



LinkedIn Message Ads

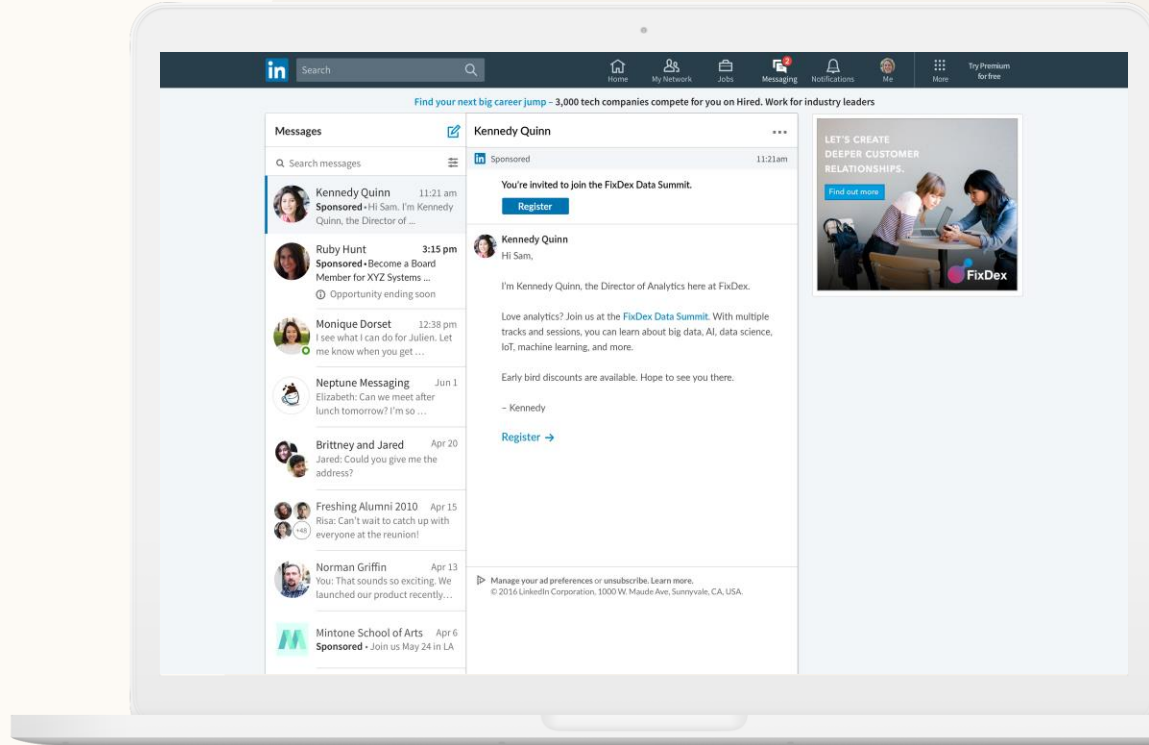
Getting Started Guide

What are message ads?



Message Ads

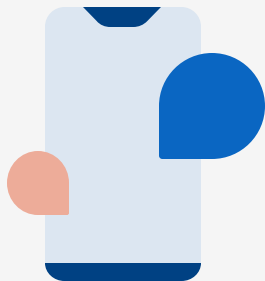
Send direct messages to
your prospects to spark
immediate action





The market landscape is changing,
presenting both challenges and
opportunities for marketers

More time is being spent on social messaging apps



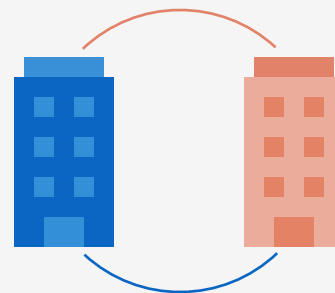
This is shifting the way people communicate, with each other and businesses. 89% of consumers would like to use messaging with businesses, but only 48% of businesses are using messaging to engage with consumers.¹

