



LinkedIn Ads Success Guide: Checklists for Every Campaign



Get Your Checklist

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- [Video Views](#)

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Lead Generation

Pre-Launch Checklist



Use LinkedIn Accelerate to automate campaign set-up.

With AI-powered targeting, creative, and bidding, Accelerate can improve cost per action by up to 42%.

[Learn more](#)

Targeting

- ✓ Ensure your audience size is at least 50,000 members to improve performance and reduce costs. Smaller audiences tend to increase your cost per key result.
- ✓ Turn off [Audience Expansion](#) if you only want to reach your defined target audience. Audience Expansion increases campaign reach by showing your ads to members who are similar to, but outside of, your target audience.
- ✓ For prospecting campaigns, exclude current customers, employees, competitors, pipeline opportunities, and prior Lead Gen Form submitters. [Learn more](#).
- ✓ Build [retargeting audiences](#) from website visitors or people who previously engaged with your ads to nurture them towards conversion.
- ✓ Create a [predictive audience](#) using LinkedIn's AI and your own data source, such as retargeting, contact, or company lists, to find people who are most likely to become your customers.

Bidding

- ✓ Allocate a [daily budget](#) of at least US\$100 and a minimum campaign duration of 4 weeks. You can also choose to set a [lifetime budget](#) to allow Campaign Manager to optimize spend across the entire campaign duration. Either way, the goal is to ensure that your campaign has enough time and scale to produce good results.
- ✓ Use [maximum delivery](#) as your bidding strategy to get the most results from your full budget. If you need more control over your cost per result, use [cost cap bidding](#) but refrain from setting a low bid amount to prevent under-delivery. We recommend setting a bid that is higher than the recommended amount.
- ✓ When running campaigns with overlapping audiences, use [Dynamic Group Budget](#) to ensure that your campaigns are not bidding against each other.

Creative

For all ads

- ✓ Create 3-5 ads with different copy, visuals or both.
- ✓ Ensure your ad copy and creative are relevant to your audience.
- ✓ Highlight your value proposition and include a strong call-to-action.
- ✓ Localize your ads (language, visuals) to enhance ad relevance.
- ✓ Set [ad rotation](#) to 'optimize for performance'. LinkedIn Ads will show the highest-performing ads to your audience for best results.

For [LinkedIn Lead Gen Forms](#)

- ✓ Clearly explain how audiences will benefit from submitting their information and what to expect after they do so.
- ✓ Use no more than 3-4 form fields for higher completion rates.
- ✓ Include a [custom image](#) in your form.
- ✓ Avoid hashtags or URLs in your ad copy to focus clicks to your form.

Measurement

- ✓ Set a clear goal using lead generation performance metrics such as:
 - Number of leads
 - Lead form opens
 - Lead form completion rate
 - Cost per lead
- ✓ Install the [LinkedIn Insight Tag](#) to unlock [demographics of your website visitors](#), track their [Website Actions](#) and build [retargeting audiences](#).
- ✓ Enable [Conversion Tracking](#) via the Insight Tag or [Conversions API](#). Ensure your [conversion rules](#) match your conversion URL and are verified.
- ✓ If you have a [LinkedIn Business Manager](#) account, connect your CRM system to access the [Revenue Attribution Report](#) to track key metrics like revenue won, return on ad spend, pipeline and more.



Lead Generation Optimization Checklist



Start optimizing 2 weeks after your campaign goes live.

New campaigns enter a learning phase where Campaign Manager learns to optimize your ads for better results, so allow it time before making any changes as doing so can cause the learning phase to restart.

High form opens but low completion rate?

- ✓ Check for any disconnect between your ad creative and Lead Gen Form. Ensure clear and consistent messaging that also aligns with your call-to-action button.
- ✓ Ensure that your Lead Gen Form is easy to complete: use no more than 3-4 form fields and keep custom questions (if any) simple.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who opened your form but didn't submit. Exclude people who already submitted the form.

Low form opens?

- ✓ Review your [campaign demographics](#) to see who is actually engaging with your ads and adjust your targeting parameters accordingly.
- ✓ Use [suggested creative optimizations](#) to ensure that your ad creative and copy are relevant to your audience.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences.

High CPL?

