



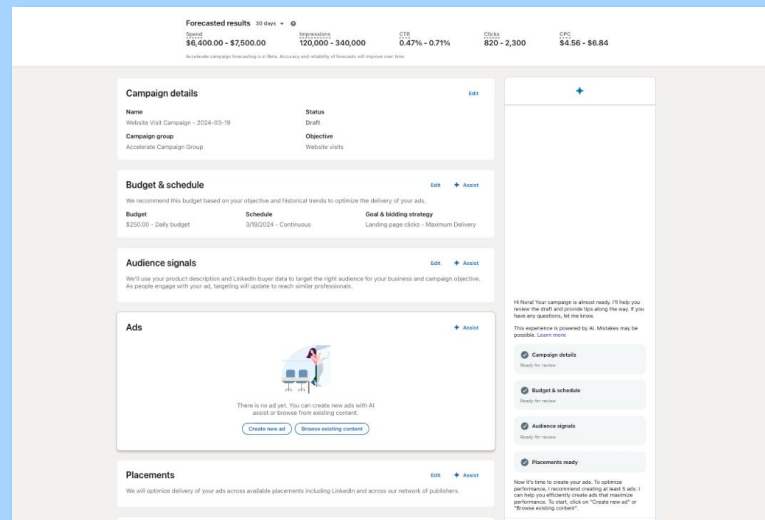
LinkedIn Ads

# LinkedIn Accelerate Campaigns

# Introducing LinkedIn Accelerate Campaigns

## AI-Powered campaigns designed to drive results and save you time

- **Maximize campaign results** with AI-powered targeting, creative, and bidding
- **Save time** with automated campaign setup and optimization that's tailored to your business needs.
- Connect with the buyers most likely to convert with targeting that dynamically optimizes for the **highest performing audiences**.

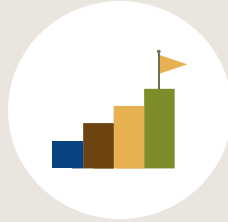


# Accelerate your speed to market and complement what you're already doing with LinkedIn ads



## When time is of the essence

Get your message out in the market faster with Accelerate campaigns



## Quickly drive performance

Quickly build campaigns without sacrificing performance.



## Uplevel your targeting

Learn more about your ideal customer profile and build cost-effective retargeting pools

# When to use Accelerate vs Classic Campaigns?

## Use Accelerate if

- You'd like to be guided through creating a campaign by our AI marketing assistant, which provides recommendations to help you customize your campaign
- You'd like your target audience to dynamically optimize to reach professionals that are most likely to convert
- You'd like to test if Accelerate campaigns perform better than your Classic campaigns using A/B testing
- You'd like to use a single image, video, or document ad format
- Your ads are in English

## Use Classic if

- You'd like more control over targeting
- You wish to use manual bidding
- You don't want to appear on LinkedIn Audience Network

# Launching an Accelerate Campaign

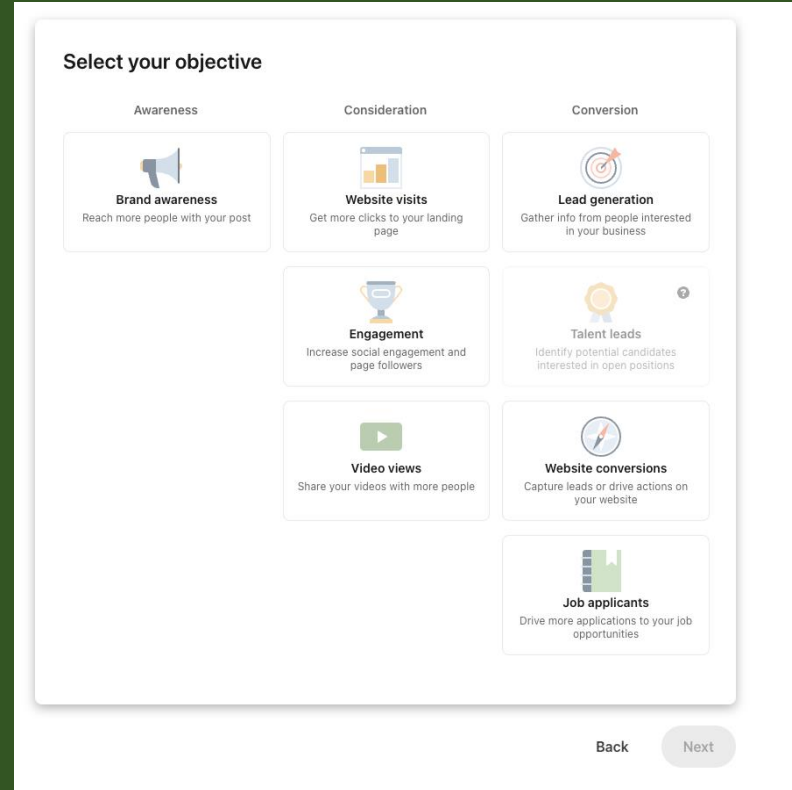
# Steps to launch an Accelerate campaign

