



Best Practices:

Document Ads





What's inside?

- Document Ads overview
- Preparing for launch
- Best practices: Document and campaign creation
- Best practices: Bid, budget and audience
- Best practices: Reporting

Document Ad overview

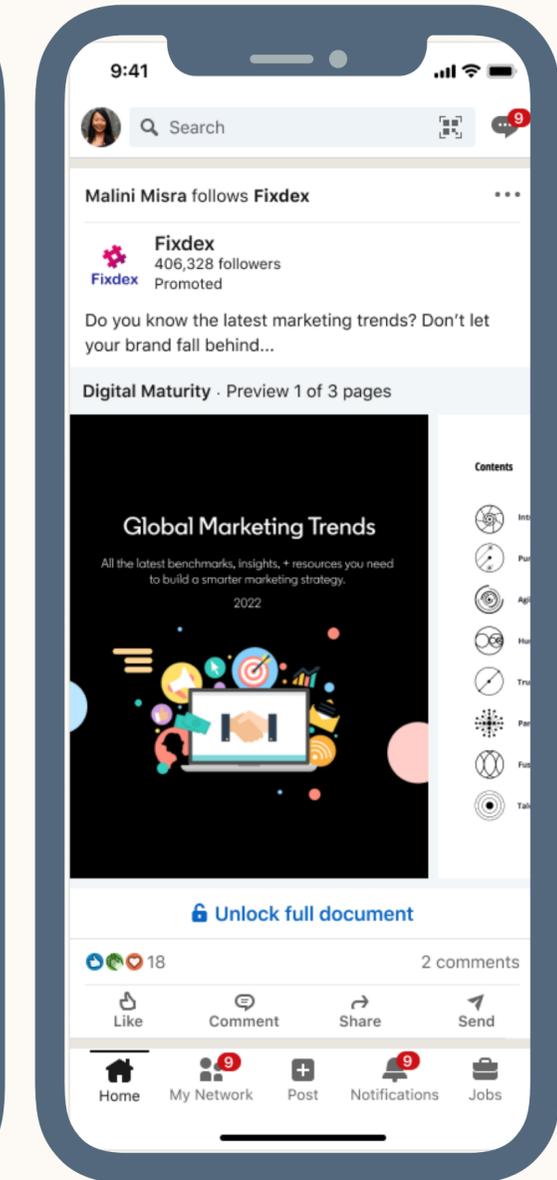
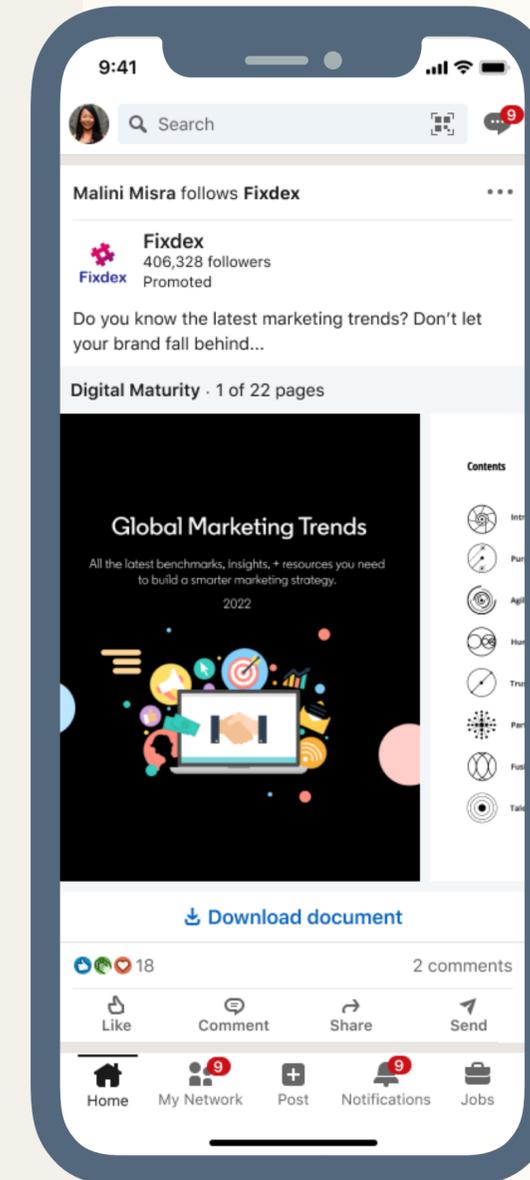




What are LinkedIn Document Ads?

Document Ads allow advertisers to promote documents directly in the LinkedIn feed, where members can easily read and download content without having to leave the platform.

Choose to share your content freely to build awareness and grow thought leadership or gate your document with a Lead Gen Form to capture interested leads.





Introduction

How they work

Set up your campaign

Reporting

Resources



Why Document Ads?



Build awareness and nurture key audiences

Boost engagement with audiences by sharing educational, inspiring content they can read and download directly in their feed.



