Maximizing performance in the privacy-first era

A dynamic and changing digital landscape

New regulations and regulations and industry changes are evolving the way marketers reach audiences and measure campaign performance. At LinkedIn, we're investing in privacy-first opportunities for marketers to unlock the potential in their first-party data to drive superior results.

Maximizing performance in the privacy-first era

In the ever dynamic world of digital advertising, where privacy changes are challenging the landscape, marketers have an incredible opportunity to reshape their strategies, particularly with a focus on using their first-party data and putting trust at the core of their approach.

75%

of the global population will have its personal data covered under privacy regulations by 2024[1]

73%

of customers expect companies to understand their unique needs and expectations[2]

Privacy changes are rewriting the script:

1 **Targeting & Personalization:** Exact targeting and retargeting will be challenged as users opt out of third-party identifiers, like cookies.

2 **Measurement & Attribution:** Increased limitations and restrictions on third-party signals will make measuring, especially on a precision level, more complex.

3 **Increased emphasis on consent:** Advertisers will need to prioritize trust with customers, providing users control and obtaining clear and informed consent data collection and usage.

Leverage this playbook to unlock the full potential of your campaigns, delivering exceptional value while respecting user privacy.

The Playbook:

1 **Own your data game:**
Establish a robust first-party data strategy

2 **Boost with AI:**
Embrace machine learning and modeling

3 **Measure like a pro:**
Construct a rock-solid measurement foundation

4 **Test, Learn, Win:**
Discover what works best for your brand

5 **Level up:**
Supercharge your efforts with a LinkedIn Marketing Partner

#1

Own your data game

Establish a robust
first-party data strategy

Establish a robust first-party data strategy

First-party data is the key to resiliency in a privacy-first landscape. It will help to unlock personalized experiences with higher precision in engaging the right members, laser-focused optimization, provide invaluable customer insights, and enable cross-platform measurement. Publisher first-party data will become even more valuable for marketers who are restricted or challenged in building their own datasets.

Personalization and privacy do not need to conflict when customers feel like there is clear and purposeful value in exchange for their information.

90%+

of marketers say greater use of first-party data will play either a critical or important role in response to privacy changes[5]

86% of B2B customers

expect companies to provide personalized experiences during an interaction[7]
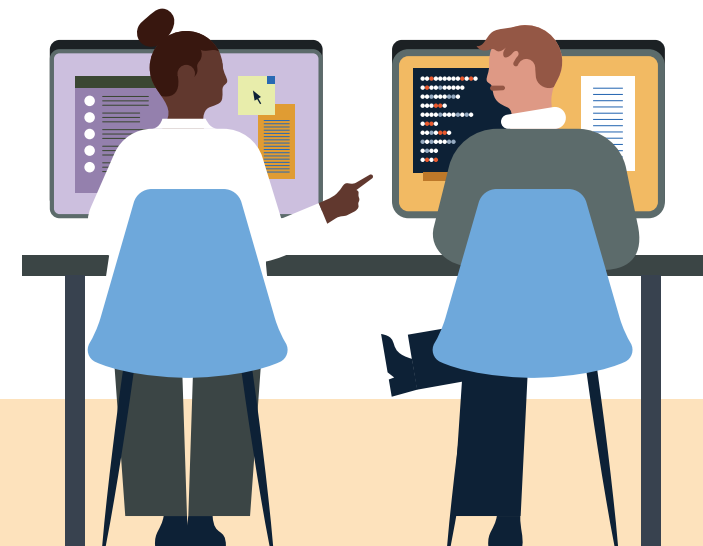
How to approach

Within your organization:

1 **Consider creating a data center of excellence:**

This means breaking down internal data silos, engaging data leadership stakeholders, merging disparate datasets, and resolving identity. This also means ensuring your organization has a plan to manage compliance and consent regulations for using customer data across the regions you may be operating in.