1. Create a new campaign and select Accelerate for your desired campaign objective
2. Share a URL for what you're advertising to tailor the campaign, including targeting and creatives, to your business
3. Review and adjust the description of your product and include details on your target audience and the value proposition of your product
4. After the campaign draft is generated:
  - Adjust details such as name and update the budget and schedule based on your needs
  - Provide additional audience signals such as contact lists or exclusions
  - Re-use past ads, build new ones manually, or draft them with AI
  - Launch the campaign

# Step 1: Campaign Creation

## Select your objective

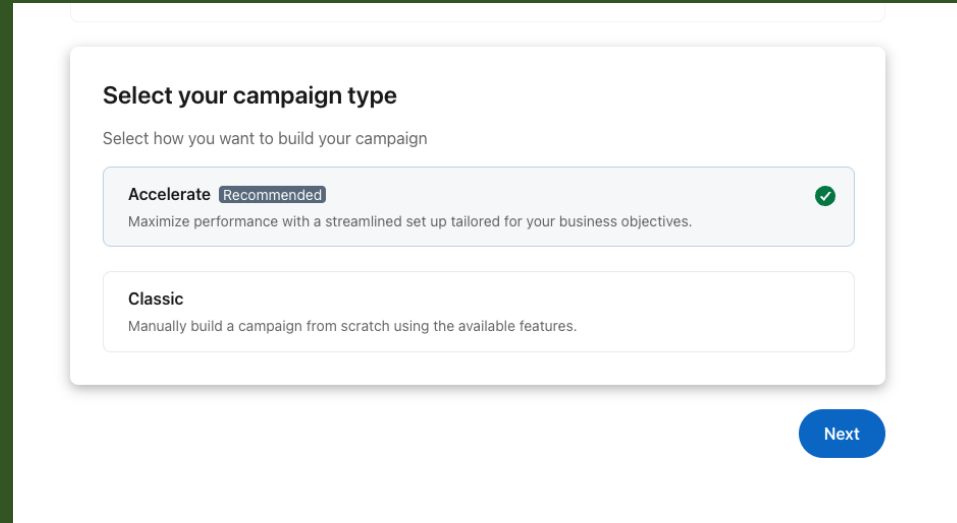
- Click “Create campaign” and select an objective with the Sparkle icon next to it, this indicates that you can run an Accelerate campaign with this objective
- Accelerate campaigns are currently available for brand awareness, website visits, engagement, video views, lead generation, and website conversion objectives



## Step 2: Campaign Creation

### Select your campaign type


- Select Accelerate after selecting your objective
- Selecting Classic will lead you to LinkedIn's existing campaign creation process



The screenshot shows a web interface for selecting a campaign type. At the top, the heading "Select your campaign type" is followed by the instruction "Select how you want to build your campaign". There are two options presented in rounded rectangular boxes. The first option, "Accelerate", is highlighted with a blue border and includes a "Recommended" badge and a green checkmark icon. Its description is "Maximize performance with a streamlined set up tailored for your business objectives." The second option, "Classic", has a grey border and describes building a campaign "Manually build a campaign from scratch using the available features." A blue "Next" button is located at the bottom right of the interface.

