New & Improved Conversation Ads

Getting Started Guide
What you will learn in this guide

1. Why Sponsored Messaging drives more engagement on LinkedIn
2. Introducing New & Improved Conversation Ads
3. How do they work?
4. Pricing
5. How do they differ from legacy Conversation Ads?
6. Reporting
7. How to Get Started
Why Sponsored Messaging drives more engagement on LinkedIn

By creating a more personalized experience, you can engage customers through a channel they’re already familiar with for a higher conversion rate.

Over 3B people worldwide use a messaging app

Usage of LinkedIn messages is up +20% since 2020

54% of social media users prefer messaging channels when being contacted by a brand
Our vision for Sponsored Messaging

We’re renewing our messaging formats to improve the experience for both advertisers and members.

Member-initiated conversations
Reach the right audiences at the right time for more meaningful connections.

More efficient outcomes
Introducing cost-per-click pricing so you only pay for opened messages.

Deeper engagement
Reach professionals whenever they’re ready to engage, and with shorter frequency caps.
What are new & improved Conversation Ads?

New & Improved Conversation Ads allow advertisers to drive higher intent conversations with members in the Focused tab.

Note: this format cannot be used to target members in the EU
**Anatomy of the Ad**

**Headline:** A preview of the ad, which serves in the 5th, 6th, or 7th slot of the Focused tab

**Sender:** A member or company page

**Body Text:** Up to 8,000 characters

**Call-to-Action buttons:** Buttons within the message that prompt a user to take a specific action. May link to a website, lead gen form, or another layer of the conversation.

**Footer:** An optional, collapsible space for disclaimers, legal and/or privacy information
Why should I use new & improved Conversation Ads?

Serve in the Focused Tab
Drive high-intent clicks and engagement through the Focused tab

Increase Your Reach
Reach more of your target audience more often, with shorter frequency caps

Maximize Your Budget
Only pay for messages that are opened
New & improved Conversation Ads have a fixed placement in the member’s inbox. When a member clicks on the ad’s headline, a Conversation Ad will open.

Members can see the same ad up to 3 times in 7 days, so you can reach more of your target audience more often.
Once the ad’s headline is clicked, a Conversation Ad will open.

From there, your target audience can **click on any call-to-action buttons** you set up, which dictate how they proceed through the conversation.
Once opened, a message will be categorized into the Focused or Other tab based on whether the CTA buttons are clicked.

If the member:

- Opens the message and **clicks a CTA button**, the message will stay in the Focused tab.
- Opens the message and does not engage with CTAs, the message will move to the Other tab.

**Note:** once the message is sent, it stays in the inbox indefinitely.
Once a CTA button is clicked, the message will stay in the member’s Focused inbox where it can be referenced again. It moves to the top of the inbox like a new message.
Where does the ad go if members don't interact?

If CTAs were not clicked, the message will stay in the member's Other inbox where it can be referenced again. If the member interacts with the ad later, it will move back to Focused.
How are new & improved Conversation Ads priced?

New & improved Conversation Ads are priced **Cost-per-Click**. Advertisers will pay for the initial click that opens the message.

The **initial click on the headline** which opens the message is the only **chargeable click**.
The initial click on the ad's headline is the only chargeable click. Clicks within the message are not chargeable.
How do Legacy and New Conversation Ads differ?

**Legacy Conversation Ads:**
- Frequency Cap: 21 days
- Pricing: cost-per-send
- Delivery: Message delivers to anyone in your target audience when they're online
- Placement: Message may deliver to the top of the Focused or Other tab

**New Conversation Ads:**
- Frequency Cap: up to 3 impressions every 7 days
- Pricing: cost-per-click
- Delivery: Member clicks on the ad unit and a message is delivered to the focused or other tab
- Placement: Ad serves in a fixed slot in the Focused tab
We’re adding two new reporting metrics to the reporting dash:

**Headline Impressions:** The number of times people were shown your ad.

**Headline CTR:** % of headline clicks relative to impressions.
## Reporting

### Key Performance Metrics

**Headline Impressions:**
The number of times people were shown your ad

**Headline CTR:** % of headline clicks relative to impressions

**Average cost per click:** total spent on your ads divided by headline clicks

**Button Clicks:** clicks on the ads CTA button(s)
How can I get started?

Starting May 22, 2023 legacy Conversation Ads will convert to new & improved Conversation Ads, with availability increasing over time.

