,300 - 5,200 Optimization goal O Ads in this campaign CTR Landing page clicks 💌 0.72% - 1.2% Step 3 Bidding strategy 0 1-day clicks Key Result Review & Launch Maximum delivery - Get the most results possible with your full budget 12 - 50 Cost cap - Get as many results as possible while staying under your desired maximum cost per result Forecasted results are directional estimates and do not guarantee performance. Intra-day and accelerated delivery campaigns are not Manual bidding - Control your bids in the auction reflected in forecasted results. Accuracy and reliability of forecasts will improve over time. Learn more Enable bid adjustment for high-value clicks Enable accelerated delivery Beta Is this information helpful? Yes No \$40.00 per landing page click 🔞 We recommend bidding \$40.00. Similar advertisers are bidding between \$7.63 - \$23.53 per landing page click. Using the recommended bid helps you effectively spend your campaign budge





### 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.

FAQ





#### 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.









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 <u>"Tips"</u> here for strategy options

Helpful tips to keep in mind

GETTING STARTED WITH LIVE EVENT ADS

FAQ



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

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





Questions

# Frequently Asked

GETTING STARTED WITH LIVE EVENT ADS

FAQ





Linked in



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### 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.

FAQ





#### 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.











# Helpful Resources

GETTING STARTED WITH LIVE EVENT ADS





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

![](_page_55_Picture_4.jpeg)

GETTING STARTED WITH LIVE EVENT ADS

### LinkedIn Campaign Manager

Get started by creating a live event ad campaign in Campaign Manager

### <u>Live Event Ads</u>

Learn more about our live event ads solution

### <u>Create a LinkedIn Live Event Ad Campaign</u>

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

![](_page_55_Picture_19.jpeg)

![](_page_56_Picture_3.jpeg)

![](_page_56_Picture_4.jpeg)

LinkedIn Live Events Learn more about streaming live on LinkedIn

![](_page_56_Picture_6.jpeg)

<u>Getting Started with LinkedIn Live Events</u> Learn more about LinkedIn Live Events best practices

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

FAQ

LinkedIn Events Overview Learn more about creating a LinkedIn event

![](_page_56_Picture_13.jpeg)

![](_page_56_Picture_15.jpeg)

# Thank YOU

GETTING STARTED WITH LIVE EVENT ADS

![](_page_57_Picture_2.jpeg)

![](_page_57_Picture_3.jpeg)

![](_page_57_Picture_4.jpeg)