**Select your campaign type**

Select how you want to build your campaign

**Accelerate** Recommended 

Maximize performance with a streamlined set up tailored for your business objectives.

**Classic**

Manually build a campaign from scratch using the available features.

**Next**



# Step 3: Campaign Creation


## Select your campaign group

- Select which Campaign Group you would like to house your Accelerate campaign in or create a new one

### Campaign group details

EditChange

<b>Name</b>	<b>Status</b>	
Accelerate Campaign Group	<u>Not delivering</u>	
<b>Budget</b>	<b>Schedule</b>	<b>Campaigns</b>
Set at the campaign level	Run continuously starting 5/16/2024	<u>1,467 campaigns in group</u>

 Campaigns in this group will deliver based on the group's schedule and budget settings

Next


## Step 4: Campaign Creation

### Select your ad format


- Select your campaign's ad format
- Accelerate campaigns are currently available for single image, video, and document ad formats

#### Select ad format


Select an ad format for your campaign. All ads in the campaign will have the same format.



Single image



Video



Document

Next

## Step 5: Campaign Creation

### Tell us about your product or service

- Provide a URL that best represents the product or service you're advertising. It does not need to be the destination URL for the campaign, but we recommend using a URL in English
- We'll take the information from your URL and use GAI to create a description of your product, its benefits, and the target audience
- Campaign quality depends on the quality of the product description so ensure the content is as accurate and detailed as possible.
- Click “generate campaign” to see the custom campaign built for your product

#### Review your product description

Review this summary and edit it to make sure it describes what you are advertising as accurately as possible. This summary will be used to generate your campaign, including your ads and targeting. [Learn more](#)

##### LinkedIn Learning

LinkedIn Learning is a subscription-based online learning platform that offers courses in various fields such as business, technology, and creative skills. It provides access to thousands of courses taught by industry experts with real-world experience. The platform is designed to help individuals achieve their personal and professional goals by providing them with the necessary knowledge and skills.

The unique benefit of LinkedIn Learning lies in its vast library of courses covering diverse topics. Users can choose from a wide range of subjects, including software development, project management, marketing, design thinking, data analysis and much more. Additionally, users have the flexibility to learn at their own pace on any device they prefer. The platform also allows users to earn certificates upon completion of certain programs or courses.

Ideal customers for LinkedIn Learning are professionals who want to enhance their skills or acquire new ones in order to advance their careers. This could include recent graduates seeking employment opportunities or experienced workers looking for career growth within their current company. Freelancers and entrepreneurs may also find value in using LinkedIn Learning to expand their skill set and stay competitive in today's job market. Overall, people who are committed to

1,392/1,500

Back

Generate campaign



**Tip:** Carefully review, update, and layer in details around your target audience before creating the campaign.

# Step 6: Campaign Creation

## Adjust campaign details

- As the campaign is automatically built, the AI marketing assistant will appear side-by-side with your campaign to provide relevant details, recommendations and answer any questions
- Forecasted results are automatically generated with expected campaign performance details in real time

The screenshot displays the LinkedIn Ads campaign creation interface. At the top, a 'Forecasted results' section shows a 30-day forecast with a budget of \$6,400.00 - \$7,500.00, impressions of 120,000 - 340,000, a CTR of 0.47% - 0.71%, and a CPC of \$4.56 - \$6.84. Below this, the 'Campaign details' section shows the campaign name 'Website Visit Campaign - 2024-03-19', the station 'Draft', the campaign group 'Accelerate Campaign Group', and the objective 'Website visits'. The 'Budget & schedule' section shows a budget of \$200.00 - Daily budget, a schedule from 3/19/2024 - Continuous, and a goal & bidding strategy of Landing page clicks - Maximum Delivery. The 'Audience signals' section shows a recommendation to use product description and LinkedIn buyer data to target the right audience. The 'Ads' section shows a placeholder for an ad with a car and a person, and a note that there is no ad yet. The 'Placements' section shows a note that the system will optimize delivery of ads across available placements including LinkedIn and across the network of publishers. On the right side, there is a sidebar with a plus icon and a list of campaign details, budget & schedule, audience signals, and placements, each with a 'Ready for review' status.