Message Ads will not convert automatically. For a seamless transition, switch from Message Ads to Conversation Ads by June 19.
How to Set Up a Conversation Ad Campaign
Log into Campaign Manager and click ‘Create Campaign’

Choose your campaign objective.
Next, you’ll begin setting up your campaign.

Select your location and language of choice. Continue to set up your targeting as usual.
Select ‘Conversation Ad’ as your ad format
Once you select your ad format, set your budget, schedule and bid type.

Not sure? Click the circles below to learn more about bids, budget and schedule:

- **Bid**
- **Budget**
- **Schedule**

Once you’re done, click ‘Next’.

**NOTE:** Conversation Ads will be billed on a Cost Per Click basis.
Next, click ‘Create new ad’

This will allow you to start building your creative.
Begin building your ad

Name your ad, select a sender, and add a banner creative

1. Set up your sender using our permission process
2. Insert your 300x250 JPG or PNG, up to 2MB banner. This image appears only on desktop and is not clickable.
3. Optional: insert your custom footer
4. If you are using the Website Visits Objective, click “Next step” and then continue to slide 20
If you are using the Lead generation objective, select the Lead Gen Form you’d like to use for this ad.

Select your Lead Gen Form from the dropdown, or create a new one by clicking ‘Create a Lead Gen Form’.
If you’d like build a new Lead Gen Form, you’ll do that now.

**NOTE:** This creation flow will open in a new tab. Once you finish building your Conversation Ad, you can close the tab to go back to the Conversation Ad draft. Your form will appear in the dropdown once you hit “Create” in the new tab.
To build your conversation, you can either start from scratch or choose a template.

If you use a template, choose the use case that best aligns with your goal. Choose from:

- **Event Registration**
- **Trial & Demos Sign up**
- **Program Enrollment**
- **Website Traffic**
- **Content Downloads**

Each template* includes suggested copy and macros.

Text in [ ] designates our suggestions of what to edit, but each template is totally customizable.

* Templates will be available in April 2020
Click ‘View Flowchart’ for an overview of your entire conversation.

NOTE: Click “View Preview” to get back to the member view of your conversation.
If you aren’t using a template, you can build your ad from scratch.

Choose ‘Blank’ in the template view. Then click ‘Next step’.

*Templates will be available in April 2020
Start creating your Conversation Ad

This is where you’ll have your opening message, and the corresponding calls-to-action.

1. The intro message is the first message your audience will receive. Introduce yourself and let the member know why you’re reaching out. Use macros to personalize the conversation.

2. Then add your first call-to-action button! Let the member know what action you would like them to take. Unsure of your CTA? We’ll take you through your options on the next page.
Add your CTA

This is where you’ll let them know what actions you’d like them to take.

You have three options:

1. **Open a Lead Gen Form**: Add a new or existing LGF. This option will only appear in the Lead Generation objective. Please note: you can only add one Lead Gen Form per conversation.

2. **Show next message**: If you select this, you will have to create a subsequent message.

3. **Send to a website**: This should be the landing page you want to drive traffic to.

**NOTE**: Use this dropdown to indicate which action option you want to assign to your CTA button.
Optional: Add rich media to your ad

The image appears inline underneath the copy of your message.

Add your image by checking ‘Add an image’ and uploading your file.

The image should be 250 x 250px
Add your follow-up messages

The new message and call-to-action button will appear under the corresponding message in the preview and flowchart.

1. Add next message copy
2. Add next CTA
3. View previous message
If you added a Lead Gen Form, ensure your confirmation message matches the rest of the conversation before launching.

You will not be able to edit the confirmation message in the campaign creation view.

If the messages don’t match the conversation, you can only edit the content if it’s a draft form. If it is already live you’ll need to use a different Lead Gen Form.

**NOTE:** This message will show up underneath the rest of the conversation after a member clicks the Lead Gen Form CTA, so you want it to flow naturally.
Check and resolve any errors before saving your ad

Before you’re able to click ‘Create ad’, you must resolve all errors in red.

A summary of all errors will be shown at the bottom.
Once you finish, click ‘Create’ to save your ad. This will not set your campaign live, only save your ad as a draft.
Before setting your campaign live, send a test message

Select ‘Send test message’ in the ellipses on the ‘Ads in this campaign’ screen to send yourself a test drop.

Review the ad, check that all links drive to the correct websites or LGFs, and launch your campaign.

The test will appear in your LinkedIn Messaging.
Review the campaign details and launch!

Make sure all the information looks accurate.

Once you set a Conversation Ad campaign live, you will not be able to edit the details.
Thank you!