2 **Determine an optimal martech stack:**

This could include a customer data platform or a data clean room to support the management and activation of your first-party datasets ensuring anonymity of user data, as well as measuring return on spend.

3 **Work with partners who have quality first-party data:**

Marketers who have traditionally relied on third-party data should take stock of how those datasets will be impacted by privacy changes and ensure they are working with publishers and platforms that offer quality first-party data that will be more resilient.

With your customers:

1 **Trust above all else:**

Brands need to establish a clear value exchange, ensure transparency as to how data will be used and provide clear opt-ins and outs.

"Even as privacy concerns mount, about

30% of respondents said they are willing to share their email addresses with a given company for no incentive.

90% are willing to share that data when presented with the right value exchange." [6]

#2

Boost with AI

Embrace machine
learning and modeling

Embrace machine learning and modeling

While having a strong first-party data strategy is essential, it alone may not be sufficient for marketers to scale effectively. Luckily, we are in an era where machine learning and artificial intelligence, which thrive on the fuel of first-party data, are providing marketers with more powerful tools than ever before to enhance targeting, personalization, and campaign optimization. In order to efficiently reach current and potential customers, marketers need to augment their strategies with publisher first-party data and utilize predictive AI and machine learning to reach audiences throughout the funnel.

41%

of marketers say they plan to use publishers' first-party data to extend the reach of combined audiences[8]

75%

of B2B marketing leaders say they are likely to use or continue using generative AI to promote business when AI driven advertising opportunities become available[9]

Finding and acquiring new customers is the **number one challenge** for B2B marketers[10]

How it can help

Machine learning thrives on the fuel of first-party data, ensuring you are optimizing for the results that matter most to your business.

1 Targeting & Personalization:

Machine learning algorithms leverage your data and other signals, such as existing campaign data, to identify potential customers based on demographics, behaviors, and preferences so you can create highly targeted and personalized campaigns leading to higher conversion rates.

2 Predictive Analytics:

AI can help predict future customer behaviors and trends based on historical data which can help marketers forecast outcomes or even recommend products and services to the right customers.

3 Campaign Optimization:

Machine learning can analyze user behavior and preferences to optimize ad targeting in real time to deliver stronger results.

4 Ads Personalization:

AI can tailor marketing messages to different segments based on behaviors and preferences to improve the ad experience, and machine learning can further analyze how content is performing to suggest improvements.

#3

Measure like a pro

Construct a rock-solid measurement foundation

Construct a rock-solid measurement foundation

If you can't track it, you can't measure it, and that means you're flying blind. Restrictions from browsers and mobile OS platforms will impact the efficacy of solutions that rely on signals like third-party cookies.

Marketers need to find ways to prove marketing drives sales in a way that leverages their first-party data and is resilient to privacy changes.

Luckily, there are ways for you to build a complete view of revenue so you can optimize your activity in a way that aligns more closely with the business strategy and is more adaptable to privacy regulations.

76%

of CMOs are feeling the pressure to deliver results[11]

2/3

of B2B marketing executives said marketing measurement and reporting is a growing priority within their organization[12]

Tips to prepare

1. Identify new methods of measuring ad performance and socialize your changes, especially with your Sales and Finance counterparts, to ensure alignment on KPIs.

2. Ensure your tracking is set up to collect first-party data to expand your audience reach and precision, and more accurately measure attribution.

3. Collect both online and offline signals, investing in multiple technologies like Tags or APIs. Redundancy will support a stronger signal foundation to power downstream use cases.

4. Consider new cookie-agnostic technologies, like data clean rooms, to support data collaboration for insights and measurement.

