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**.

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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
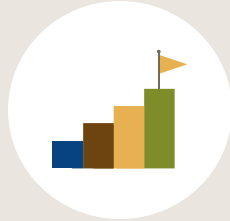
Quickly drive performance

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 adjust 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 ad format

- Your ads are in English

- You don't use a Dynamic Group Budget

Use Classic if

- You'd like to explore other types of objectives, such as brand awareness or video views

- You'd like to explore other ad formats, such as video ads or conversation ads

- Your ads aren't in English

- You'd like to use a Dynamic Group Budget

Launching an Accelerate Campaign
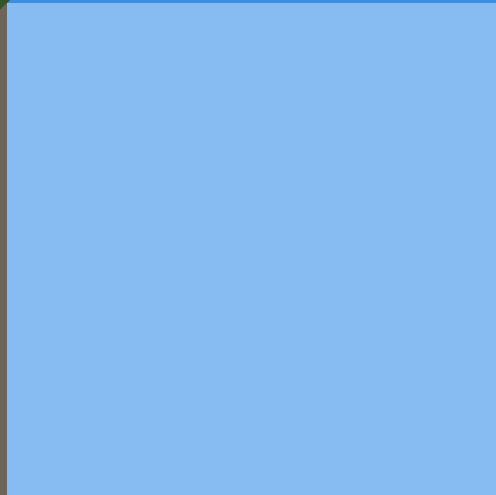
Steps to launch an Accelerate campaign

1. Create a new Website Visit or Lead Generation campaign and select Accelerate

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, and create new designs with Microsoft Designer
   - Launch the campaign

Step 1:
Campaign Creation

Select your objective

- Click "Create campaign" and select one of the two objectives

- Accelerate campaigns are currently only available for Website visits and Lead generation objectives

Consider your campaign goal

Choose an objective that aligns with your desired outcome for this campaign.
Use AI-powered campaigns to maximize results for certain objectives.
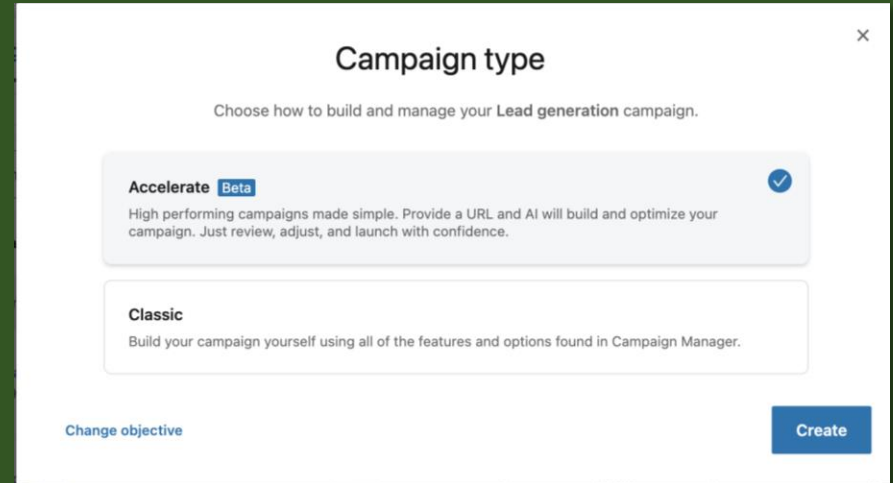
Awareness

Brand awareness
Reach more people with your post

Consideration

Website visits ✦
Get more clicks to your landing page

Engagement
Increase social engagement and page followers

Video views
Share your videos with more people

Messaging
Increase engagement with your audience through Messaging

Conversion

Lead generation ✦
Gather info from people interested in your business

Talent leads
Identify potential candidates interested in open positions

Website conversions
Capture leads or drive actions on your website

Job applicants
Drive more applications to your job opportunities

✦ You have exclusive access to AI-powered campaigns

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

Step 3: 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 4:
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

Step 5:
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.