Collect Quality Leads

Capture quality leads by gating your document with a Lead Gen Form. Share a preview of your document to generate interest and convert at scale.



Measure audience interest in your content

Learn how much of your document is read and downloaded to inform your strategy across all phases of the marketing funnel.



What can you do with Document Ads?



Leverage your full content library of eBooks, case studies, white papers, infographics, or slides to nurture audiences and increase interest



Collect high-quality leads at scale by requiring members to exchange information for access to your full document



Drive engagement and conversions across all phases of the marketing funnel



Measure impact of your content by understanding member interest and engagement with your document





When should you use Document Ads?

Inform with thought leadership via eBooks & Slides .	Let members gain knowledge and be informed on topics related to your product/service via different mediums
Demonstrate best practices via guides & tip sheets	Show off how to use your product and service, and best practices
Showcase success of other customers via case studies .	Share how other customers have found success and results through a case study or customer testimonial
Present research & trends via data sheets & analyst reports .	Demonstrate command over your sector, industry or vertical by showing data sheets & analyst reports
Collect interested leads through gated e-Books, guides, reports etc.	Drive bottom of funnel results by gating documents to capture interested leads
Attract high-quality talent via informative infographics and how-to guides .	Position your company as an employer of choice by highlighting diversity initiatives, mission & values, and providing educational resources



Preparing for launch





Introduction

Preparing for launch

Document and campaign creation

Bid, budget and audience

Reporting



Assets needed to start a Document Ad campaign



Lead Gen Forms and Confirmation Messages are only available when choosing the 'Lead Generation' objective in Campaign Manager.



Ad creative

Content & document for Sponsored Content.

Also select a CTA that will drive members to a destination after completing the Lead Gen Form.



Lead Gen Form

Data to collect from members. When setting up a campaign, you can leverage an existing Lead Gen Form or create a new one.



Confirmation message

Provide the asset you've offered in your ad and a thank you message.



Introduction

Preparing for launch

Document and campaign creation

Bid, budget and audience

Reporting



1. Ad creative assets for Document Ad

Advertising within LinkedIn's newsfeed:

Document

- ✓ File Type: PDF, DOCX, DOC, PPT, PPTX
- ✓ Limits: 300 pages or 1MM words
- ✓ Aspect Ratio: Vertical, Horizontal, Square
- ✓ Size: 100MB

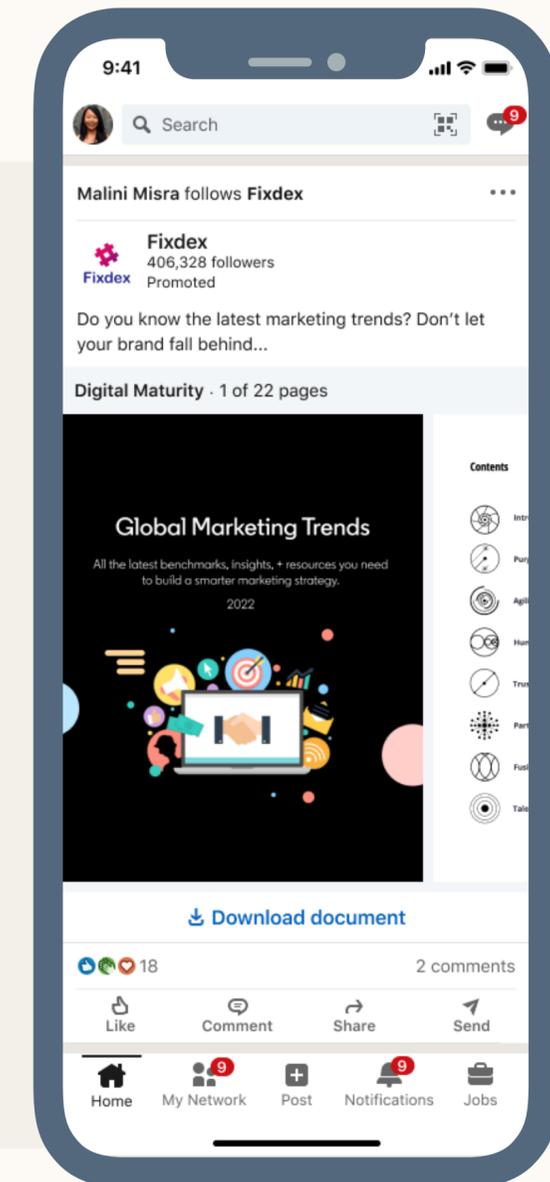
Intro Text

- ✓ Keep under 150 characters to avoid truncation on most devices.
- ✓ Language of Document must match the targeting and creative (unless in English)

Headline

- ✓ Will show at the top of your document

Document Ad





Introduction

Preparing for launch

Document and campaign creation

Bid, budget and audience

Reporting



2. Lead Gen Form assets

9:41

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We'll send this information to FixDex, subject to their [privacy policy](#)