- ✓ Assess the quality of leads against other channels. High quality leads may cost more but are more likely to convert into paying customers.
- ✓ Assess if you are targeting 'cold' audiences. Consider a separate nurture campaign to deepen consideration and improve readiness before attempting to generate leads.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who opened your Lead Gen Form but didn't submit, visited your website, or engaged with your ads to get more leads at a lower cost.
- ✓ Switch to [cost cap bidding](#) for better cost control.

Want higher lead quality?

- ✓ Identify irrelevant leads and exclude such profiles from your targeting.



Targeting

- ✓ Review [campaign demographics](#) to understand performance by audience segment. Redistribute budget towards high-performing segments.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who opened your Lead Gen Form but didn't submit, visited your website, or engaged with your ads to get more leads at a lower cost. Exclude people who already submitted the form.
- ✓ Once you have at least 300 leads, launch a separate [predictive audience](#) campaign, using LinkedIn's AI and data from your first campaign to find more people who are likely to convert. Exclude current customers, employees, competitors, pipeline opportunities, and prior Lead Gen Form submitters.

Bidding

- ✓ Review bids and budget every week to ensure campaign delivery remains healthy.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

Creative

- ✓ Review performance by creative. If completion rates are higher for one or more creatives, learn what's driving better performance. Consider turning off or replacing lower-performing creatives.
- ✓ A/B test [other recommended ad formats for lead generation](#).



You can get personalized, data-driven recommendations to improve performance and return on investment (ROI) in Campaign Manager's [Recommendations Hub](#).



Website Conversions

Pre-Launch Checklist



Use LinkedIn Accelerate to automate campaign set-up.

With AI-powered targeting, creative, and bidding, Accelerate can improve cost per action by up to 42%.

[Learn more](#)

Targeting

- ✓ Ensure your audience size is at least 50,000 members to improve performance and reduce costs. Smaller audiences tend to increase your cost per key result.
- ✓ Turn on [LinkedIn Audience Network](#) to maximize your reach and lower cost per result.
- ✓ Turn off [Audience Expansion](#) if you only want to reach your defined target audience. Audience Expansion increases campaign reach by showing your ads to members who are similar to, but outside of, your target audience.
- ✓ For prospecting campaigns, exclude current customers, employees, competitors, pipeline opportunities, and prior Lead Gen Form submitters. [Learn more](#).
- ✓ Build [retargeting audiences](#) from website visitors or people who previously engaged with your ads to nurture them towards conversion.
- ✓ Create a [predictive audience](#) using LinkedIn's AI and your own data source, such as retargeting, contact, or company lists, to find people who are most likely to become your customers.





Bidding

- ✓ Allocate a [daily budget](#) of at least US\$100 and a minimum campaign duration of 4 weeks. You can also choose to set a [lifetime budget](#) to allow Campaign Manager to optimize spend across the entire campaign duration. Either way, the goal is to ensure that your campaign has enough time and scale to produce good results.
- ✓ Use [maximum delivery](#) as your bidding strategy to get the most results from your full budget. If you need more control over your cost per result, use [cost cap bidding](#) but refrain from setting a low bid amount to prevent under-delivery. We recommend setting a bid that is higher than the recommended amount.
- ✓ When running campaigns with overlapping audiences, use [Dynamic Group Budget](#) to ensure that your campaigns are not bidding against each other.

Creative

- ✓ Create 3-5 ads with different copy, visuals or both.
- ✓ Ensure your ad copy and creative are relevant to your audience.
- ✓ Include your landing page URL at the end of your ad copy for an additional click opportunity.
- ✓ Highlight your value proposition and include a strong call-to-action.
- ✓ Ensure your landing page is mobile-friendly and loads quickly.
- ✓ If there is a form on your landing page, place it above the fold and use no more than 5 form fields.
- ✓ Localize your ads (language, visuals) to enhance ad relevance
- ✓ Set [ad rotation](#) to 'optimize for performance'. LinkedIn Ads will show the highest-performing ads to your audience for best results.

Measurement

- ✓ Set a clear goal using Website Conversion performance metrics such as:
 - Number of conversions
 - Conversion rate
 - Cost per conversion
- ✓ Install the [LinkedIn Insight Tag](#) to unlock [demographics of your website visitors](#), track their [Website Actions](#) and build [retargeting audiences](#).
- ✓ Enable [Conversion Tracking](#) via the Insight Tag or [Conversions API](#). Ensure your [conversion rules](#) match your conversion URL and are verified.
- ✓ If you have a [LinkedIn Business Manager](#) account, connect your CRM system to access the [Revenue Attribution Report](#) to track key metrics like revenue won, return on ad spend, pipeline and more.