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 6:
Campaign Review

Add data sources and exclusions

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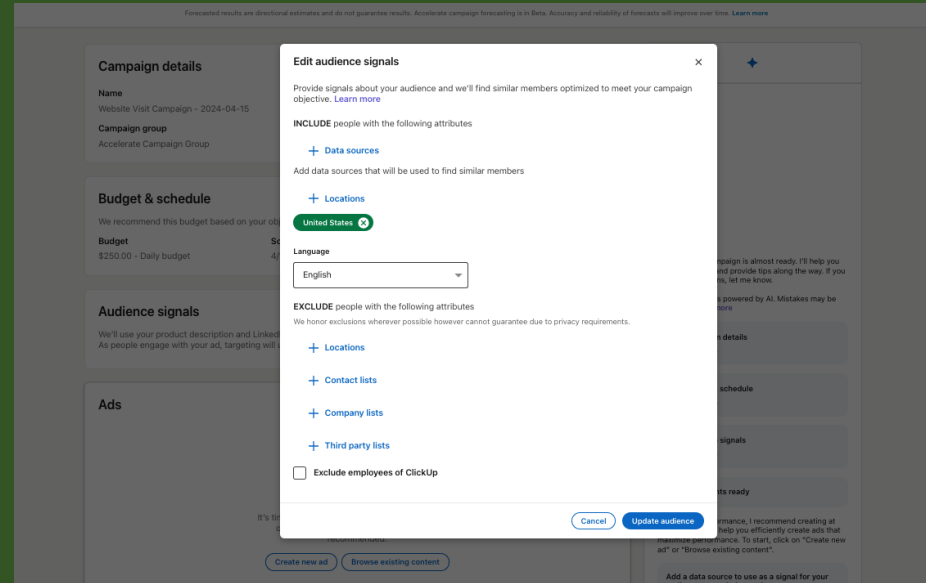
Tip: Provide data sources that represent the intent of the campaign objective. For example, if your lead gen goal is to book demos, consider providing a list of past leads who booked demos.

Step 7:
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
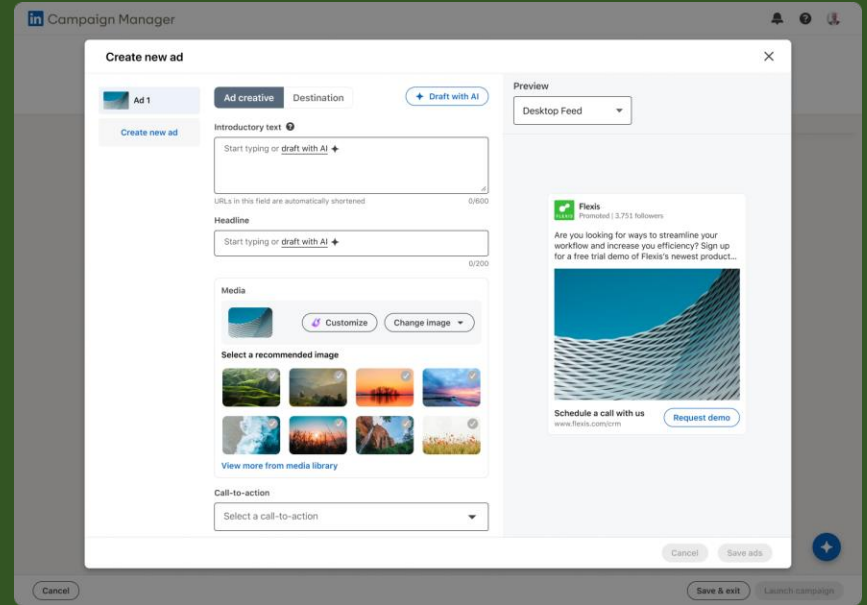

Tip: Select "Customize" to create your own images with text prompts using Microsoft Designer!

Step 8:
Campaign Review

Uplevel your ads with Microsoft Designer
Generate stunning creatives without a design background by describing what you want to create.