# Step 7:

## Campaign Review

### Review budget & schedule

- Carefully review the budget and schedule. We'll recommend a budget and schedule based on your account's history
- Be sure to set an end-date if you're not building an always-on campaign
- If you want greater control over costs, add a cost cap to your bid

**Budget & schedule**Edit Assist

We recommend this budget based on your objective and historical trends to optimize the delivery of your ads.

Daily budget ▾

\$250.00

−

+

Start date

4/17/2024

☐ Set an end date

Your campaign will run **continuously** starting from **April 17, 2024**. Your campaign will spend no more than **\$1,250.00** this week. From next week, your campaign will spend no more than **\$1,750.00** in a week.

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**Bidding**

**Optimization goal** ⓘ  
Landing page clicks

**Bidding strategy** ⓘ  
Maximum delivery - Get the most results possible with your full budget

☐ Add a cost cap per result

Cancel Apply

## Step 8: Campaign Review

### Edit targeting settings

We use multiple signals, from LinkedIn firmographic data to campaign engagement to first-party data you add as a data source to find audiences most likely to convert.

- Add data sources such as customer lists or conversions. Our AI uses these signals to find similar people likely to take action
- Refine who the campaign reaches with exclusions from locations to contact and company lists
- After launching, check campaign demographics to understand who the campaign is reaching

The screenshot shows the 'Edit targeting settings' modal in the LinkedIn Ads interface. The background shows a campaign group named 'Accelerate Campaign Group' with sections for 'Targeting settings', 'Audience signals', and 'Image ads'. The modal itself has a title bar with a close button. Inside, it says 'Set targeting criteria for your ads.' and is divided into 'INCLUDE' and 'EXCLUDE' sections. Under 'INCLUDE', there is a '+ Locations' button and a 'United States' selection with a close icon. Below that is a 'Language' dropdown menu set to 'English'. Under 'EXCLUDE', there is a note about privacy requirements, followed by '+ Locations', '+ Contact lists', '+ Company lists' (with a plus icon), and '+ Third party lists'. At the bottom of the 'EXCLUDE' section, 'Exclude employees of ClickUp' is checked with a green box. At the very bottom of the modal are 'Cancel' and 'Update audience' buttons.



**Tip:** Provide data sources that represent the intent of the campaign objective. For example, if your lead gen goal is to book demos, consider providing a list of past leads who booked demos.

# Step 9: Campaign Review

## Provide audience signals

- Further inform your campaign targeting by providing additional optional signals such as company industries, job titles, job seniorities, and job functions.

**Audience signals** BETA Edit + Assist

We automatically build an audience using your product description. Add optional signals to further guide audience building for your campaign.

**Build an audience likely to perform similar actions to**

Select a data source ▾

**Build an audience similar to**

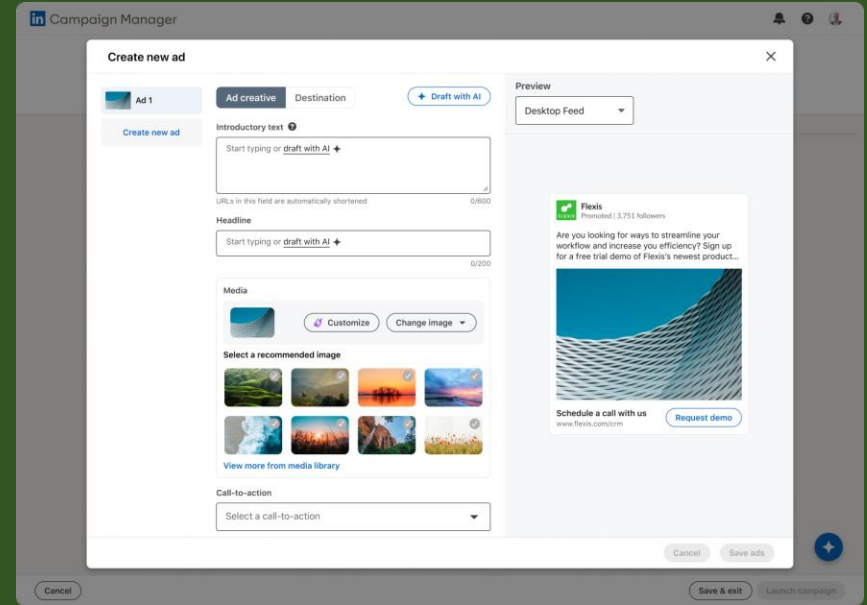
- + Company Industries
- + Job Titles
- + Job Seniorities
- + Job Functions

