LEAD ACCELERATOR TRANSITION GUIDE

Linked in

Lead Accelerator **to** Campaign Manager

You've invested significant time and energy into making LinkedIn Lead Accelerator a key component of your digital marketing stack.

While we've been hard at work building the core competencies of Lead Accelerator into our main ads platform, Campaign Manager, we'd like to provide context into what these exciting changes will mean for you as a marketer on LinkedIn.

We'll also highlight the differences between Lead Accelerator and Campaign Manager, and offer guidance on how to transfer some of the components of your Lead Accelerator program to Campaign Manager, should you wish to do so.

You're invited for early access! As a valued Lead Accelerator customer, you will be receiving early access to new features in Campaign Manager including website retargeting, contact targeting, and more. Certain features mentioned here will not be available until early 2017.

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Topics Covered in this Transition Guide

Chapter 1: Audience Targeting

Assessing Your Audience Segmentation

As part of the onboarding process for Lead Accelerator (known as LaunchPad), we worked with you to define your target audiences, as we find the best performing campaigns come from advertisers who segment their audiences to align with their overall marketing initiatives. The most common strategies include segmenting audiences by:

- Buyer persona or demographics
- Product or topic interest
- Stage in the buyer's journey

Learn more about audience segmentation strategies in Appendix A

How to Evaluate Your Strategy

The transition to Campaign Manager is a good opportunity to evaluate whether your current LLA strategy is working for you, or if there are opportunities to simplify and improve. Some key questions to ask:

- How successful has my audience strategy performed to date?
- Does my audience segmentation reflect the buyer personas and lead stage models underlying my other marketing initiatives?
- Do I have the right content to effectively message to and nurture the audiences I've chosen?
- Are there ways to simplify my segmentation strategy?

Chapter 1: Audience Targeting

Building Website Segments in Campaign Manager

In Campaign Manager you can create "website segments" (referred to as "page sets" in LLA) to define audiences based on visitors' behavior on your website, which contain one or more URLs with the following parameters:

URL Type	Example
Starts With	www.company.com/productA
Exact	www.company.com/productA?utm_src=linkedin
Contains*	Keyword A, Keyword B, Keyword C

*__NOTE__: While regular expressions are not yet available within Campaign Manager website segments, "URL Contains" will allow you to group pages that share keywords in common. Adding multiple "contains" values in one web segment will use OR logic (not AND logic). At this time there is no "does not contain" URL type. However, you can create a segment for the purposes of excluding it from your audience, which will achieve the same effect.

Once a website segment is created, the cookie pool will start building. Active cookies will remain within each segment for 90 days. When you add a website segment for targeting in a campaign, the active cookies within that segment will be immediately targetable. In order for a campaign to start delivering impressions, at least 300 members total must qualify for targeting of the campaign.

Chapter 1: Audience Targeting

Using Demographic Targeting

When creating website retargeting campaigns in Campaign Manager, you have many more additional demographic targeting options available for use compared to Lead Accelerator including skills, education, interests, and more.

Learn more about ad targeting capabilities on LinkedIn.

To make the setup easier and to achieve more scale, we recommend keeping audiences as broad as possible. You can continue to use the LMS Audience Insights report to estimate your audience sizes until website demographic insights are available in Campaign Manager, coming 2017.

Using Contact Targeting and Account Targeting

Known in Lead Accelerator as "External Segments," you can use Contact Targeting to upload external audiences for targeting within Campaign Manager via the vendors listed below. You can also use Account Targeting to target custom account lists via Campaign Manager (not previously available in LLA).

List Type	List Source
Marketo Segments	API Integration
Eloqua Segments	API Integration
Liveramp Segments	API Integration
Account List Matching	CSV Upload

NOTE: Company Page Engagers cannot be targeted within Campaign Manager. However, Company Page Followers can be reached via Company Page updates (organic posts).

Pro Tip: With the addition of Account Targeting, it is now possible to run Account Based Marketing Campaigns in conjunction with your retargeting efforts. To widen your net, consider using **Audience Expansion** to target "lookalike audiences" based on your contact list.