Agreement on new methods of measuring ad performance is a leading barrier for moving forward talks around privacy solutions within organizations[12]

10x
2x

Last click performance metrics overstate the role of activities such as search and display by 2- 10x[13]

60%

of marketers who have adopted data clean rooms say they see improvements in advertising and marketing ROI[14]

Sources: 12. Advertiser Perceptions, "Preparing for a Future Without Third-Party Cookies & MAIDs," Nov. 2022 | 13. Analytics Partners Study, Commissioned by LinkedIn | 14. Deloitte Digital Survey of 500 brand executives
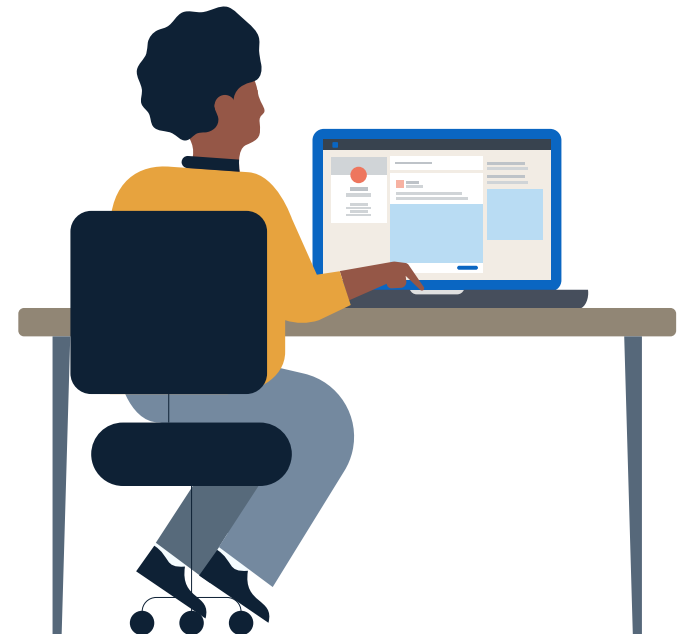
#4

Test, learn, win

Discover what works
best for your brand

Discover what works best for your brand

Marketplaces are ever evolving. Trends come and go. Experimentation is critical for marketers so they can make data-driven decisions, optimize campaigns, reduce costs, and ensure you keep a competitive edge.

Why it's important

1. **Data-driven decision making:**
Experimentation allows advertisers to create benchmarks and gather data about the performance of their campaigns which is essential to make informed decisions about where to allocate resources and how to optimize.

2. **Campaign optimization:**
Experimentation means you can test different elements of your campaign such as ad format or targeting which helps to identify what works best so you can optimize accordingly and remain cost-effective.

3. **Mitigate risk:**
Controlled experiments help advertisers reduce risks associated with launching large-scale campaigns by validating strategies before committing larger resources. With customer behaviors continually evolving, experimentation allows you to adapt to these changes and stay relevant.

50%

of B2B marketing leaders leverage brand surveys to measure brand health[15]

"

"In addition to driving short term goals, the marketing team is increasing value long term through brand reputation, distinctiveness and relevance for our core audiences."

CMO, Tech, UK[16]

LinkedIn's solutions for success in the privacy-first era

In the privacy-first era, we're here to empower you. Our tailored solutions help you reach the right professionals, optimize to the max, and measure what truly counts.

#1

Own your data game

LinkedIn has one billion members around the globe who come to connect, learn, sell, and get hired. This professional audience represents the champions and decision makers on buying groups that you need to reach to build collective confidence in your solutions.

LinkedIn provides multiple ways to for you to own your data game across targeting planning and activation, and setting up conversion tracking to fuel powerful campaign optimization. As privacy changes diminish the availability of third-party data, it's more important than ever for marketers to leverage first-party signals to drive the outcomes that matter.
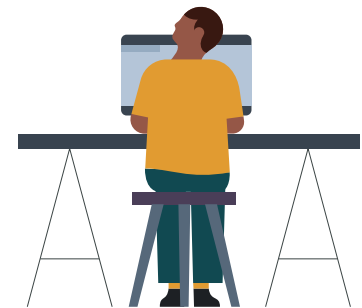
We know first-party data is going to become even more critical in helping marketers reach the right audiences as third-party identifiers diminish. LinkedIn offers marketers powerful first-party targeting capabilities that are resilient to privacy changes.