The buying experience matters



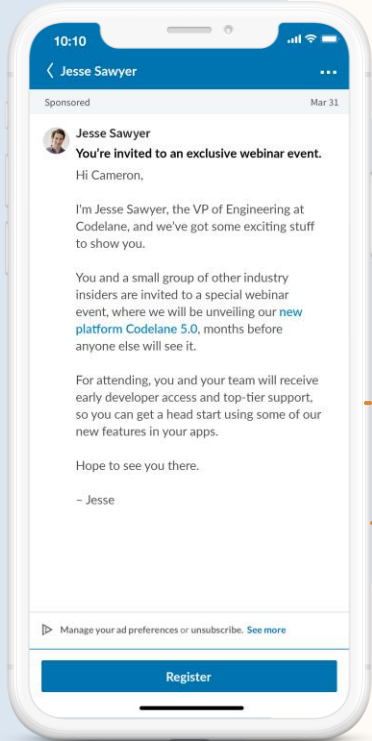
8 in 10 of buyers say that the experience a company provides is as important as its products and services.²

B2B sales cycles are getting shorter



Marketers now need to make every interaction count by delivering a relevant marketing message to the right person at the right time.³

With LinkedIn Message Ads, you can send direct messages to your prospects to spark immediate action



Deliver a targeted message with a single CTA

Communicate to your prospects without having to worry about character limits



Drive stronger engagement than traditional emails

Messages are delivered in an uncluttered environment so that your brand stands out



Measure the impact of your messages

Understand the ROI, with demographic reporting and conversation tracking.

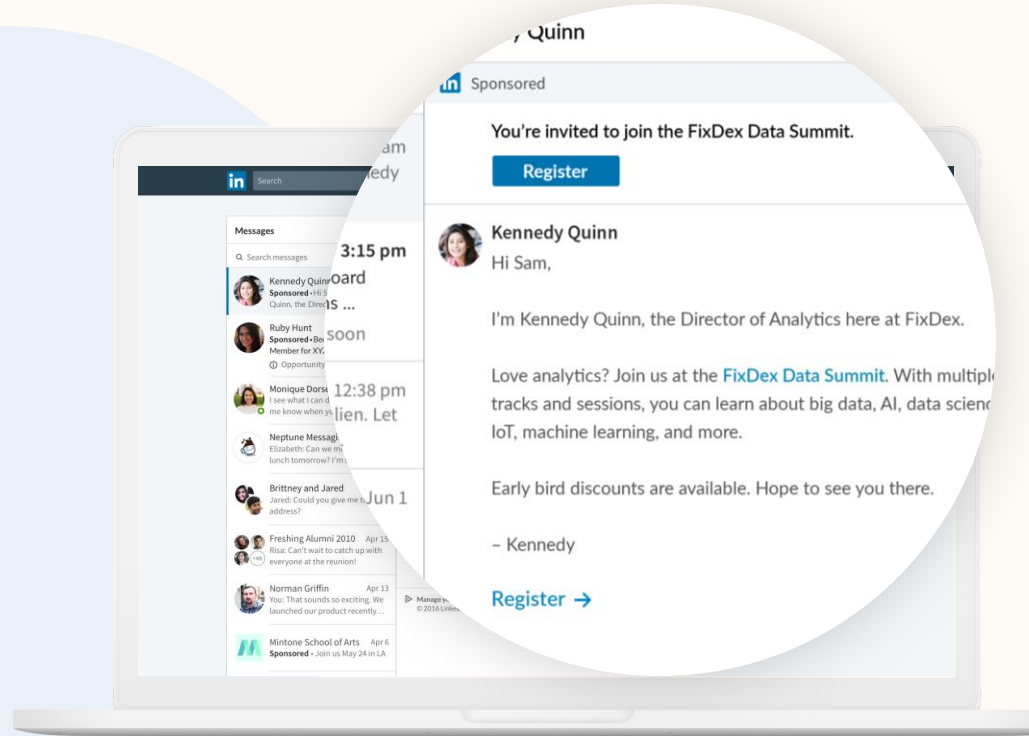
How do message ads work?



How message ads work

Message ads are delivered to your prospects on both mobile and desktop.

Delivered in real-time, when prospects are active on LinkedIn.



The anatomy of a message ad

Prospects can engage with your message ad by clicking on your CTA button, hyperlinks, and banner ad.