Website Conversions

Optimization Checklist



Start optimizing 2 weeks after your campaign goes live.

New campaigns enter a learning phase where Campaign Manager learns to optimize your ads for better results, so allow it time before making any changes as doing so can cause the learning phase to restart.

High CTR but low conversions?

- ✓ Check for any disconnect between your ad creative and landing page to ensure clear and consistent messaging that also aligns with your call-to-action.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who visited your landing page but didn't convert. Exclude people who have already converted.

Low CTR to your landing page?

- ✓ Review your [campaign demographics](#) to see who is actually engaging with your ads and adjust your targeting parameters accordingly.
- ✓ Use [suggested creative optimizations](#) to ensure that your ad creative and copy are relevant to your target audience.
- ✓ Include keywords that would resonate with audiences in your ad copy.
- ✓ Keep ad copy concise to promote higher CTR.
- ✓ Ensure that your call-to-action grabs attention and compels them to act.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

High cost per conversion?

- ✓ Assess if you are targeting 'cold' audiences. Consider a separate nurture campaign to deepen consideration and improve readiness before attempting to generate leads.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who visited your landing page but didn't convert. Exclude people who have already converted.
- ✓ Switch to [cost cap bidding](#) for better cost control.
- ✓ If your goal is to generate leads, test a [Lead Generation](#) campaign using LinkedIn Lead Gen Forms to collect leads within the feed instead.



You can get personalized, data-driven recommendations to improve performance and return on investment (ROI) in Campaign Manager's

[Recommendations Hub](#).

Targeting

- ✓ Review [campaign demographics](#) to understand performance by audience segment. Redistribute budget towards high-performing segments.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who engaged with your ad but didn't convert. Exclude people who have already converted.
- ✓ Once you have at least 300 leads or conversions, launch a separate [predictive audience](#) campaign, using LinkedIn's AI and data from your first campaign to find more people who are likely to convert. Exclude current customers, employees, competitors, pipeline opportunities, and prior Lead Gen Form submitters.

Bidding

- ✓ Review bids and budget every week to ensure campaign delivery remains healthy.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

Creative

- ✓ Review performance by creative. If conversions are stronger for one or more creatives, learn what's driving higher performance. Consider turning off or replacing lower-performing creatives.
- ✓ A/B test [other recommended ad formats for website conversions](#).



Website Visits

Pre-Launch Checklist



Use LinkedIn Accelerate to automate campaign set-up.

With AI-powered targeting, creative, and bidding, Accelerate can improve cost per action by up to 42%.

[Learn more](#)

Targeting

- ✓ Ensure your audience size is at least 50,000 members to improve performance and reduce costs. Smaller audiences tend to increase your cost per key result.
- ✓ Turn on [LinkedIn Audience Network](#) to maximize your reach and lower cost per result.

Bidding

- ✓ Allocate a [daily budget](#) of at least US\$100 and a minimum campaign duration of 4 weeks. You can also choose to set a [lifetime budget](#) to allow Campaign Manager to optimize spend across the entire campaign duration. Either way, the goal is to ensure that your campaign has enough time and scale to produce good results.
- ✓ Use [maximum delivery](#) as your bidding strategy to get the most results from your full budget. If you need more control over your cost per result, use [cost cap bidding](#) but refrain from setting a low cap amount to prevent under-delivery. We recommend setting a bid that is higher than the recommended amount.
- ✓ When running campaigns with overlapping audiences, use [Dynamic Group Budget](#) to ensure that your campaigns are not bidding against each other.



