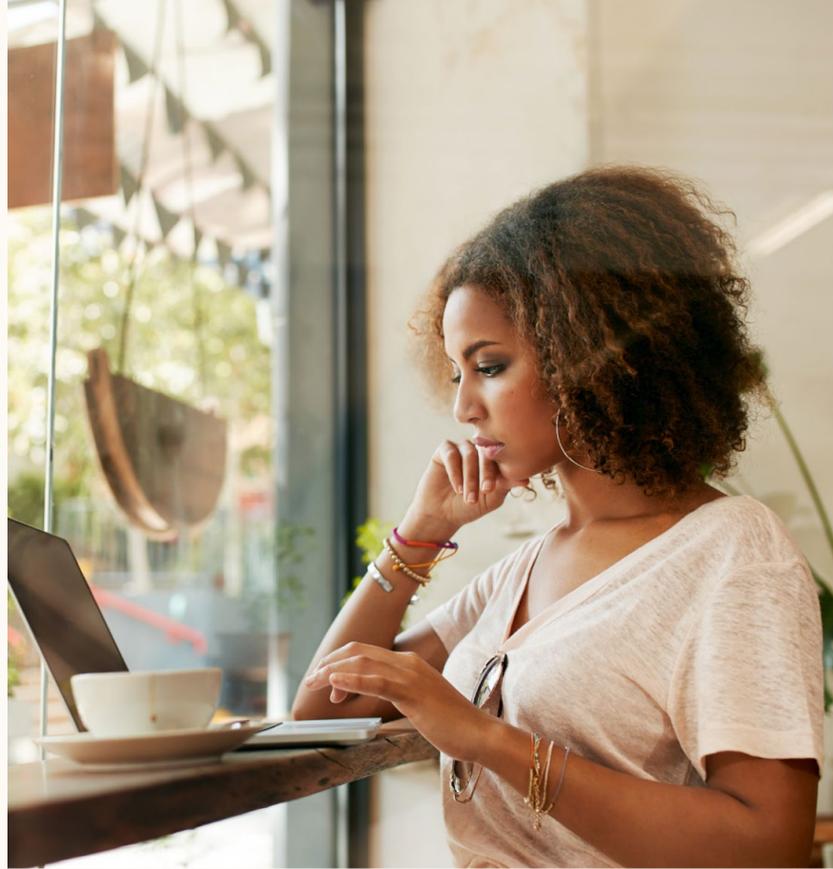




Best Practices for Bidding on LinkedIn

The most efficient and effective LinkedIn ad campaigns are driven by an agile bidding strategy. Marketers can plan to responsively adapt to what's happening, but if that hasn't become second nature yet, it can be tough to know which controls to adjust and when. We are here to help.



A Breakdown of Bid Types:

	Maximum Delivery	Target Cost Bidding	Manual Bidding
What it does...	Gets most results while delivering full budget	Gets most results while advertiser sets their cost (per key result)	Advertisers set their preferred bid for the auction
When to Use	Full Budget Delivery	Cost Per Result Control	Bid Control
Why Use It	<ul style="list-style-type: none"> • Volume of Results • Delivers Full Budget • Saves Time • No Guesswork 	<ul style="list-style-type: none"> • Cost Predictability • Saves Time • Minimize Guesswork 	Maximum bid control
Who Sets the Bid	LinkedIn	LinkedIn	Advertiser
Campaign Objectives	All	<ul style="list-style-type: none"> • Brand Awareness • Website Visits • Engagement • Video Views 	All



Get Started with Bidding



Tip 01

Uncertain how to bid for your campaign? Don't have time to regularly manage bidding? **Target Cost Bidding and Maximum Delivery** are your best options. Manual Bidding gives you the most control over your bid values, but also requires the most oversight. Choose the bid type that best suits your campaign's goals.

Tip 02

With **Manual Bidding**, Campaign Manager suggests a bid range to make your ads most likely to be seen. Start at the high end of the recommended range. This will help in winning auctions.

Tip 03

To lower costs with **Manual Bidding**, reduce your bid slowly. Monitor campaign performance and stop lowering the amount if you see a dip in key metrics like impressions, clicks, or conversions.

Tip 04

If your campaigns are spending 85% of their daily budget with **Target Cost Bidding or Manual Bidding**, it's an indicator that your campaign is healthy, and would benefit from using **Maximum Delivery** to get even more results for your budget.

Tip 05

The Forecasting Tool on the right side of your Campaign Manager window will predict performance as you input your campaign preferences. To see what works best for your goals, start by comparing bid type results for a one-day spend.

To get started, visit [linkedin.com/campaignmanager](https://www.linkedin.com/campaignmanager)