CTA

300x250 banner

Body hyperlink

Sticky CTA button

Desktop

Mobile (No banner image)

Setting up your message ad

Step-by-step guidance to creating your message ad campaign



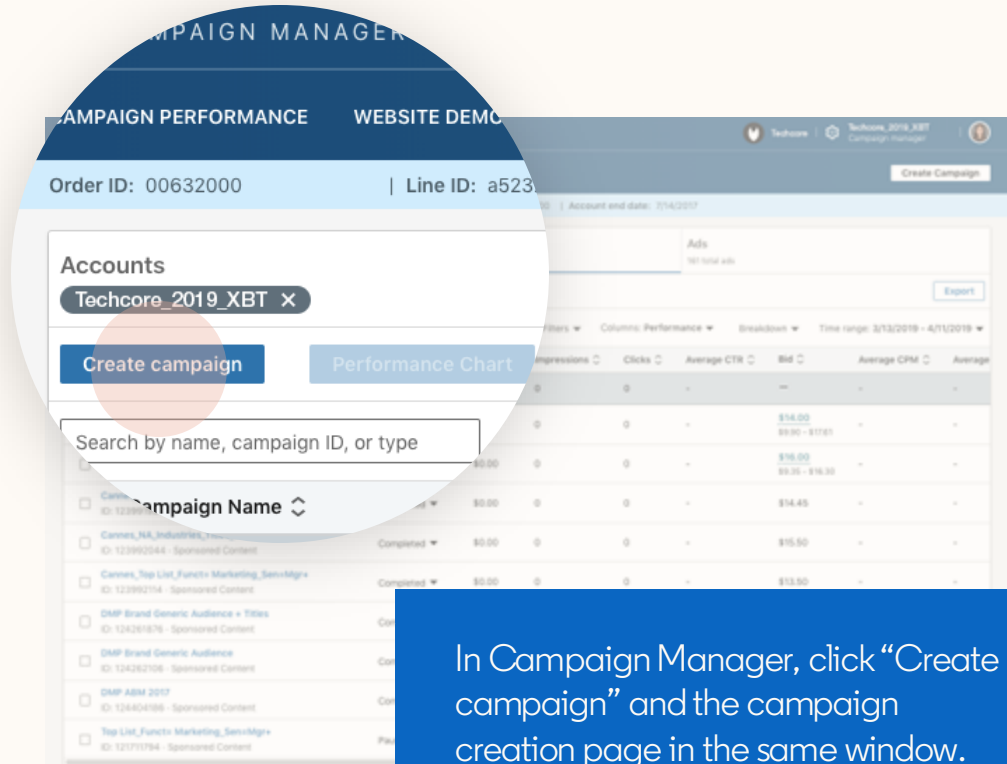
1

Campaign setup

Campaign setup

Log into
Campaign
Manager.

Click “Create
campaign.”



The screenshot displays the Campaign Manager interface. At the top, there are navigation tabs for 'CAMPAIGN PERFORMANCE' and 'WEBSITE DEMO'. Below these, the 'Order ID: 00632000' and 'Line ID: a523' are visible. A 'Create Campaign' button is located in the top right corner. The main content area is titled 'Accounts' and shows a list of accounts, with 'Techcore_2019_XBT' selected. A search bar is present with the text 'Search by name, campaign ID, or type'. Below the search bar, a list of accounts is shown, including 'Campaign Name', 'Census_NA_Industrial', 'Census_Top List_Funct+ Marketing_Serv+Mgt+', 'DMP Brand Generic Audience + Titles', 'DMP Brand Generic Audience', 'DMP ABM 2017', and 'Top List_Funct+ Marketing_Serv+Mgt+'. A blue callout box in the bottom right corner contains the text: 'In Campaign Manager, click “Create campaign” and the campaign creation page in the same window.'

Campaign setup

Choose which campaign objective aligns the most with your marketing objective

Name your campaign and select your objective

Message ads are supported under the following objectives:

LinkedIn CAMPAIGN MANAGER

FixDex Marketing CXO Account

Default Group
Untitled campaign

Campaign not saved yet

Step 1
Set up campaign

- Objective
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 2
Set up ads

- Ads in this campaign

Step 3
Review & finish

Objective

Let's get started! Select the objective that best fits your goals below.