Cancel Add

# Step 10: Campaign Review

## Build your ads

- Re-use past ads, create new ones manually, or use AI to draft your ads
- We use your product description and generative AI (GAI) to build ad copy and select images from your media library and Shutterstock that have the highest predicted CTR

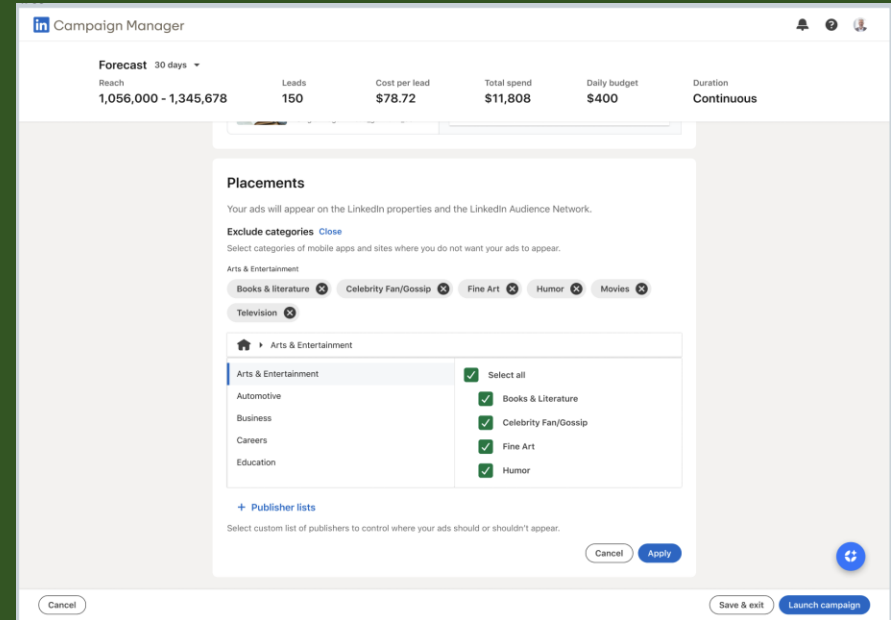




# Step 11: Campaign Review

## Brand safety & placement considerations

- For certain campaign objectives, ads will automatically be placed on LinkedIn and the LinkedIn Audience Network to optimize for the most key results
- You can exclude or include specific publishers for your ad by uploading a list or you can select categories of apps and sites to exclude



# Best Practices

# Accelerate your Success

## Campaign best practices

### Ads & Creatives

- Use a URL that is as specific as possible to what you're promoting (not just a generic company site)
- Carefully review and adjust AI-generated ads as needed. Ads can be manually edited, including GAI powered introductory and headline text fields, auto suggested images, lead gen forms, and external URL for website clicks applicable to the ad.

### Audiences

- Add details about your target audience in your product description.
- To further refine targeting, provide data sources such as contact, conversion, and lead lists alongside audience signals such as job titles, seniority, and more.
- Layer on exclusions: geographic exclusions, contact lists, and company lists can be used.
- Use CAPI conversions to inform Accelerate campaign targeting and measure the effectiveness of your campaign.

### Optimization & Insights

- Check the automated performance summary report early in the campaign to understand which audiences the campaign is reaching and top performing creatives.