Creative

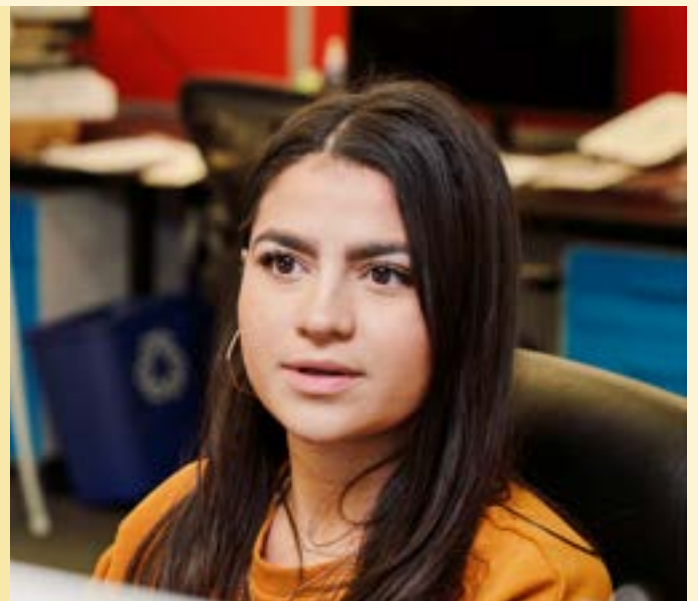
- ✓ Create 3-5 ads with different copy, visuals or both.
- ✓ Ensure your ad copy and creative are relevant to your audience.
- ✓ Highlight your value proposition and include a strong call-to-action.
- ✓ Keep ad copy concise to encourage higher CTR.
- ✓ Include your website URL at the end of your ad copy for an additional click opportunity.
- ✓ Ensure your website is mobile-friendly and loads quickly.
- ✓ Localize your ads (language, visuals) to enhance ad relevance.
- ✓ Set [ad rotation](#) to 'optimize for performance'. LinkedIn Ads will show the highest-performing ads to your audience for best results.

Measurement

- ✓ Set a clear goal using lead generation performance metrics such as:
 - Clicks to landing page
 - Clickthrough rate
 - Cost per click
- ✓ Install the [LinkedIn Insight Tag](#) to unlock [demographics of your website visitors](#), track their [Website Actions](#) and build [retargeting audiences](#).
- ✓ Enable [Conversion Tracking](#) via the Insight Tag or [Conversions API](#). Ensure your [conversion rules](#) match your conversion URL and are verified.
- ✓ If you have a [LinkedIn Business Manager](#) account, connect your CRM system to access the [Revenue Attribution Report](#) to track key metrics like revenue won, return on ad spend, pipeline and more.



If your goal is to get people to take an action on your website, such as filling up a form, create a [Website Conversions](#) campaign instead.



Website Visits

Optimization Checklist



Start optimizing 2 weeks after your campaign goes live. New campaigns enter a learning phase where Campaign Manager learns to optimize your ads for better results, so allow it time before making any changes as doing so can cause the learning phase to restart.

Targeting

- ✓ Review [campaign demographics](#) to understand performance by audience segment. Redistribute budget towards high-performing segments.
- ✓ Create a separate [retargeting campaign](#) to re-engage people who viewed your ad but didn't visit your website. Exclude website visitors.

Bidding

- ✓ Review bids and budget every week to ensure campaign delivery remains healthy.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

Creative

- ✓ Review performance by creative, including CTR and website dwell time. If results are stronger for one or more creatives, learn what's driving higher performance. Consider turning off or replacing low-performing creatives.
- ✓ Include keywords that would resonate with audiences in your ad copy.
- ✓ Keep ad copy concise to promote higher CTR.
- ✓ Ensure that your call-to-action grabs attention and compels them to act.
- ✓ A/B test [other recommended ad formats for website visits](#).



You can get personalized, data-driven recommendations to improve performance and return on investment (ROI) in Campaign Manager's [Recommendations Hub](#).



Brand Awareness

Pre-Launch Checklist

Targeting

- ✓ Ensure your audience size is at least 50,000 members to improve performance and reduce costs. Smaller audiences tend to increase your cost per key result.
- ✓ Turn on [LinkedIn Audience Network](#) to maximize your reach and lower cost per result.

Bidding

- ✓ Allocate a [daily budget](#) of at least US\$100 and a minimum campaign duration of 4 weeks. You can also choose to set a [lifetime budget](#) to allow Campaign Manager to optimize spend across the entire campaign duration. Either way, the goal is to ensure that your campaign has enough time and scale to produce good results.
- ✓ Use [maximum delivery](#) as your bidding strategy to get the most results from your full budget. If you need more control over your cost per result, use [cost cap bidding](#) but refrain from setting a low cap amount to prevent under-delivery. We recommend setting a bid that is higher than the recommended amount.
- ✓ When running campaigns with overlapping audiences, use [Dynamic Group Budget](#) to ensure that your campaigns are not bidding against each other.