Awareness Consideration Conversions

Brand awareness Website visits Lead generation

Engagement Website conversions

Video views Job applicants

Audience

Ad Format

Placement

Brand awareness

Website visits

Engagement

Video views

Lead generation

Website conversions

Job applicants

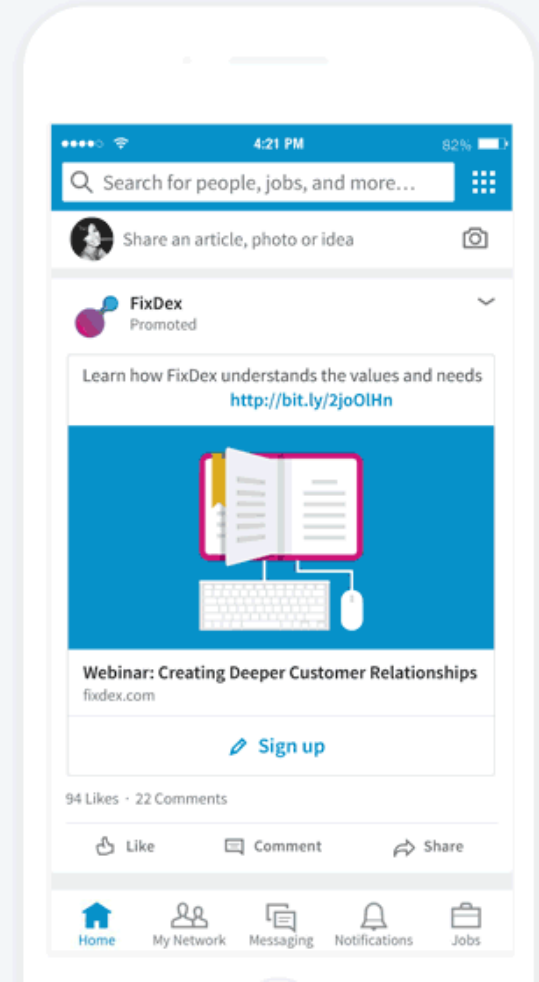


Select the “Lead Generation” objective to add a Lead Gen Form to your message ad campaign

Drive up to 4x more leads by adding a Lead Gen Form to your message ad.

A Lead Gen Form is pre-filled with accurate professional information from the prospect’s LinkedIn profile, such as name, contact info, company name, seniority, job title, and location.

Prospects can sign up without leaving the ad.



Choose your target audience

Select the desired profile language and location(s) of your audience

Note

After your campaign is saved as a draft, you will NOT be able to change the language.

The screenshot displays the LinkedIn audience selection interface. At the top, there is a section titled "Audience" with a "Create a new audience" link on the left and "Select an audience" (with a dropdown arrow) and "Reset audience" on the right. Below this is a "Profile language" section with a help icon and a dropdown menu currently set to "English".

Below the "Profile language" section is a larger area titled "Start building your audience by searching for attributes of individuals you want to reach". It features a search bar with a magnifying glass icon and a "Learn more about targeting criteria" link. The main content is organized into two columns:

- Audience attributes:** Add targeting criteria like job title, industry, or skills. This column includes a right-pointing arrow.
- Matched audiences:** Use your data to retarget website visitors or reach known contacts and accounts.
- Company**
- Demographics**
- Education**
- Job Experience**
- Interests**

At the bottom of this section, there is a "+ Exclude people" link and a disclaimer: "LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)".

The bottom of the interface shows a checkbox for "Enable Audience Expansion" (which is checked), a "View audience summary" link, and a "Save as template" link.

Narrow down your target audience

Refine “audience attributes” including: Company, demographics, education, job experience, and interests.

Leverage advanced targeting features such as Matched Audiences to re-target accounts, contacts, and website visitors.

The screenshot displays the LinkedIn Audience targeting interface. At the top, it says "Audience" and "Create a new audience". Below this, there are options for "Profile language" (set to English) and "Locations" (set to "Recent or permanent location"). Under "Locations", there is an "INCLUDE" section with "United States X" selected, and an "Exclude" section for "people in other locations".

The "Start building your audience" section contains a search bar and two main options:

- Audience attributes:** Add targeting criteria like job title, industry, or skills.
- Matched audiences:** Use your data to retarget website visitors or reach known contacts and accounts.

Below these options is a table of targeting criteria:

Q Search	Learn more about targeting criteria
Audience attributes	Company
	Demographics
	Education
Matched audiences	Job Experience
	Interests

At the bottom, there is a "+ Exclude people" link, a disclaimer: "LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)", and a checked checkbox for "Enable Audience Expansion". On the right side, there are links for "View audience summary" and "Save as template".