Chapter 1: Audience Targeting

Audience Sharing Across Accounts (Advanced)

If your business is sharing an insight tag with additional business lines or regional divisions but you have separated your marketing efforts into multiple LLA accounts, then you may be interested in how to share certain audience and targeting assets within Campaign Manager as well. For more information on how to set up sharing permissions, please discuss with your Account Manager.

Action Items for Audience Targeting:

- ✓ Evaluate the segmentation method used in your current LLA Nurture Streams.
- ✓ Decide which audiences from Lead Accelerator you'd like to rebuild in Campaign Manager.
- ✓ Determine if there is an opportunity to simplify your setup in Campaign Manager.

Chapter 2: Ad Types and Delivery

Transitioning from LLA to Campaign Manager will give you the ability to use retargeting on other LinkedIn ad types (such as LinkedIn Text Ads), and result in the loss of others (such as Facebook ads). Retargeting your audiences with multiple ad types will give you the best opportunity to re-engage prospects that have previously visited your website.

Available Ad Types in Campaign Manager

Below is a side-by-side comparison of ad types available in Campaign Manager compared to LLA. Each ad type will need to be set up in a different campaign within Campaign Manager, rather than within one nurture stream as was done in LLA.

AD TYPE	CAMPAIGN MANAGER	LEAD ACCELERATOR
Sponsored Content	✓	✓
Text Ads	✓	✘
Sponsored InMail	✓	✓
Dynamic Ads	✓	✘
Facebook Ads	✘	✓
Display Ads	✘ (Available via programmatic partners)	✓

NOTE: During the "early access" period in which the product is only available to Lead Accelerator clients, Sponsored Content will be the only ad type available for **website retargeting**.

Chapter 2: Ad Types and Delivery

Flight Dates in Campaign Manager versus Lead Accelerator

In Lead Accelerator, each offer is displayed in sequence for a set number of days before the user is pushed to the next nurture wave. To start or end a nurture stream, you need to manually launch or pause.

Campaign Manager uses start and end dates to control campaign duration. This gives you the ability to build a campaign ahead of time and have it go live on a specific day in the future, as well as choose an end date in the future without the need to manually pause.

Lastly, campaigns that use multiple offers will deliver them simultaneously, rather than sequentially, as sequential messaging will not be available in Campaign Manager at launch. Ad rotation is available to ensure budget is allocated to "best performing" campaigns.

Lead Accelerator Nurture Stream

Flight Dates	Duration	Offers (Sequenced)
Rolling as long as stream is "Active"	7 Days	eBook
Rolling as long as stream is "Active"	7 Days	Case Study
Rolling as long as stream is "Active"	7 Days	Free Trial

Campaign Manager Retargeting Campaign

Flight Dates	Duration	Offers (Simultaneous)
You choose specific start and end dates	Defined by flight dates	eBook Case Study Free Trial

Chapter 2: Ad Types and Delivery

A/B Testing Capabilities

A/B testing in Lead Accelerator is limited by the fact that you cannot run different offers to the same audience simultaneously, as they must be in sequence. Therefore, while you can A/B test the ads themselves, you cannot A/B test the offers or landing pages.

Campaign Manager allows you to run multiple ads and/or offers concurrently in one campaign, which can help uncover your best performing offers and landing pages. You may choose to A/B test the ads themselves, the landing pages, or the entire offer. For each campaign audience, you are able to sponsor up to four offers. We recommend using four unique offers simultaneously, or two different offers with different landing page or creative versions.

Action Items for Reviewing Your Ads:

☑ Shift your creative resources away from Facebook and Display.

☑ Focus on creating ads for the available types in Campaign Manager:
Sponsored Content, Sponsored InMail, LinkedIn Text Ads, LinkedIn Dynamic Ads.

☑ Set up A/B testing in Campaign Manager to maximize your performance.

