

Checklist

# 6 Tips for Measuring Your LinkedIn Campaigns



Measuring your ad performance is critical to understanding the impact of your investment. Whether you're new to digital advertising or a marketing pro, this checklist will set you up for success and unlock additional areas for optimization.

**Prior to launching your campaign, identify your key metrics according to your marketing goal.**

- Build Brand Awareness: Impressions, Clicks, Click-through-Rate
- Increase Consideration: Website Visits, Clicks, Click-through-Rate
- Drive Leads/Conversions: Conversion Rate, Cost per Conversion, Cost per Lead

**Set up the Insight Tag to leverage Conversion Tracking.**

This enables you to see how your ads are driving valuable actions, including content downloads, sign-ups, purchases, and more. [Learn more about Insight Tags.](#)

**Set up Lead Gen Forms.**

By using Lead Gen Forms, you can measure bottom-of-funnel metrics such as Number of Leads and Cost per Lead. [Learn how to create Lead Gen Forms.](#)

Only

**37%**

of digital marketers feel “very confident” in their ROI metrics

Source: LinkedIn ROI Research

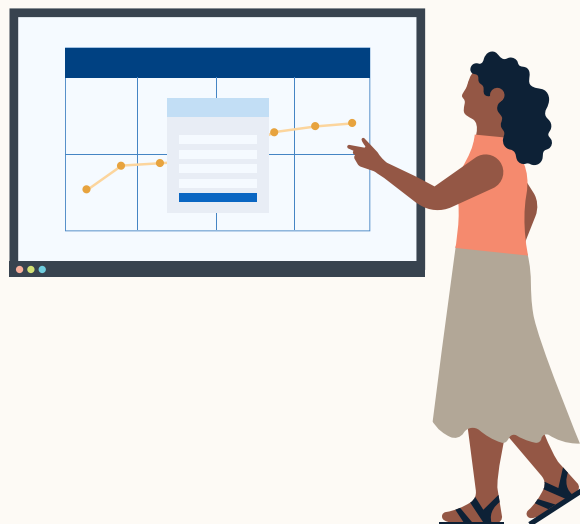
**Conduct weekly analytical assessments.**

- Identify opportunities to optimize your campaigns and focus on the metrics that map to your campaign goals.
- Use our handy [weekly campaign optimization checklist](#) as a guide in this process.

**Use Campaign Demographics to see which audiences respond best to your ads.**

Create new targeting audiences based on your findings. [Learn how to view the data.](#)

**Use Performance Insights for recommendations to improve bids and budgets. [Learn how to see your Insights in Campaign Manager.](#)**



Learn how to get the most ROI for your ad spend with our new learning center, LinkedIn Marketing Labs

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