- Describe the design you want to see, and Designer will offer suggestions using its catalog of professional images. If you have an image in mind, upload it to start.

- Choose your favorite and customize it with easy editing tools like text overlays or get inspired by different layout suggestions.
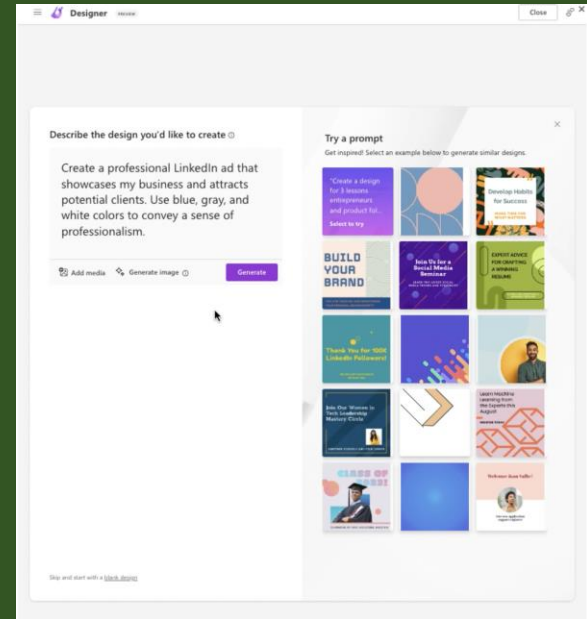
Tip: Learn more about Microsoft Designer here

Step 9:
Campaign Review

Brand safety & placement considerations

- For website visit campaigns, 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.

- 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.

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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
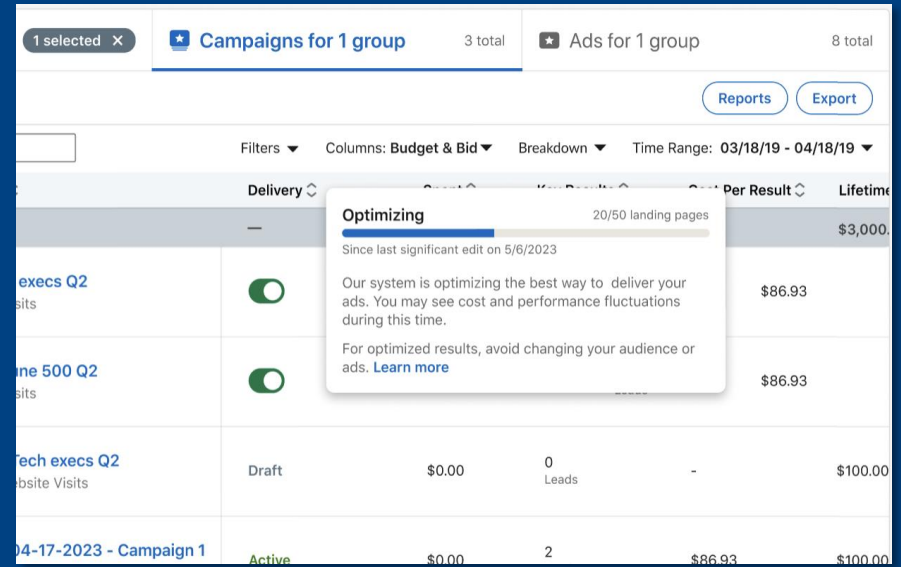
Observe the Optimization Period

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.