Chapter 3: Prioritizing Campaigns with Audience Exclusions (Advanced)

The two reasons you may want to exclude audiences from your campaigns are to:

1. Universally avoid targeting a certain group of visitors, such as your own employees or job seekers.
2. Prioritize which campaign you want visitors to be targeted in, should they qualify for more than one.

Audience Exclusions

Exclusions can be used to avoid serving ads to certain audiences. For example, you can exclude all visitors that reach your Careers page to avoid advertising to job seekers; or exclude audiences that have already completed a specific action on your website, such as signing up for a demo.

Campaign Prioritization

In the event that a website visitor qualifies for two different retargeting campaigns, you may prefer – but are not required – to ensure that they only see ads from one of those campaigns. While LLA enabled you to rank and prioritize one nurture stream over another, in Campaign Manager you can prioritize one campaign over another by using audience exclusions.

	Campaign Name	Website Segment Inclusion	Website Segment Exclusion
Campaign A	All Site Visitors	Starts With: www.company.com	Product Pages
Campaign B	Product Pages	Starts With: www.company.com/products	None

In the table above, we prioritized Campaign B over Campaign A by excluding the "product pages" website segment from the "All Site Visitors" campaign. If someone visits both the homepage and product pages on company.com – thus qualifying for both campaigns – they will only see ads from the "Product Pages" campaign.

Chapter 3: Prioritizing Campaigns with Audience Exclusions (Advanced)

NOTE: If you are okay with visitors being in multiple campaigns but you want to emphasize one campaign over another such that it spends at a faster rate, you can accomplish this by varying your campaign bid amounts, rather than using audience exclusions to prioritize your campaigns.

Action Items for Prioritizing Your Campaigns:

☑ Review/document how your LLA nurture streams are prioritized.

☑ Determine if you'd like to prioritize your new campaigns through exclusions or bid price.

☑ Look for opportunities to simplify your overall audience and prioritization strategy.

☑ For advanced segmentations, consider organizing your audiences with optional template in Appendix B

Chapter 4: Defining your Budget and Setting your Bids

LLA Pricing versus Setting Bids in Campaign Manager

In Lead Accelerator, budgets were set on the account level rather than the campaign level, and used one of two pricing models:

1. **Media Pricing** – Set a daily budget to be spent across all channels and streams.

2. **Subscription Pricing** – A monthly fee to nurture a set number of contacts.

In Campaign Manager, budget is set at the campaign level, allowing you more control and flexibility with your spend. You'll make four decisions for each campaign you set up:

1. **Bid Type** – Do you want to bid on impressions using a CPC or CPM basis?

2. **Bid** – How strongly do you want your ad to compete against other advertisers in the same auction?

3. **Daily Budget** – Each campaign's maximum daily spend.

4. **Total Budget** – Maximum spend for the lifetime of your campaign.

Action Items for Setting Bids:

☑ Review your current program spend in Lead Accelerator.

☑ Determine the daily budget and total budget that you're willing to allocate to each campaign

Chapter 5: Measuring Performance

In Campaign Manager, you can see performance summarized separately for each campaign under one account. However, unlike within LLA, you are unable to view an account-level performance report that summarizes ad types (channels) together, because each performance report has metrics unique to its specific channel. Additionally, you will find some social performance and ROI metrics that LLA did not afford.

This section uses Sponsored Content as an example to review the basics of conversion tracking and performance analytics in Campaign Manager as they compare to reporting within Lead Accelerator.

Conversion Tracking Basics

You can now track post-click and post-view conversions for Sponsored Content* within the Campaign Manager tool, with three main improvements compared to what was available with LLA:

- Track conversions by "type" (e.g. 'download vs 'purchase' vs 'key page view')
- Assign multiple actions to each campaign in order to track multiple conversion points
- Assign a monetary value to each conversion in order to track return on spend

*NOTE: Conversion Tracking is only available for Sponsored Content and Text Ads, not yet Sponsored InMail or Dynamic Ads.

Learn more about conversion tracking in Campaign Manager.