2.31M queries per second on LinkedIns Economic Graph[18]

↑ **595** Members have added 595 skills to their profiles, up 69% YoY[18]

How to approach:

- Leverage insights tools, such as Audience Insights, to gain a better understanding of who you want to target prior to launching a campaign.

- Shape your target audiences through Matched Audiences, a set of capabilities that empower you to reach the right professioanls using your own customer data from a variety of sources.

- Predictive AI helps to easily create a custom audience, at the scale you desire, that shares the same intent signals as your first-party data (jump to page 26 for more!).

- At launch, start broad. Consider a plan to A/B test the same ad creative to different audiences to ensure your message is resonating.

- Scale your message with the LinkedIn Audience Network. On average, customers who have activated on the LinkedIn Audience Network have seen **-62% lower eCPM**, **3x higher brand consideration**, **2x higher view-through-rate**, and **-47% lower cost-per-conversions** as compared to those who have not used the LinkedIn Audience Network.[19]

Best Practice: After selecting your objective for a campaign, enable Maximum Delivery. This AI-powered automated bid type will maximize delivery of key results in the most efficient way for your budget. For greater control, you can also include a Cost Cap to input your maximum cost per key result.

Case Study:

📊 Expensya

Expensya, a computer software company, needed to generate high-quality leads in the short term to fill its sales pipeline while nurturing future prospects for the long term. They took a two pronged approach with LinkedIn:

1 Nurtured a broad audience using premium content such as e-books and infographics, to create demand for the future.

Results:

4X lead generation volume with broad targeting.

2 Targeted high-intent senior decision makers with acquisition messages to capture demand at present. Because this is more targeted, Lead Gen Form competition rates tend to be 2X higher compared to cold leads.

Results:

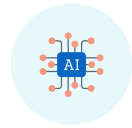**2X** lead generation efficiency with narrow targeting.

"

"LinkedIn is the only acquisition channel where we can be certain that we are targeting the right companies and decision makers."

Olivier Gallet Raffaelly,
Paid Acquisition Team Leader, Expensya

First-party data, modeling, and machine learning will power the marketing lifecycle

First-party data intelligence:
- Via advertiser direct or API upload
- Insight tag

Data matching:
- Customer list
- Conversions

Data modeling:
- Conversion modeling

Campaign Objective, Targeting & Placement

Measure:
- ROI
- Attibution
- Lift Testing
- A/B Testing

Serve & Optimize:
- Maximum Delivery
- Cost Cap Bidding

Your outcomes

LinkedIn offers two channels to track conversions: the Insight Tag and Conversions API. By connecting conversions to your campaigns, you're also training your ads to find more of those conversions in the most effective and efficient way.

Conversions API:

Measure and drive performance across your customer journey with cookieless server-to-server conversion tracking:

1 **Improve full-funnel measurement:**
Connect online and offline conversions to LinkedIn to measure performance across your entire customer journey.

2 **Unlock stronger optimization:**
Power your campaign optimization with all kinds of conversion data to drive more of the actions you care about, cost-effectively.

3 **Strengthen performance and privacy:**
Drive a more efficient Cost Per Action with a reliable and secure data connection that doesn't rely on cookie-based tracking.

4 **Increase data control:**
Decide what, when, and how you share data with LinkedIn, meeting your business' exact needs.

Advertisers saw an average:

31% lift in attributed conversions

20% lower CPA's after implementing Conversions API[20]

Best Practice:
Redundancy in signal collection will make for the most resilient conversion tracking amongst privacy changes. On LinkedIn, we recommend you double-up by using both the Insight Tag and Conversions API.

Partners:

zapier   **Dreamdata**   **Google Tag Manager**

[20] Conversions API beta study across 829 campaigns from July 1 to August 26, 2023

Insight Tag:

The Insight Tag is a piece of lightweight JavaScript code that you add to your website to unlock a full suite of marketing and analytics features such as advanced retargeting to drive further engagement with those who have visited your website and more robust campaign reporting.