Creative

- ✓ Create 3-5 ads with different copy, visuals or both.
- ✓ Ensure your ad copy and creative are relevant to your audience.
- ✓ Highlight your value proposition and include a strong call-to-action.
- ✓ Localize your ads (language, visuals) to enhance ad relevance
- ✓ Set [ad rotation](#) to 'optimize for performance'. LinkedIn Ads will show the highest-performing ads to your audience for best results.

Measurement

- ✓ Set a clear goal using lead generation performance metrics such as:
 - Reach
 - Cost per 1,000 member accounts reached
- ✓ Set up a [Brand Lift Test](#) to measure the impact of your ads on selected brand metrics.
- ✓ Install the [LinkedIn Insight Tag](#) to unlock [demographics of your website visitors](#), track their [Website Actions](#) and build [retargeting audiences](#).
- ✓ Enable [Conversion Tracking](#) via the Insight Tag or [Conversions API](#). Ensure your [conversion rules](#) match your conversion URL and are verified.
- ✓ If you have a [LinkedIn Business Manager](#) account, connect your CRM system to access the [Revenue Attribution Report](#) to track key metrics like revenue won, return on ad spend, pipeline and more.

In compliance with General Data Protection Regulation (GDPR), LinkedIn's reach reporting is limited to the past 90 days. [Learn more](#)



Brand Awareness

Optimization Checklist



Start optimizing 2 weeks after your campaign goes live. New campaigns enter a learning phase where Campaign Manager learns to optimize your ads for better results, so allow it time before making any changes as doing so can cause the learning phase to restart.

Targeting

- ✓ Review [campaign demographics](#) to understand performance by audience segment. Redistribute budget towards high-performing segments.
- ✓ Use data from high-performing segments to create a [predictive audience](#) with LinkedIn's AI to launch a separate retargeting campaign.

Bidding

- ✓ Review bids and budget every week to ensure campaign delivery remains healthy.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

Creative

- ✓ Review performance by creative. If results are stronger for one or more creatives, learn what's driving higher performance. Consider turning off or replacing low-performing creatives.
- ✓ Review secondary metrics like engagement rate as an indication of how well your ads are resonating with audiences.
- ✓ Monitor for ad fatigue and refresh your creatives regularly to keep audiences engaged.
- ✓ Introduce new creative placements using [other recommended ad formats for brand awareness](#) to expand reach.



You can get personalized, data-driven recommendations to improve performance and return on investment (ROI) in Campaign Manager's [Recommendations Hub](#).



Engagement

Pre-Launch Checklist



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[Learn more](#)

Targeting

- ✓ Ensure your audience size is at least 50,000 members to improve performance and reduce costs. Smaller audiences tend to increase your cost per key result.
- ✓ If your goal is to acquire new followers for your Company Page, exclude existing followers from your targeting.
- ✓ Turn on [LinkedIn Audience Network](#) to maximize your reach and lower cost per result.

Bidding

- ✓ Allocate a [daily budget](#) of at least US\$100 and a minimum campaign duration of 4 weeks. You can also choose to set a [lifetime budget](#) to allow Campaign Manager to optimize spend across the entire campaign duration. Either way, the goal is to ensure that your campaign has enough time and scale to produce good results.
- ✓ Use [maximum delivery](#) as your bidding strategy to get the most results from your full budget. If you need more control over your cost per result, use [cost cap bidding](#) but refrain from setting a low cap amount to prevent under-delivery. We recommend setting a bid that is higher than the recommended amount.
- ✓ When running campaigns with overlapping audiences, use [Dynamic Group Budget](#) to ensure that your campaigns are not bidding against each other.

Creative

- ✓ Create 3-5 ads with different copy, visuals or both.
- ✓ Ensure your ad copy and creative are relevant to your audience.
- ✓ Keep your call-to-action simple and direct, focusing on encouraging comments, reactions, and shares.
- ✓ If Company Page follower acquisition is a goal, make sure your ad copy spells out what value audiences will get from following your Company Page.
- ✓ Localize your ads (language, visuals) to enhance ad relevance
- ✓ Set [ad rotation](#) to 'optimize for performance'. LinkedIn Ads will show the highest-performing ads to your audience for best results.