Chapter 5: Measuring Performance

By assigning values to each of your conversions, you can differentiate your ROI reporting based on the different types of conversions your campaign generates, not just the total number of blanket actions.

Conversion name	Conversion type	Value
+ Create new conversion		
Whitepaper Download	Lead	$50.00
Shopping Cart Completion	Purchase	$200.00
Free Demo Confirmation	Sign up	$100.00

Chapter 5: Measuring Performance

Evaluating Performance

For Sponsored Content, you will have some additional performance metrics within Campaign Manager, including CPC, social metrics (likes, comments, follows, shares), and the ability to break out click demographics across your audience. Additionally, because you can assign conversion types and values for each campaign, you are able to review ROI metrics on the account, campaign, or creative level for each conversion you have assigned.
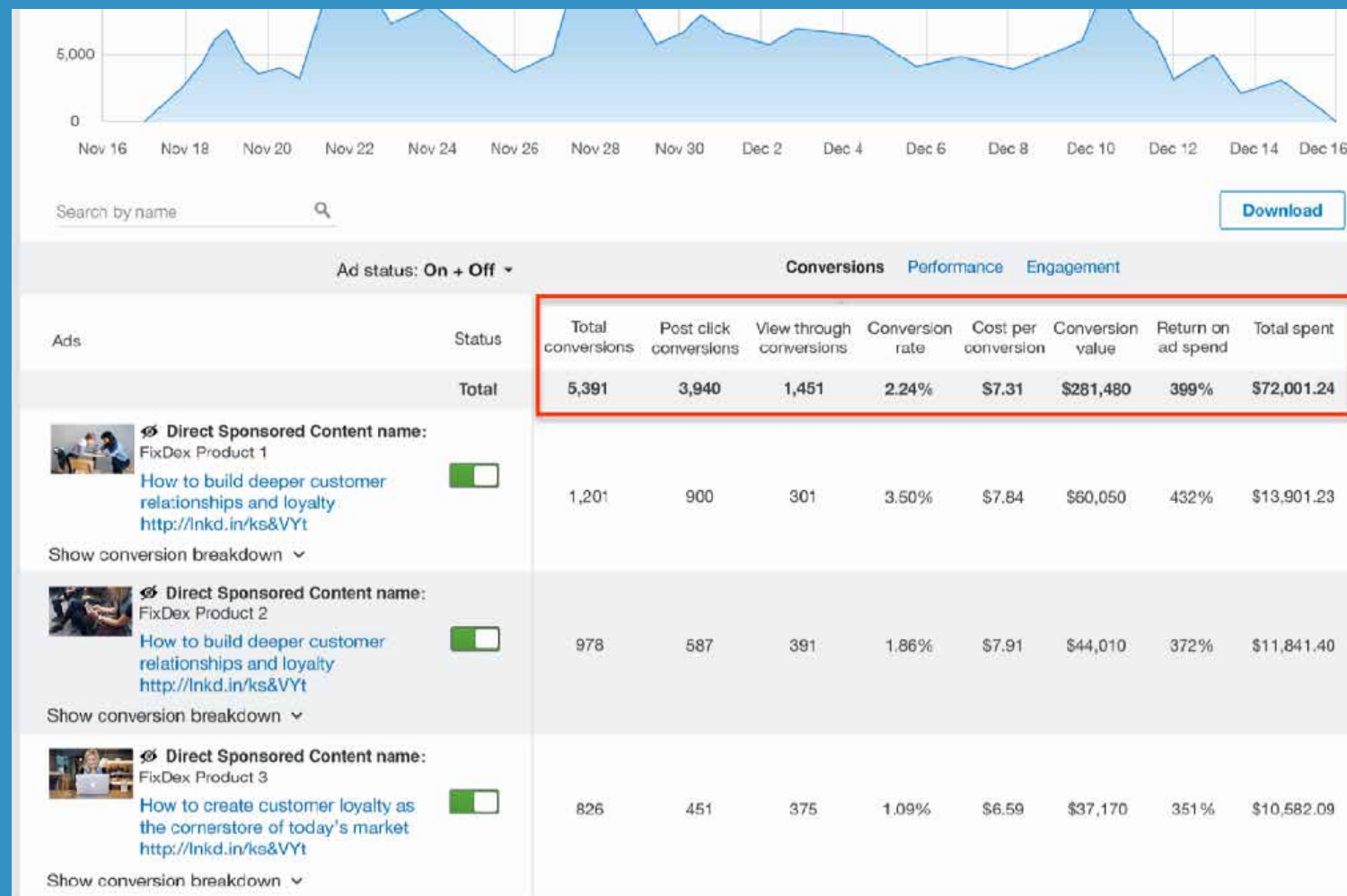
Chapter 5: Measuring Performance