# Accelerate and CAPI are better together

Use CAPI conversions to inform Accelerate campaign targeting and measure the effectiveness of your campaign

- CAPI conversions can be used as data sources to inform Accelerate campaign targeting
- CAPI enables you to improve full-funnel measurement and can attribute CAPI conversions to Accelerate campaigns, just like your Classic campaigns

**Conversion tracking**  
Measure and improve performance based on actions customers take from your ads. [Learn more](#)

[Manage Insight Tag](#)

**Conversions** **Data sources**

[Create conversion](#) [Delete conversions](#)

Name	Status	Data source	Type	Value
<input type="checkbox"/> <a href="#">Signup</a>	Active	Direct API	Sign Up	\$0.00
<input type="checkbox"/> <a href="#">Paying Customers</a>	Active	Zapier	Lead	\$300
<input type="checkbox"/> <a href="#">Demo Schedule (Click)</a>	Active	Zapier	Other	\$0.00
<input type="checkbox"/> <a href="#">sale-demo 2</a>	Active	CSV file	Purchase	N/A
<input type="checkbox"/> <a href="#">sale-demo 2</a>	Active	CSV file	Purchase	N/A
<input type="checkbox"/> <a href="#">Purchase Slice</a>	No recent activity	Site-wide tag	Install	\$400.00
<input type="checkbox"/> <a href="#">trial</a>	Inactive	Image Pixel	Start trial	\$1,000.00
<input type="checkbox"/> <a href="#">sale-demo</a>	Inactive	Event-specific tag	Purchase	\$300.00

# Observe the Optimization Period

## Continuous and automated optimization

- After you launch the campaign, it will enter an optimization period in which it dynamically refines the audience, bids, placements, and creative serving to find the best results.
- You can edit your audience, bid strategy and ads during the flight of the campaign. However, this will restart the optimization period for the campaign and may impact performance.

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there are tabs for 'Campaigns for 1 group' (3 total) and 'Ads for 1 group' (8 total). Below these are buttons for 'Reports' and 'Export'. The main section shows a table of campaigns with columns for 'Delivery', 'Status', 'Budget & Bid', 'Breakdown', 'Time Range', 'Cost Per Result', and 'Lifetime'. A tooltip titled 'Optimizing' is overlaid on the table, indicating that the system is optimizing the best way to deliver ads and that results may be volatile during this period. The tooltip also mentions that the system has not seen a significant edit since 5/6/2023 and provides a link to 'Learn more'.

Delivery	Status	Budget & Bid	Breakdown	Time Range	Cost Per Result	Lifetime
execs Q2	Active				\$86.93	\$3,000.00
ine 500 Q2	Active				\$86.93	
tech execs Q2	Draft	\$0.00	0 Leads		-	\$100.00
04-17-2023 - Campaign 1	Active	\$0.00	2		\$86.93	\$100.00

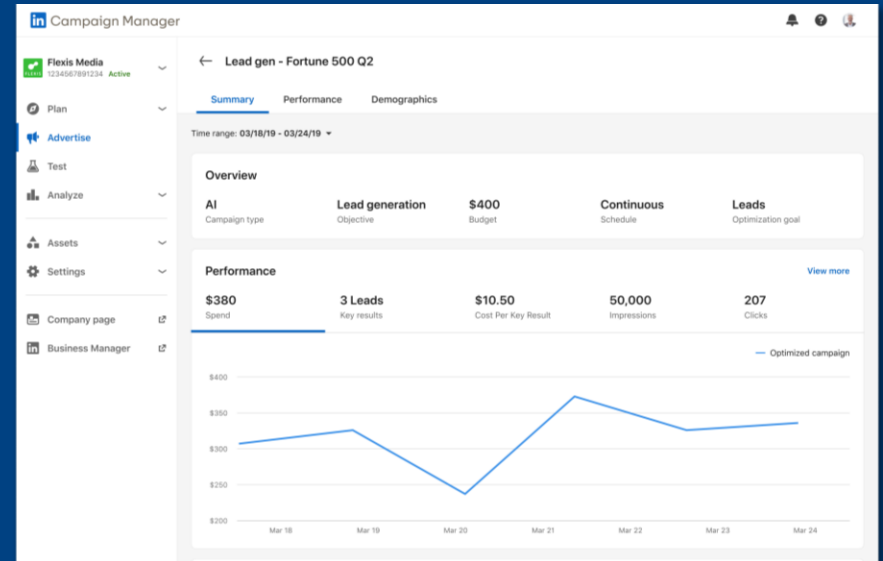


**Tip:** Results may be more volatile during this period. Learn more about the optimization period [here](#).

# Monitor Performance

## Campaign performance – at a glance

- Quickly access your Accelerate campaign insights report below the campaign name with one click
- An automated report will appear displaying the key value drivers of the Accelerate campaign
- Check the automated summary report early in the campaign to understand which audiences the campaign is reaching and top performing creatives