Measurement

- ✓ Set a clear goal using lead generation performance metrics such as:
 - Total Engagement
 - Engagement rate
 - Follows
- ✓ Install the [LinkedIn Insight Tag](#) to unlock [demographics of your website visitors](#), track their [Website Actions](#) and build [retargeting audiences](#).
- ✓ Enable [Conversion Tracking](#) via the Insight Tag or [Conversions API](#). Ensure your [conversion rules](#) match your conversion URL and are verified.
- ✓ If you have a [LinkedIn Business Manager](#) account, connect your CRM system to access the [Revenue Attribution Report](#) to track key metrics like revenue won, return on ad spend, pipeline and more.



Engagement

Optimization Checklist



Start optimizing 2 weeks after your campaign goes live. New campaigns enter a learning phase where Campaign Manager learns to optimize your ads for better results, so allow it time before making any changes as doing so can cause the learning phase to restart.

Targeting

- ✓ Review [campaign demographics](#) to understand performance by audience segment. Redistribute budget towards high-performing segments.
- ✓ Use data from high-performing segments to create a [predictive audience](#) with LinkedIn's AI to launch a separate retargeting campaign.

Bidding

- ✓ Review bids and budget every week to ensure campaign delivery remains healthy.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

Creative

- ✓ Review performance by creative. If results are stronger for one or more creatives, learn what's driving higher performance. Consider turning off or replacing low-performing creatives.
- ✓ Experiment with action-oriented language, questions, or conversational tones that invite people to engage.
- ✓ Respond to comments to your ads promptly. Starting conversations can help you earn greater visibility in the feed and encourage further engagement.
- ✓ Monitor for ad fatigue and refresh your creatives regularly to keep audiences engaged.
- ✓ Introduce new creative placements using [other recommended ad formats for brand awareness](#) to expand reach.



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Video Views

Pre-Launch Checklist

Targeting

- ✓ Ensure your audience size is at least 50,000 members to improve performance and reduce costs. Smaller audiences tend to increase your cost per key result.
- ✓ Turn on [LinkedIn Audience Network](#) to maximize your reach and lower cost per result.

Bidding

- ✓ Allocate a [daily budget](#) of at least US\$100 and a minimum campaign duration of 4 weeks. You can also choose to set a [lifetime budget](#) to allow Campaign Manager to optimize spend across the entire campaign duration. Either way, the goal is to ensure that your campaign has enough time and scale to produce good results.
- ✓ Use [maximum delivery](#) as your bidding strategy to get the most results from your full budget. If you need more control over your cost per result, use [cost cap bidding](#) but refrain from setting a low cap amount to prevent under-delivery. We recommend setting a bid that is higher than the recommended amount.
- ✓ When running campaigns with overlapping audiences, use [Dynamic Group Budget](#) to ensure that your campaigns are not bidding against each other.



Creative

- ✓ Create 3-5 ads with different copy, visuals or both. You can test videos of different lengths and feature different intros as the first few seconds of a video is critical to grabbing attention.
- ✓ Keep the copy brief and let the focus be on the video storytelling. Showcase your value proposition through customer success stories or case studies.
- ✓ Ensure videos include captions to engage people who watch with sound off.
- ✓ Prioritize [vertical video formats](#).
- ✓ While videos can be up to 30 minutes, prioritize videos that are 15 to 30 seconds long as these will qualify for all [possible placements](#) across the LinkedIn feed and Audience Network.
- ✓ Localize your ads (language, visuals) and call out your target audience in your copy to enhance ad relevance.
- ✓ Set [ad rotation](#) to 'optimize for performance'. LinkedIn Ads will show the highest-performing ads to your audience for best results.

Measurement

- ✓ Set a clear goal using lead generation performance metrics such as:
 - Total Engagement
 - Engagement rate
 - Follows
- ✓ Install the [LinkedIn Insight Tag](#) to unlock [demographics of your website visitors](#), track their [Website Actions](#) and build [retargeting audiences](#).
- ✓ Enable [Conversion Tracking](#) via the Insight Tag or [Conversions API](#). Ensure your [conversion rules](#) match your conversion URL and are verified.
- ✓ If you have a [LinkedIn Business Manager](#) account, connect your CRM system to access the [Revenue Attribution Report](#) to track key metrics like revenue won, return on ad spend, pipeline and more.