Getting the Most Out of Your LLA Data Before 3/31/2017

Though all delivery will cease on 12/31/2016, you will have access to the LMS dashboard until 3/31/2017, which will allow you to view historical Nurture Stream performance. However, you will not be able to view your streams in "edit" mode, which means you will lose the ability to review some key targeting information.

LLA Reporting Feature	Ability to View 12/31/2016 - 3/31/2017
Nurture Stream Dashboard	YES
Nurturing Usage Report	YES
Audience Insights Report	YES
Configuration (Page Sets)	YES
External Segments	YES
Nurture Performance Export	YES
Audience Targeting Within Nurture Stream	NO
Landing Page URLs Within Waves	NO
Wave Durations	NO

Chapter 5: Measuring Performance

Tip: Document Nurture Streams by 12/31/2016

If you think you might want to review how your individual streams were set up after 12/31/2016, please make sure to document beforehand, as you will lose access on 1/1/2017. We recommend documenting the following:

- **Nurture Stream Targeting** (Page Sets, External Lists, Demographic Targeting)
- **Landing Page URLs** (Including URL Parameters)
- **Nurture Wave Conversions**
- **All Campaign Data** (export from Nurture Streams Dashboard)

Action Items for Reviewing LLA Performance:

☑ Export and evaluate the performance of your Nurture Streams based on scale and performance.

☑ Document your Nurture Stream setup for any key details you'll want to reference.

☑ Determine if there is an opportunity to simplify your setup in Campaign Manager by emphasizing your best performing ads and audiences.

Chapter 6: How to Transition a Strategy

Converting an LLA Strategy to Sponsored Content and InMail in Campaign Manager

If you wish to transition some or all of your LLA nurture streams and waves to Campaign Manager, the diagrams in this section will help to demonstrate the overall resulting structures. Keep in mind that in order to achieve a "multi-channel" effect within Campaign Manager, in which you retarget a single audience with Sponsored Content, Sponsored Inmail, Text Ads and/or Dynamic Ads, you will need to build multiple campaigns that retarget the same audience, but feature different ad types. The diagrams here represent Sponsored Content and InMail campaigns, which you may replicate for your other ad types as well.

For simplification and performance implications, we highly recommend only replicating the best performing audiences and ads of your LLA program, rather than the entire structure. Often, simpler strategies are not only easier to manage, but more effective at generating leads at scale.

NOTE: For more assistance with your particular strategy, or to view more detailed "how-to" steps when building your campaigns, please reach out to your account team.