Conversion Tracking helps achieve up to

21%   higher conversion rates[21]

Partners:

Google
Tag Manager

Advanced Insight Tag Features

Enhanced Conversion Tracking
Allows you to collect valuable web conversion data to learn, optimize and retarget all through first-party cookies which are more resilient through privacy changes.

Website Actions
Helps you drive better results by automatically capturing actions on your website without additional code. You can easily set up retargeting campaigns for likely buyers, like those signing up for a free trial or understand how your ads drive different actions, like how many people download an eBook.

During testing, results show a performance increase across key metrics when driven by Website Actions:[22]

- **-56% CPA for conversion tracking campaigns**

- **-10% CPA for retargeting campaigns**

- **+33% CTR for conversion tracking campaigns**

- **+31% CTR for retargeting campaigns**

Privacy Resiliency:
LinkedIn helps provide reliable reporting by modeling conversions in instances where we can no longer directly observe a conversion event due to industry wide privacy changes. Lean more in our Help Center

#2

Boost
with AI

Informed by your data, our predictive AI uses behavioral and conversion propensity signals to model a custom segment of high-intent buyers. As privacy changes take effect, now is the time to test new technologies that help you connect with the right audience, at scale, and drive the ROI you need.

Predictive Audiences:

21%

Customers saw a **21% cost-per-lead reduction** in campaigns using predictive audiences and lead gen objectives.[22]

Customer inputs can be from lead gen forms, contact lists, or conversions.

How to approach

1 **Identify your audience at scale:**
In a world where B2B buying is becoming increasingly complex, predictive audiences tackle the challenge of identifying the right customers for your business by leveraging LinkedIn's AI and your data to create tailored, high-intent audience segments.

2 **Optimize campaign efficiency:**
The process of finding the optimal audience often demands substantial time and resources. Predictive audiences streamlines this process, ensuring that even during budget and time constraints, your resources are utilized efficiently.

3 **Maximize ROI:**
The 95-5 Rule suggests that only a small percentage of your prospective audience is actively in the market at any given time. Predictive audiences empowers you to plug into your full-funnel strategy by focusing on bottom-funnel efforts to drive higher-intent leads, resulting in better ROI and reduced wastage.

Privacy Resiliency:
Federated Learning optimizes model training and performance of your campaign by leveraging shared learnings across customer models while preserving data privacy to more effectively find and reach your audience on LinkedIn.

Case Study:

servicenow

ServiceNow's Customer Experience (CX) team tested predictive audiences for their demand generation efforts so see how the AI-powered approach could help find members showing strong intent towards CX products.

1. They A/B tested over multiple quarters using a contact list of closed/won deals to power the predictive audience.

2. They adapted strategies to test Lead Gen form completers as a source, proving highly effective in scaling lead volume, reducing costs, and converting members into qualified leads.

ServiceNow's focus on innovation in product testing has led to improved performance. As part of its larger go-to-market strategy on LinkedIn, ServiceNow prioritizes intent-based targeting, and over multiple quarters of testing and optimizing predictive audiences, they achieved meaningful results.

+129%
form fill rate

+130%
lead volume

-47%
cost-per-lead

+33%
marketing
qualified leads

#3

Measure
like a pro

While a strong measurement foundation is a neccessity for any marketing organization, it is critical that you can ultimately connect your marketing efforts to revenue outcomes.

Revenue Attribution Report:

Leverage the power of your CRM data to prove marketing impact to sales and marketing leadership. Measure sales, revenue pipeline, and return on ad spend through this cookieless solution.