Video Views

Optimization Checklist



Start optimizing 2 weeks after your campaign goes live. New campaigns enter a learning phase where Campaign Manager learns to optimize your ads for better results, so allow it time before making any changes as doing so can cause the learning phase to restart.

Targeting

- ✓ Review [campaign demographics](#) to understand performance by audience segment. Redistribute budget towards high-performing segments.
- ✓ Use data from high-performing segments to create a [predictive audience](#) with LinkedIn's AI to launch a separate retargeting campaign.

Bidding

- ✓ Review bids and budget every week to ensure campaign delivery remains healthy.
- ✓ If using [cost cap](#) or [manual bidding](#), ensure that you are not bidding too low and missing out on quality audiences. We recommend setting a bid that is higher than the recommended amount.

Creative

- ✓ Review performance by creative. If results are stronger for one or more creatives, learn what's driving higher performance. Consider turning off or replacing low-performing creatives.
- ✓ Test videos of different durations to find your audience's sweet spot. Experiment with short (5-15 seconds), medium (30 seconds), and long (60 seconds or longer) videos to find the most effective way to tell your story.
- ✓ Show what makes your business unique in your video. A good way of communicating value is by showcasing how customers are benefiting from your solutions through success stories or case studies.



You can get personalized, data-driven recommendations to improve performance and return on investment (ROI) in Campaign Manager's [Recommendations Hub](#).



Recommended Ad Formats

by Objective

Brand Awareness

Use ads to encourage interaction, announce events and more

Web Visits

Get more people to visit your website

Engagement

Drive clicks, social actions, and Company Page follows

Video Views

Tell your product or business story through video

Website Conversion

See increased traffic, leads, and downloads

Lead Generation

Get leads using forms pre-filled with LinkedIn member information

[Carousel Ads](#)



[Conversation Ads*](#)



[Document Ads](#)



[Event Ads](#)



[Follower Ads](#)



[Lead Gen Forms](#)



[Message Ads*](#)



[Single Image Ads](#)



[Spotlight Ads](#)



[Text Ads](#)



[Thought Leader Ads](#)



[Video Ads](#)



* Starting October 2024, LinkedIn supports European Union (EU) targeting for Conversation and Message Ad campaigns. Only EU members who agreed to see Sponsored Messaging ads in their LinkedIn inbox will experience this change. [Learn more](#)

LinkedIn Audience Network

Best Practice Checklist



LinkedIn Audience Network helps you reach your defined target audience when they visit our network of trusted third-party publishers, apps and sites. It can help [increase your campaign reach by up to 25%](#) and bring down your cost per result.

Brand Safety

There are several ways to control where your ads are displayed:

- ✓ Set up IAB Category exclusions:
Choose to exclude entire categories of websites and apps based on [IAB's content taxonomy](#).
- ✓ Use customized block lists:
Specify individual websites and apps where you do not want your ads to appear.
- ✓ Create your own allow lists:
Specify individual websites and apps where you only want your ads to appear.

[Download template for block and allow lists.](#)

Creative

- ✓ Use Single Image Ads, Carousel Ads, Document Ads or Video Ads. LinkedIn Audience Network only supports these ad formats at the moment.
- ✓ Prioritise your ad creative and headline. Intro text may not show up on some desktop renders. Keep intro text to under 100 characters to prevent truncation if it does appear.
- ✓ Complete the 'description box' in Campaign Manager to maximize space utilization on mobile renders.
- ✓ Preview your ads in Campaign Manager. Click the three dots in Ad Setup for an indication of how they will likely render in different placements.

Measurement & Optimization

- ✓ Use [Publisher Delivery Reports](#) to see where your ads are running. Adjust your exclusions, block list or allow list if necessary.
- ✓ Review ad performance using the [on/off network breakdown](#) to assess how your ads are performing in the LinkedIn feed versus LinkedIn Audience Network placements.



LinkedIn Contributors

Aishwarya Kanvinde

Gabe Feingold

Anthony Jospin

Joss Jones

Anuj Shetty

Xin Lerk Tan

Erwin Wang

Zeynep Atlas

LinkedIn Ads

More Resources

- [LinkedIn Ads Best Practices Hub](#)
- [LinkedIn Marketing Solutions Help Centre](#)
- [Webinar: Optimize Your Lead Generation Campaigns for Maximum Impact](#)
- [Webinar: LinkedIn Ads Campaign Optimization - Targeting, Bidding & Content](#)