Chapter 6: How to Transition a Strategy
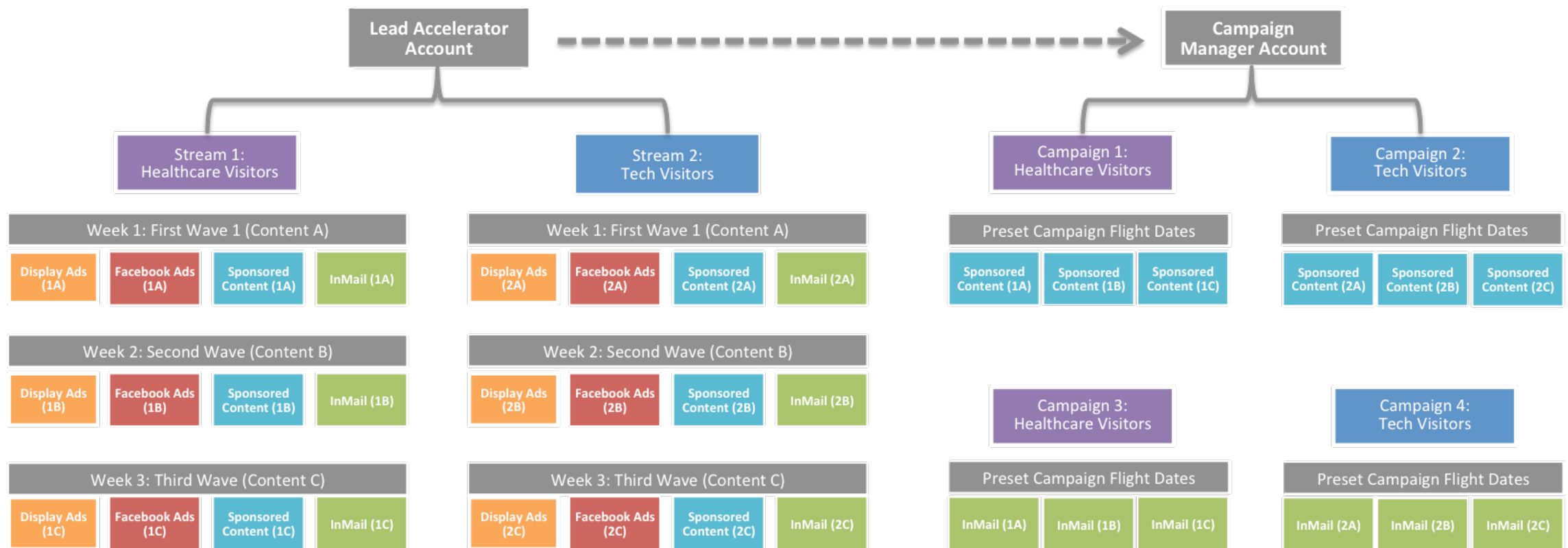
Image 1: Original Lead Accelerator Stream Structure

LLA program with two nurture streams to target two audiences: Healthcare Visitors (purple) and Tech Visitors (blue). Each stream has three sequential waves that will serve over weeks 1, 2 and 3 (gray boxes) with unique content offers (A, B, and C). Each wave has four ads shown in unique colors: Display, Facebook, Sponsored Content and InMail. As a result, at the end of their respective streams, each Healthcare and Tech visitor will have been offered three pieces of sequential content across all four ad types.

Image 2: Converted Structure in Campaign Manager

Four Campaign Manager campaigns targeting the same two audiences: Healthcare (purple) and Tech (blue) visitors. Sponsored Content (turquoise) and InMail (green) are separated, resulting in two campaigns for each audience. All three content pieces (A, B and C) are delivered to each audience simultaneously. As a result, during flight dates, each Healthcare and Tech visitor will be offered three pieces of content simultaneously across the two ad types (within frequency caps: InMail = 1 message every 60 days from any advertiser; Sponsored Content = 4 posts from an advertiser every 48 hours).

Chapter 7: Recap and Action Items

Topic	Key Differences in Campaign Manager	Action Items
Targeting Your Audience	"Page Sets" become "Web Segments" - More demographic targeting options to choose from - Gain the ability to upload and match against company or contact lists	☐ Review and evaluate your current LLA segmentation and targeting strategy. ☐ Document the audiences you'd like to rebuild in Campaign Manager. (Optional template in Appendix B).
Ad Types and Delivery	- Facebook and Display ads are being replaced with Text ads and Dynamic ads - Conversion tracking for Sponsored InMail and Dynamic ads will not be available at launch - A/B Testing is improved with the ability test offers and landing pages in addition to ad creative - Duration is based on flight dates and budget, not Wave Length	☐ Shift your creative resources away from Facebook and Display. ☐ Focus on creating ads for Sponsored Content, Sponsored InMail, LinkedIn Text Ads, LinkedIn Dynamic Ads. ☐ Set up A/B testing in Campaign Manager to maximize your performance.