Campaign setup

Once your targeting is set up, you can see real-time ad result forecasting

The screenshot displays the Facebook Ads campaign setup interface. On the left, the 'Audience' section is visible, showing options to create or select an audience, set the profile language to English, and choose locations (Recent or permanent location). Under the 'INCLUDE' section, 'United States' is selected. Below this, a list of states is shown with checkboxes: Alabama, Alaska, Arizona, Arkansas, California, and Colorado. On the right, the 'Forecasted Results' panel is open, showing the following data:

Forecasted Results
Target audience size
150,000,000+
1-day 7-day 30-day
30-day spend
\$220.00 - \$900.00
30-day impressions
7,200 - 36,000
CTR
2.4% - 3.6%
30-day clicks ★
340 - 1,500

Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)

Is this forecast helpful? **Yes** No

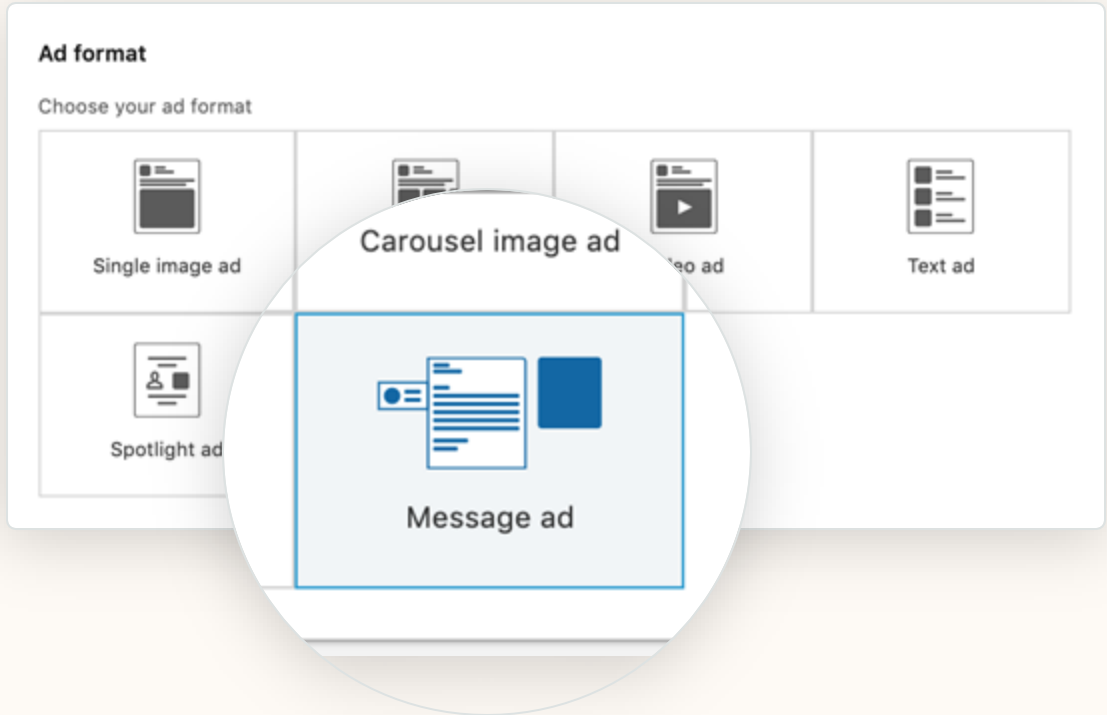
Below the forecasted results, there is a blue callout box with the text: 'Forecasting will change with targeting criteria, bid, daily budget.'

Select “Message ad” as your ad format

Only one ad format can be selected per campaign

Note

Message ads will NOT run on the LinkedIn Audience Network — they will serve on LinkedIn only



Set up your campaign budget and schedule

- Set a total budget, or daily and total budget
- You are only able to bid on a cost-per-send basis

Budget & Schedule

Budget ?

Set both a daily and total budget

Daily Budget

CA\$5,000.0

Actual daily spend

Total Budget

CA\$10,000.

Set a start and end date

Bid type

Maximum CPS Bid

I will adjust my CPS (cost per send) bid manually.

