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.

### Campaign objective

- **Awareness**
- **Website visits**
- **Engagement**
- **Video views**
- **Lead generation**
- **Talent leads**
- **Website conversions**
- **Job applicants**

### Optimization goal

- Reach*
- Impressions
- Cost cap
- Target cost
- Manual bidding
- Maximum delivery
- Impressions
- Landing page clicks
- Video views
- Leads
- Talent leads
- Website conversions
- Landing page clicks
- Impressions
- Manual bidding
- Target cost
- Engagement clicks
- Manual bidding
- Impressions
- Cost cap
- Manual bidding
- Video views
- Manual bidding
- Clicks
- Manual bidding
- Impressions
- Manual bidding
- Manual bidding
- Impressions
- Manual bidding
- Impressions

### Charged by

- Impressions
- Landing page clicks
- Video views
- Leads
- Talent leads
- Website conversions
- Landing page clicks
- Impressions
- Manual bidding
- Impressions

### Notes

- *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.

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