Chapter 7: Recap and Action Items

Topic	Key Differences in Campaign Manager	Action Items
Prioritizing Your Audiences	▪ Automatic audience prioritization is not available in Campaign Manager, but you are able to achieve the same effect by using web segment exclusions, or adjusting campaign bids.	☐ Review/document how your LLA nurture streams are prioritized. ☐ Determine if you'd like to prioritize your new campaigns through exclusions or bid price. ☐ Look for opportunities to simplify your overall audience and prioritization strategy.
Defining Your Budget and Setting Your Bids	▪ In Campaign Manager, budgets are set at the campaign level, rather than the account level ▪ You are able to choose a CPC or CPM bid structure.	☐ Understand what your current spend is in Lead Accelerator. ☐ Determine the daily budget and total budget that you'll allocate to each campaign created in Campaign Manager.
Measuring Performance	▪ Conversion tracking is improved with multiple types and the ability to assign monetary values. ▪ Performance is only summarized at the channel level,not across multiple channels.	☐ Shift your creative resources away from Facebook and Display. ☐ Focus on creating ads for Sponsored Content, Sponsored InMail, LinkedIn Text Ads, LinkedIn Dynamic Ads. ☐ Set up A/B testing in Campaign Manager to maximize your performance.

Appendix A: Audience Segmentation Methods

The table below provides an overview of the three most common segmentation strategies used by advertisers for Lead Accelerator, and details the key functional differences between Campaign Manager and Lead Accelerator that you should keep in mind when building out your new campaigns. During transition, we recommend simplifying your strategy as much as possible.

Segmentation Method	When to Use This Strategy	Most Common Mistake Made	Example Segmentation	Differences in Campaign Manager
Targeting Your Audience	You have a significant amount of traffic for each of your personas, and content/messaging aligned to each.	Trying to retarget by persona when your audiences are too niche. Without scale, this strategy is ineffective.	By Industry: 1. Healthcare 2. Education 3. Financial Services	Additional demographic targeting capabilities are available, though we recommend still going broad for the ability to scale.
Ad Types and Delivery	You have a significant amount of traffic for each of your product or topical pages, and differentiated content for each.	Trying to segment by product/interest when your page URLs do not differ for each topic. Unique URLs must be used to create web segments.	By Topic: 4. Features 5. Pricing 6. Customer Success	Web Segments in Campaign Manager have a slightly different setup than Page Sets in LLA.
Prioritizing Your Audiences	You use lead stages in your marketing, and have aligned content and messaging to your various stages.	Using lower funnel audiences that are very niche with minimal traffic. Focus on the audiences that will scale, and combine smaller audiences if necessary.	By Buyer's Journey: 1. General/Other 2. Product Page Visitors 3. Pricing Page Visitors 4. Form Bouncers	Rather than using stream prioritization as in LLA, in Campaign Manager you can use web segment exclusions to rank your audiences.

Appendix B: Audience Segmentation Template

Feel free to customize the template below for your own planning or documentation use. We find it is helpful to organize your audiences in order of priority.

Priority #1: [Insert Audience Name]		
Who's included in your audience?	Web or External Segments	
	Demographic Targeting	
Who's excluded from your audience?	Web or External Segments	
	Demographic Targeting	

Priority #2: [Insert Audience Name]		
Who's included in your audience?	Web or External Segments	
	Demographic Targeting	
Who's excluded from your audience?	Web or External Segments	
	Demographic Targeting	

Priority #3: [Insert Audience Name]		
Who's included in your audience?	Web or External Segments	
	Demographic Targeting	
Who's excluded from your audience?	Web or External Segments	
	Demographic Targeting	

Priority #4: [Insert Audience Name]		
Who's included in your audience?	Web or External Segments	
	Demographic Targeting	
Who's excluded from your audience?	Web or External Segments	
	Demographic Targeting	