Optimization goal: we deliver your ads to people as many times as possible when they're active on LinkedIn.

Bid amount

CA\$0.20

per ad sent

Recommended bid: CA\$0.15

Recommended bids are based on your daily budget for improved budget utilization.

Other similar advertisers are bidding between CA\$0.15 - CA\$0.17

About scheduling

- Start date cannot be in the past
- An end date is not required. Campaign will end either when total budget is reached or campaign end date

Budget & Schedule

Budget ⓘ

Set both a daily and total budget ▾

Daily Budget

CA\$5,000.00 ⓘ Actual daily spend may be up to 20% higher ⓘ

CA\$10,000.

Schedule ⓘ

Run campaign continuously from

Start date

11/14/2019 🗓

Your campaign will start at 12:00AM

Set a start and end date

Bid type

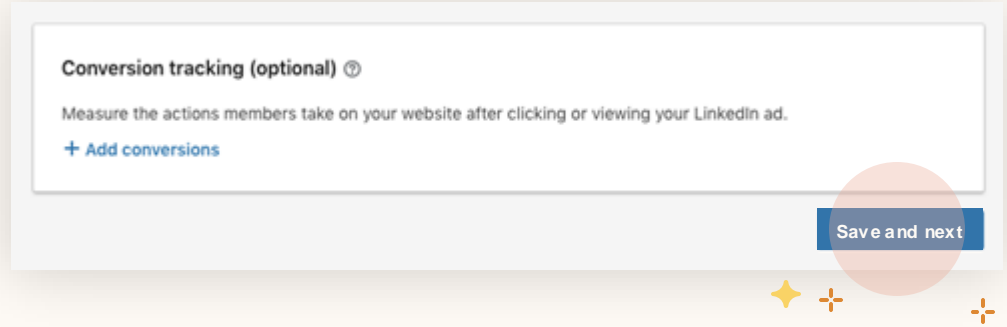
Maximum CPS Bid ▾

Based on your daily budget for improved budget utilization.
Other similar advertisers are bidding between CA\$0.15 - CA\$0.17

Add conversion tracking to monitor the valuable actions people take on your website

Conversion tracking lets you see how your ads led to valuable actions on your website, including content downloads, sign-ups, purchases, and more.

Visit our [help center](#) for details.



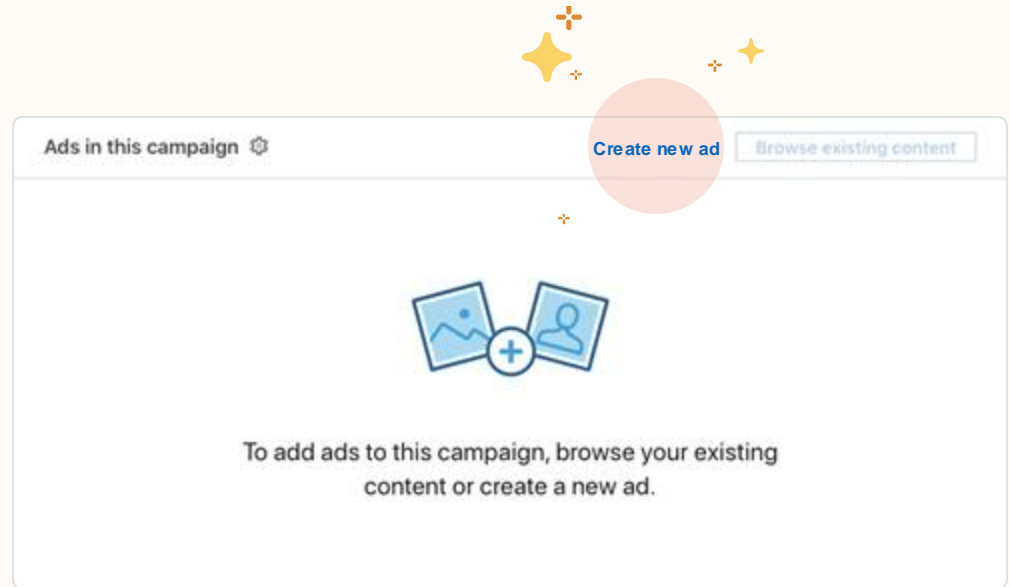
Once you've completed the campaign setup, click "Save and next" to continue to set up your ads.