2x

Customer saw 2x larger average deal sizes from LinkedIn influenced ads, versus non-LinkedIn deals

39%+

Customer saw LinkedIn influenced opportunities were 39% more likely to close than non-LinkedIn influenced deals

" *"The difference between before and after the addition of LinkedIn's Revenue Attribution Report tool is day and night in terms of better assessing how LinkedIn campaigns influence our pipeline. The tool has opened up new levels of granularity for monitoring funnel metrics and understanding the overall impact of LinkedIn ads. Being able to now leverage this information has made it super helpful for analyzing LinkedIn's end-to-end influence as a channel."*

- Bhanu Chawla, Global Head of Demand Gen & Growth @ Tractable

Case Study: Cognism (B2B SaaS Company)

Marketing team know campaigns were influencing sales pipeline, but their traditional last touch attribution, reliant on click-based UTMs, made it difficult to connect marketing spend to business outcome. After connecting their CRM to LinkedIn's Business Manager to access the Revenue Attribution Report, Cognism learned that LinkedIn-influenced deals had:

1%
shorter deal cycles

14%
larger deal sizes

8%
higher likelihood to close.

In the past year, Cognism has seen a 2x increase in ROAS from LinkedIn.

Partners:

salesforce

Advanced Insights:

Powered by clean room technology, LinkedIn's Advanced Insights helps customers uncover actionable insights across decentralized datasets to help understand the influence of LinkedIn marketing on business outcomes, how to best engage their target audience, and supercharge their marketing strategy all while maintaining privacy and control over first-party data.

Partners:

🔲 **Habu**

Case Study: Plaid

Plaid prioritizes building trust and brand awareness to attract both read-to-buy users and potential customers. Measuring the true impact of their marketing efforts was challenging as their in-house measurement system lacked visibility into exposure and non-click conversions. In leveraging LinkedIn's Advanced Insights, they were able to see insights beyond last-click attribution which revealed a significant increase in ROI from LinkedIn.

❝

"LinkedIn's Advanced Insights is proving the ROI we are actually getting from our LinkedIn campaigns. Being able to connect the dots between marketing efforts with revenue and pipeline has been extremely powerful. We can see that our campaigns are having an impact and we should continue to invest."

- Alex Long, Digital Marketing @ Plaid

#4

Test,
Learn
Win

Building a brand doesn't happen overnight which is why it's critical to have insight into how you are progressing in capturing the mindshare of your target audience. Brand Lift testing can help create benchmarks to build from and data to keep you on track along the way.
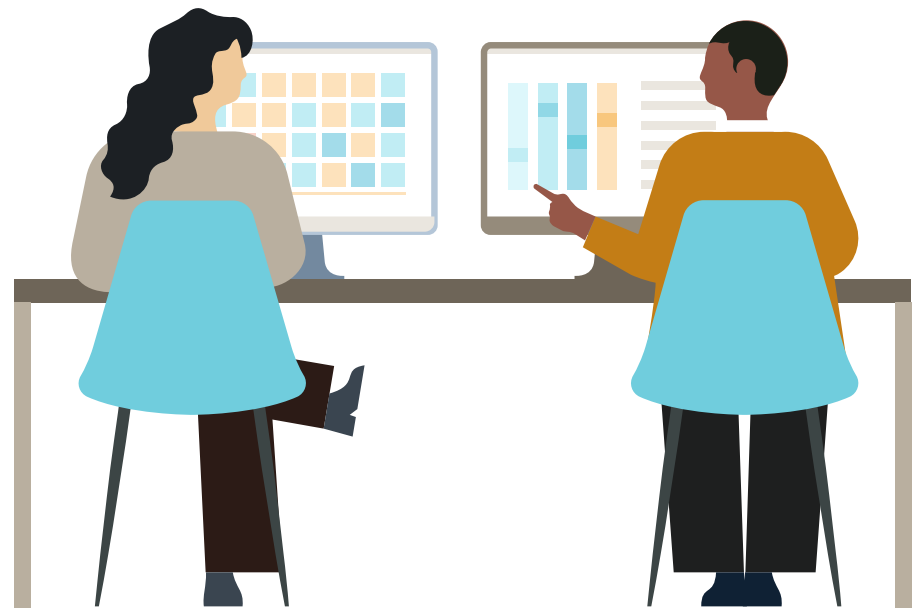
Brand Lift Testing:

