

# Objective-based pricing for LinkedIn advertising

The campaign objective you select determines which ad formats, bidding strategies, and optimization goals are available for your campaign.



The chart below outlines which bid strategies and optimization goals are available for each objective, and how the campaign will be charged based on those selections.

**Note:** Campaigns with Sponsored Messaging ad formats will be optimized for and charged by message sends, regardless of the objective selected.

	Campaign objective	Optimization goal	Bidding strategy	Charged by
Awareness	Brand Awareness	Reach*	Maximum delivery (Automated)	Impressions
		Impressions	Maximum delivery (Automated)	Impressions
			Target cost	Impressions
			Manual bidding	Impressions
Consideration	Website visits	Landing page clicks	Maximum delivery (Automated)	Impressions
			Target cost	Landing page clicks
			Manual bidding	Landing page clicks
	Engagement	Engagement clicks	Manual bidding	Impressions
			Maximum delivery (Automated)	Impressions
			Target cost	Engagement clicks
Video views	Video views	Manual bidding	Engagement clicks	
		Maximum delivery (Automated)	Impressions	
		Target cost	Video views	
	Impressions	Video views		
Conversion	Lead generation	Leads	Manual bidding	Impressions
			Maximum delivery (Automated)	Impressions
		Clicks	Manual bidding (Enhanced)	Clicks
			Manual bidding	Clicks
	Talent leads**	Talent leads	Manual bidding	Impressions
			Maximum delivery (Automated)	Impressions
		Landing page clicks	Manual bidding (Enhanced)	Landing page clicks
			Manual bidding	Landing page clicks
	Website conversions	Website conversions	Manual bidding	Impressions
			Maximum delivery (Automated)	Impressions
		Landing page clicks	Manual bidding (Enhanced)	Landing page clicks
			Manual bidding	Landing page clicks
Job applicants	Landing page clicks	Manual bidding	Impressions	
		Maximum delivery (Automated)	Impressions	
	Impressions	Manual bidding	Landing page clicks	

- \*Only available for Sponsored Content ad formats.
- \*\*The **Talent leads** objective is only available for Talent Solutions Campaign Manager accounts.
- Landing page clicks are clicks on your ad to open the creative's destination URL.
- Engagement clicks include clicks to landing page, LinkedIn Page, social actions, social pill, or LinkedIn Page follows.

- Clicks for Lead Gen campaigns include clicks to the Lead Gen Form, LinkedIn Page, or social pill.
- Video views are defined as +2 seconds continuous view at 50% or more on screen.

Learn more about [chargeable clicks by objective and ad format](#).