

# Demystifying LinkedIn Ad Auctions

Unlock your campaign's full potential

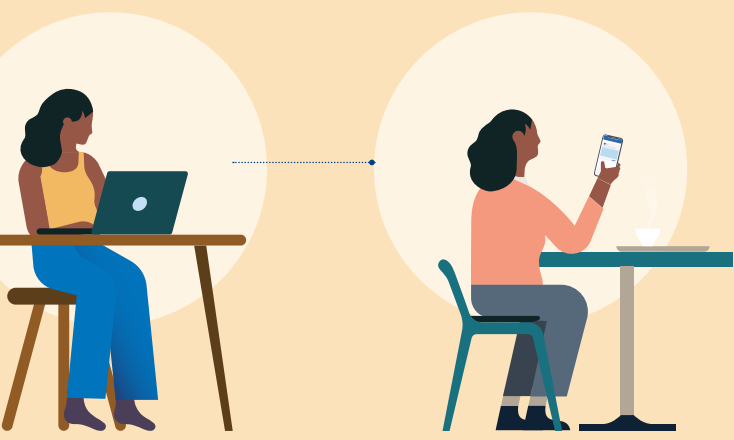
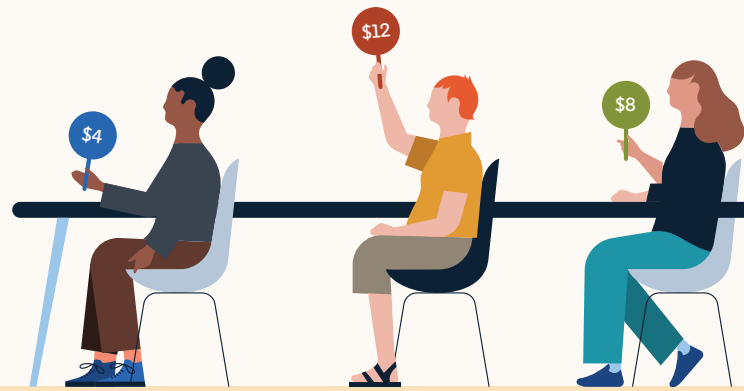


LinkedIn uses ad auctions to determine which ads our members will see as they visit and engage with our platform. When a LinkedIn member visits the feed, there is a single auction that ranks a number of ads at once. As the member scrolls down the feed, we show ads in that ranked order. Multiple factors influence the competitiveness of your ads and the outcome of the ad auction.

## 1 Auctions

Once a campaign launches, a bid is placed and an ad request enters a LinkedIn auction for a specific member who is about to receive an ad. All bids in an auction are **converted to eCPI\*** to be on the same value system.

Our ad server determines the winners using a product of the bid value and relevancy score\*\*, which predicts how likely a member is to take action on an ad.



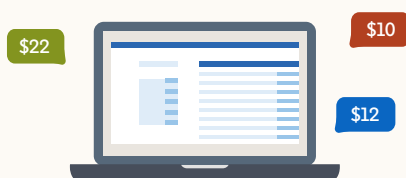
## 2 Reach & Frequency

For optimal brand performance, brands should reach all current and future prospects by using distinctive assets that associate the brand with the points at which buyers are most likely to enter the market. Moreover, audiences who are exposed to a brand's content multiple times are more likely to convert.

LinkedIn's **Reach Optimization, Reach and Frequency Forecasting, and Frequency Reporting** can help you achieve those brand goals.

## 3 Bidding

A bid is the amount that you are willing to pay for a LinkedIn member's action. The type of action (e.g. click) that your campaign is optimized for will be based on your goals, a combination of the campaign objective and bid type.



The bid types are:

- **Manual**, giving you full control
- **Maximum Delivery & Target Cost**, our automated options where we'll do the work for you.

We offer **bid tips and suggestions** in Campaign Manager to help.

## 4 Budgets & Pacing

LinkedIn has sophisticated pacing mechanisms to ensure that your budget is spent efficiently and that your ads are delivered at optimal times.

We offer four budget and schedule combinations to give you flexibility, where your campaigns can run continuously or for a fixed period of time.

All budget options are backed by lifetime pacing, which predicts platform activity over the course of one week and optimizes budget distribution and spend accordingly.

Budget Type	with	Schedule
Daily Budget	with	Continuous Schedule
Daily Budget	with	Fixed Schedule
Lifetime Budget <span style="font-size: small;">★ Recommended</span>	with	Fixed Schedule
Daily & Lifetime Budget	with	Continuous Schedule

**Forecasted Results** ⚙️

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Target audience size  
**170,000,000+**

1-day 7-day 30-day

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30-day spend  
**\$1,300.00 - \$1,800.00**

30-day maximum potential spend  
**\$230,000,000.00**

30-day clicks Key Result  
**69,000 - 150,000**

30-day average frequency  
**1.0 - 1.4**

Forecasted results are directional estimates and don't guarantee performance. [Learn more](#)

Is this information helpful? [Yes](#) [No](#)

## 5 Forecasting

The **Forecasting Tool** appears on the right side of the page when you create or edit a campaign in Campaign Manager. The tool estimates campaign performance in real time as you select various campaign details like audience size, ad format, budget, and more. It can be used during campaign setup, prior to launch, and even after the campaign is running.

Reference the Forecasting Tool to help **make your campaigns more effective.**

\*eCPI = effective Cost Per Impression  
 \*\*While Relevancy Score is used, it isn't shared, and instead you can download Campaign Quality Score (CQS) in Campaign Manager Tool.