2

Message ad set up

Under “Browse existing content,” click “Create new ad” or select an existing ad.

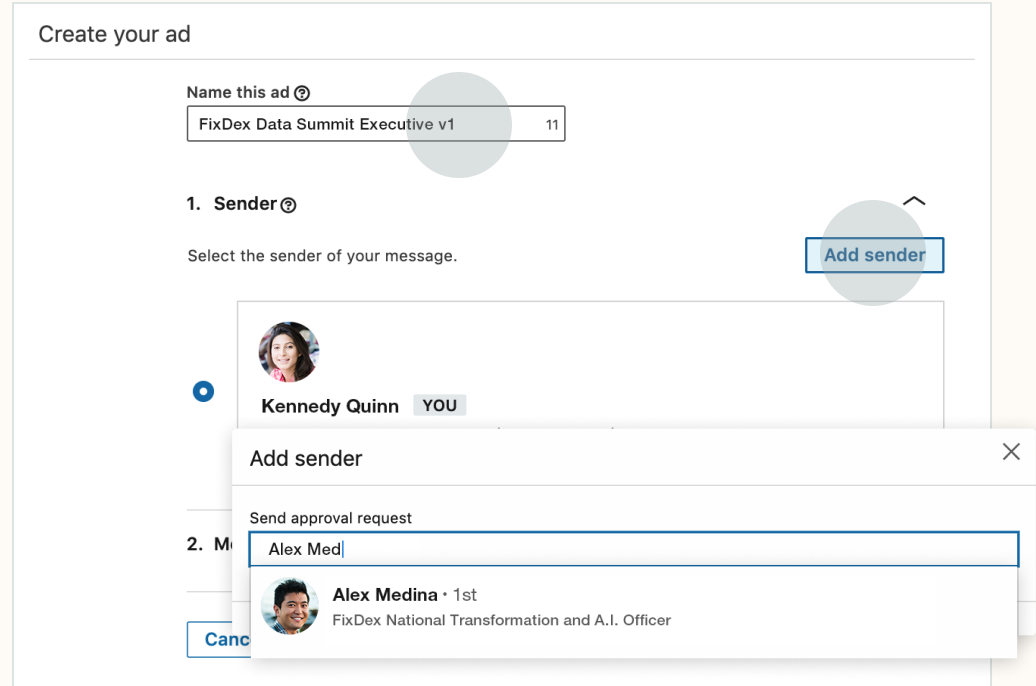


Create your ad

Assign a name for your message ad that's distinctive, to make it easy to differentiate ad variations.

Choose the sender:

To add a team member as a sender, click "add sender." Make sure the sender is already your first-degree connection. They will need to approve your request.



Add a subject


- Keep the subject line concise, relevant, and conversational with a clear call-to-action. We recommend keywords like “Connect,” “Opportunities,” and “Join us/me”
- 60 characters max.

The screenshot displays a user interface for creating a message ad. At the top, it is titled "2. Message" with a help icon. Below the title is a "Subject" field containing the text "You're invited to join the FixDex Data Summit" and a character count of "13". Underneath is a "Message text" field with a rich text editor toolbar. The toolbar includes buttons for bold (B), italic (I), underline (U), bulleted list, numbered list, superscript (x²), subscript (x₂), and link. To the right of the toolbar is a button labeled "Insert custom fields" with a downward arrow. The main message text area is currently empty.


Create your message






- Introduce yourself, and state a clear purpose for your outreach
- Keep message short and sweet. We recommend < 500 characters
- To boost conversion, add hyperlinks to make it easy for prospects to engage
- 1,500 characters max.

2. Message

Subject 

You're invited to join the FixDex Data Summit 13

Message text 

B *I* U      Insert custom fields ▼

Hi %FIRSTNAME%,

I'm Kennedy Quinn, the Director of Analytics here at FixDex.

Love analytics? Join us at the [FixDex Data Summit](#). With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more.

Early bird discounts are available. Hope to see you there.

– Kennedy

Custom footer, CTA, banner image

- Add a custom footer with a disclaimer, or terms & conditions (optional)
- By default, LinkedIn's terms & conditions will be shown in the footer of each message ad

Custom footer & Terms and Conditions ⓘ

Add customer footer for terms and conditions, or disclaimers.