# A/B Test

## Compare Accelerate & Classic Campaign Performance

- After building a Classic Campaign that meets the below requirements, you will see the option to try an Accelerate A/B test

**OBJECTIVE:** Website visits or Lead gen

**DURATION:** 14-day min duration

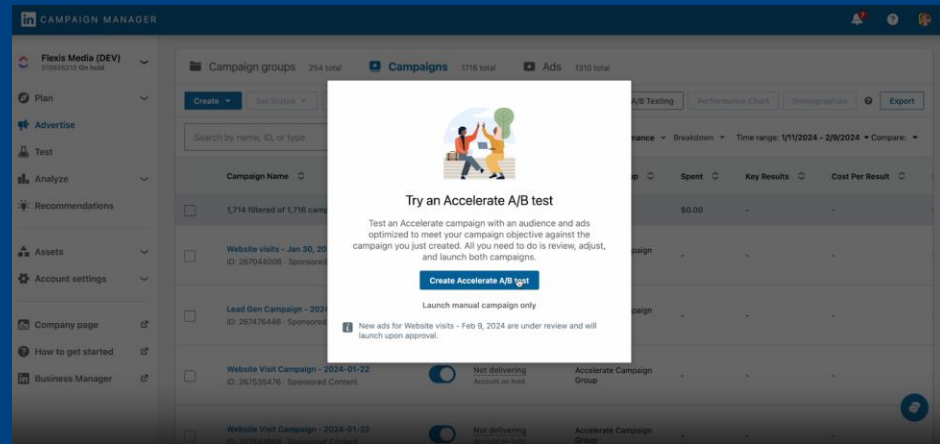
**BUDGET:** Website visits: Minimum of \$700 lifetime budget per campaign (total of \$1400 for both control and treatment campaigns)

Lead gen: Minimum of \$3000 lifetime budget per campaign (total of \$6000 for both control and treatment campaigns)

**FORMAT:** single image & copy is English only

**PLACEMENT:** Opt into LAN for website visits

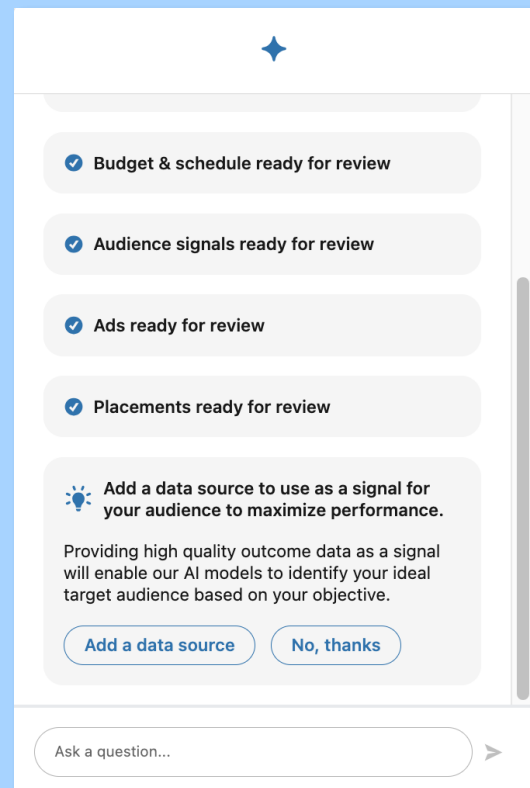
- Review the generated Accelerate Campaign and launch to compare performance between Accelerate and Classic campaigns



# Leverage AI Assistance

## Get the assistance you need

- The AI assistant can answer top questions about Accelerate campaigns, recommend ways to improve the campaign, or enable advertisers to connect to a live agent.





LinkedIn Ads

# Thank you!