Measure the effectiveness of your brand campaign on LinkedIn through native or partner-supported brand lift testing. Brand lift testing helps:

(1) Baseline: Understand how your brand is perceived without any exposure to LinkedIn ads

(2) Test & Learn: Deep-dive into how effectively your ads impact your key brand metrics

(3) Optimize: Use learnings from your test to inform marketing decisions and optimize future campaigns

Privacy Resiliency:

LinkedIn's native Brand Lift test solution leverages Private Testing. Critical test information is stored on a virtual device, which is an isolated, server-side environment with its own computing and storage resources enabling advertisers to run reliable campaign experiments without exposing individual-level information. Learn more in our Help Center.

Case Study:

A real estate company ran several Sponsored Content ads and wanted to test brand metrics. After the campaign ran for 30 days, the customer was able to achieve a lift in ad recall and brand familiarity

Ad Recall:

+215% Relative Brand Lift

+11ppt Absolute Brand Lift

$8.29 Cost per lifted member

Brand Familiarity:

+25% Relative Brand Lift

+6.6 ppt Absolute Brand Lift

$13.23 Cost per lifted member

Partners:

Nielsen   **KANTAR**

A/B Testing:

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Helps you identify which tactic or messaging is driving better results, enables you to iterate to improve performance and increase ROI, and provides insights for data-backed future strategies.

10-20%+

When A/B Testing revealed a conclusive winner, customers saw a 10-20% improvement in ROI.[22]

Discover what works best for your brand

	How it can help	What it measures
Brand Lift Testing	Helps you learn how your overall campaign activity is performing against your target audience, and what perceptions you may be changing as a result.	Ad recall, aided awareness, top-of-mind awareness, brand familiarity, brand favorability, product consideration, recommendation, and employer metrics.
A/B Testing	Compares the performance of two versions of a given variable, such as ad format, targeting, and placement, and identifies the winning campaign based on your selected KPI.	Performance can be compared by the following metrics: cost-per-click, cost-per-video-view, CPM, cost-per-message-sent.

#5 | Level-Up:

Supercharge your efforts with a LinkedIn Marketing Partner

Marketers leverage partners to scale and optimize their marketing stack while increasing ROI and operational efficiencies. As a B2B marketer you need to work with industry experts that are supporting privacy and regulatory changes and offering purpose-built solutions to drive an effective B2B marketing strategy. Working with LinkedIn Marketing Partners can help you achieve more on LinkedIn, whether it's boosting your audience targeting strategy or accelerating your marketing goals in a world of diminishing cookies- we've got your covered.

100%

of top brands grow their marketing with partners

1 in 5

advertisers use partners to manage their ads

58%

of leads are automated by a partner solution

Learn more about LinkedIn Marketing Partners.

Playbook in Action

As you evolve along with the changing digital landscape, refer to this playbook to help maximize your performance and navigate with confidence. These best practices ensure a dynamic and successful approach to marketing, where data-driven campaigns respect user privacy to deliver results and build customer trust.

LinkedIn's Commitment to Member Privacy:

Learn more about our privacy philosophy, how members can leverage privacy settings, and how regulations may apply based on where you're advertising

Your goals	Activate with LinkedIn	Privacy Resiliency
Reach relevant professionals at scale	Predictive Audiences	• First-party data • Federated learning
Track Conversions	Conversions API	• First-party signal diversity • Secure server-to-server connection • Conversion modeling
	Insight Tag	• First-party cookies • On-device attribution • Conversion modeling
Assess Brand Lift	LinkedIn Brand Lift Testing	• Private testing
Measure Revenue Impact	Revenue Attribution Report	• Cookieless attribution
	Advanced Insights	• Neutral, secure third-party environment

Linked in