Linked in

Pace the spend of your Campaign

Maximize your campaign's ROI with LinkedIn's budget and pacing options

What are the main **benefits** to the LinkedIn lifetime budget and lifetime pacing options?
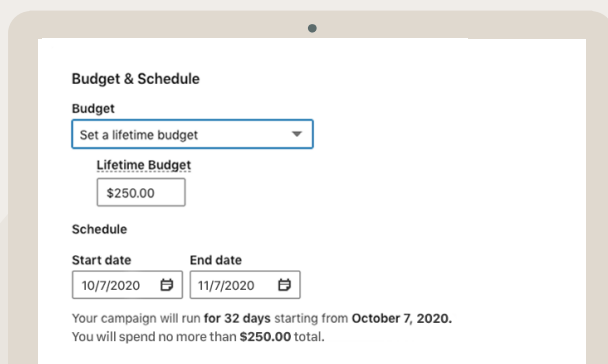
Improve budget utilization

Improve campaign ROI

Reduce time spent on campaign management

How to **get started**

Navigate to **Budget & Schedule** within Campaign Manager to find the selections.

Budget & Schedule

Budget
Set a lifetime budget

Lifetime Budget
$250.00

Schedule

Start date
10/7/2020

End date
11/7/2020

Your campaign will run **for 32 days** starting from **October 7, 2020.**
You will spend no more than **$250.00** total.

Daily Budget is how much you would like to spend per day on your campaign.

Lifetime Budget is how much you would like to spend for the duration of your campaign.

Daily Pacing predicts platform activity over the course of one **day** and optimizes budget distribution and spend accordingly.

Lifetime Pacing predicts platform activity over the course of one **week** and optimizes budget distribution and spend accordingly.

Budget pacing manages how your budget is spent throughout the duration of your campaign

Set your budget by choosing a **fixed schedule campaign** (with start/end dates), or, a **continuous schedule campaign**.

Daily Budget	with	Continuous Schedule	uses	Daily Pacing*	
Daily Budget	with	Fixed Schedule	uses	Lifetime Pacing	
Lifetime Budget ⭐ Recommended	with	Fixed Schedule	uses	Lifetime Pacing	
Daily & Lifetime Budget	with	Continuous Schedule	uses	Lifetime Pacing	

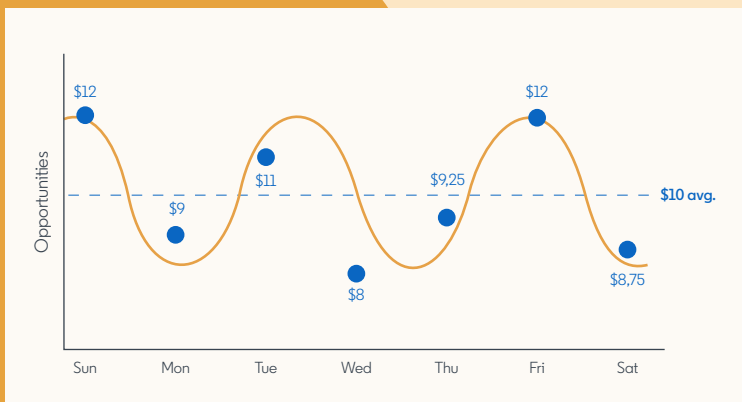*Coming soon: this combination will be backed by Lifetime Pacing within Q3FY21

Are you **already running** campaigns on LinkedIn?

Try these options for your new campaigns to **align with your previous Budget & Schedule combinations.**

Schedule	Previous Budget setting	Recommended new Budget
Fixed (Start + End date)	Daily	Daily
	Daily + Total	Daily
	Total	Lifetime
Continuous (Start date only)	Daily	Daily
	Daily + Total	Daily + Lifetime

💡 You can set lifetime budgets and schedules at the campaign group level as a safety for completion time and to avoid overspending

Why is my **daily budget variance** increasing from 20 to 50%?

With lifetime pacing, our system needs some flexibility at the daily budget level for optimization purposes. This requires a larger buffer for our system to move around the lifetime budget, ensuring effective budget utilization. This only happens in the event that there are supply opportunities to deliver more optimal ROI. Our system will not exceed the lifetime budget.

Opportunities chart: Sun $12, Mon $9, Tue $11, Wed $8, Thu $9,25, Fri $12, Sat $8,75 — $10 avg.