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
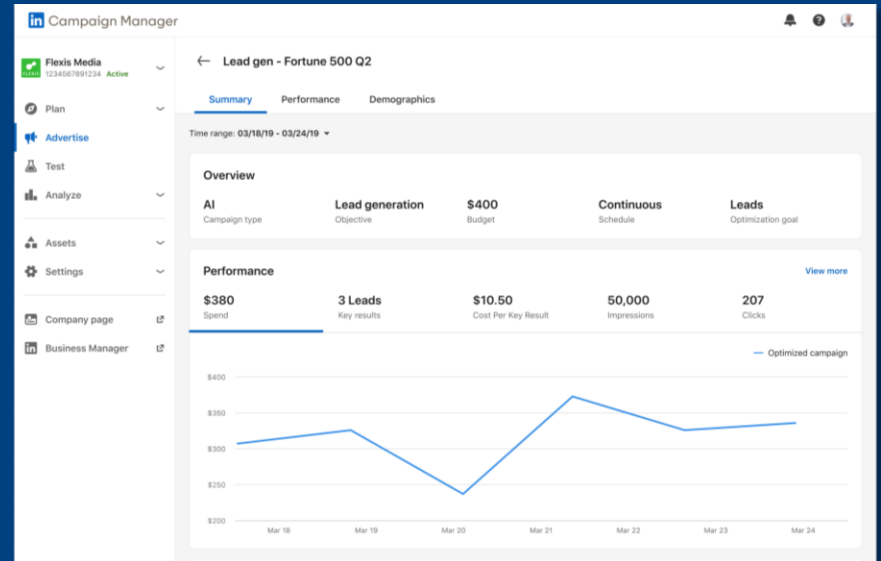
A/B Test

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

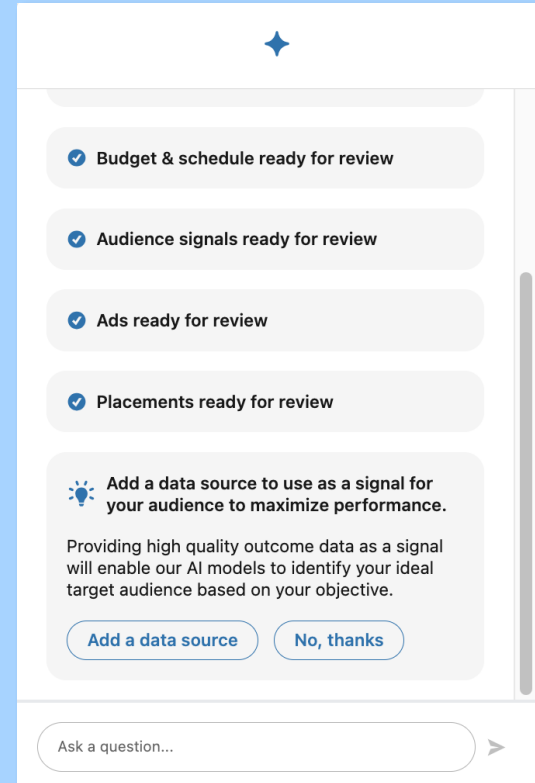 **PLACEMENT:** Opt into LAN for website visits

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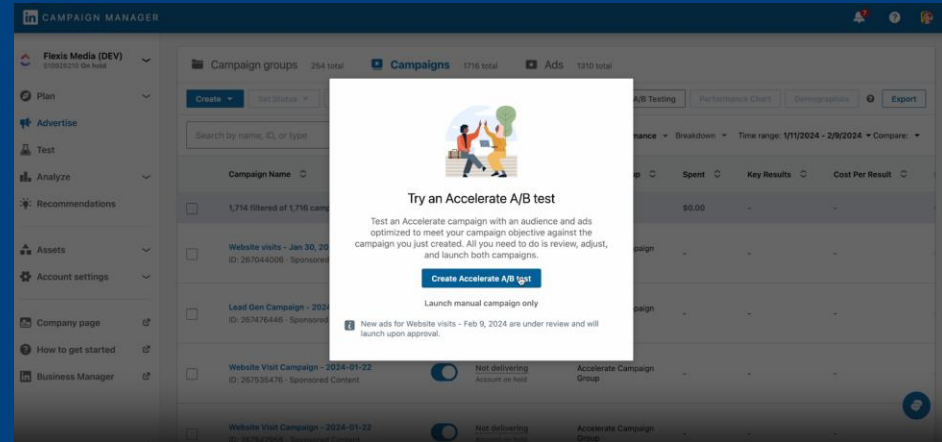
Leverage AI Assistance

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.

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Thank you!