Call-to-action ⓘ

Download

20

Landing page URL ⓘ

<https://fixdex.com/datasummit>

Image

Upload a banner creative with your ad

[Upload image](#)

300 x 250; JPG or PNG; up to 2MB. Adding a banner creative reserves that ad space for you. The banner only shows on desktop but not on mobile or the [conversation window](#)

[Cancel](#)

[Create](#)

Message ad setup

CTA (required):

Enter the exact text for the call-to-action button. Up to 20 characters.

Image (optional, but highly recommended):

- 300x250 banner image
- Shows on desktop only (not on mobile)
- If no banner image is provided, then another brand's image may appear next to your message ad

Click "Create."

Custom footer & Terms and Conditions ⓘ

Add customer footer for terms and conditions, or disclaimers.

Call-to-action ⓘ

Download 20

Landing page URL ⓘ

https://fixdex.com/datasummit

Image

Upload a banner creative with your ad Upload image

300 x 250; JPG or PNG; up to 2MB. Adding a banner creative reserves that ad space for you. The banner only shows on desktop but not on mobile or the [conversation window](#)

Cancel Create

Before sending your message ad

Click on the “...” in the ad view menu to:

- Duplicate the ad
- Edit the ad (only when still in draft mode)
- Send a test message to yourself, to preview what the prospect would see, and to ensure accuracy

The screenshot displays a list of two draft message ads. Each ad includes a profile picture of a man, a title, a body of text with a placeholder for the first name, and a 'Register' link. A red circle highlights the three-dot menu icon on the top right of the first ad. A white menu box is open over this icon, containing three options: 'Duplicate', 'Edit', and 'Send test message'.

FixDex Data Summit Executive v1
You're invited to join the FixDex Data Summit
Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit ...
🔗 Register

FixDex Data Summit NoReg
You're invited to join the FixDex Data Summit
Hi %FIRSTNAME%, I'm Kennedy Quinn, the Director of Analytics here at FixDex. Love analytics? Join us at the FixDex Data Summit ...
🔗 Register

Draft ▾

...

Duplicate

Edit

Send test message



3

View message ads
performance

Campaign setup

Monitor your ad performance

View robust reporting and success metrics directly in the Campaign Manager dashboard.

Track campaign metrics such as:

- Sends
- Opens
- Open rate
- Click Through Rate
- Clicks (button, banner, link)
- And more

The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, the 'Accounts' and 'Campaigns' sections are visible. A search bar and a table of campaigns are present. A blue callout box points to the 'Columns' dropdown menu, which is currently set to 'Sponsored InMail'. The dropdown menu options are: Performance, Engagement, Conversions & Leads, Sponsored InMail (highlighted), and Video. The table below shows columns for 'Open Rate' and 'Click Through Rate'.

In the “columns” dropdown menu, switch to “Sponsored InMail.”

The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below this, the 'Accounts' and 'Campaigns' sections are visible. A search bar and a table of campaigns are present. A blue callout box points to the 'Columns' dropdown menu, which is currently set to 'Conversions & Leads'. The dropdown menu options are: Performance, Engagement, Conversions & Leads (highlighted), Sponsored InMail, and Video. The table below shows columns for 'View Conversions', 'Conversion Rate', 'Cost Per Conversion', and 'Total Conversion Value'.

If you added a Lead Gen Form to your message ad, switch to “Conversions & Leads.”

Defining Campaign Manager reporting metrics

Metric	Definition
Sends	Number of times your ad was delivered
Opens	Number of times your ad was first opened
Sponsored Messaging Clicks	Clicks on a CTA button, body hyperlink, and desktop banner
Button Clicks	Sum of clicks on your CTA button
Banner Clicks	Sum of clicks on your desktop banner
Link Clicks	Number of clicks on any hyperlinks in your message body
Open rate	$\% \text{ of Opens divided by Sends}$
Click to Open rate	$\% \text{ of Clicks divided by Opens}$
Cost per send	Spend divided by Sends
Cost per open	Spend divided by Opens



Evaluate your campaign based on your objectives and goals. Lower funnel metrics such as Leads, Conversions, and related metrics are also available.

Thank you

Visit the [message ads homepage](#) for case studies, how-to videos, and best practices.