Work email
johndoe@linkedin.com

First name
John

Last name
Doe

Job title
Engineer

Company name
LinkedIn

Submit



Offer Headline
(60 characters)



Privacy Policy URL
(required)



Offer details
(160 characters)



Data fields
(required)



Introduction

Preparing for launch

Document and campaign creation

Bid, budget and audience

Reporting



3. Confirmation Message Assets



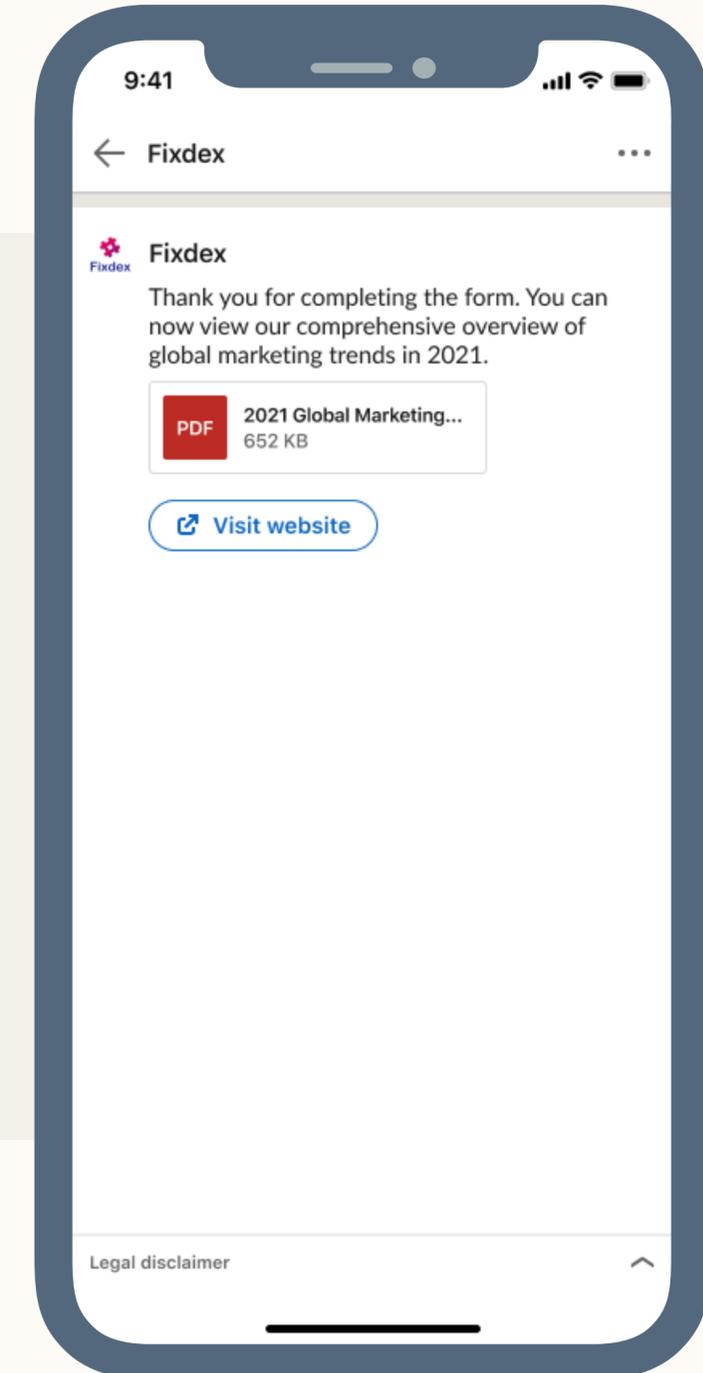
“Thank You” message
(300 characters)



Thank You Message
Call-to-action



URL for members to
visit after submission





Access needed to create Document Ad campaigns and manage leads in Campaign Manager

Advertisers must have the “Sponsored Content Poster” or a Page Admin role in order to launch Document Ad campaigns and must have the “Lead Gen Form Manager” or a “Page Admin” role in order to view or download leads.

Don't have the right permissions?

Here's how to get necessary Sponsored Content Poster and/or Lead Gen Form Manager access:

- 1 Both admin roles will be given by the Super Admin through their page.
- 2 The Super Admin clicks “Admin Tools” on their Page and selects “Manage Admins”.
- 3 Click the Paid media admins tab.
- 4 Click the Add admin button.
- 5 Type the name of the member, associated employee, or advertiser you'd like to add in the Search for a member... text field and select the members name from the menu that appears.
- 6 Select the correct Admin role.
- 7 Click the Save button.

Best practices: Document and campaign creation





For best quality document, we recommend using a PDF file.

For accessibility purposes, members who view your ad can download your document as a PDF regardless of the original file type. Converting a different file type into a PDF **reduces the quality** of the original document.

Use one of the standard layouts:

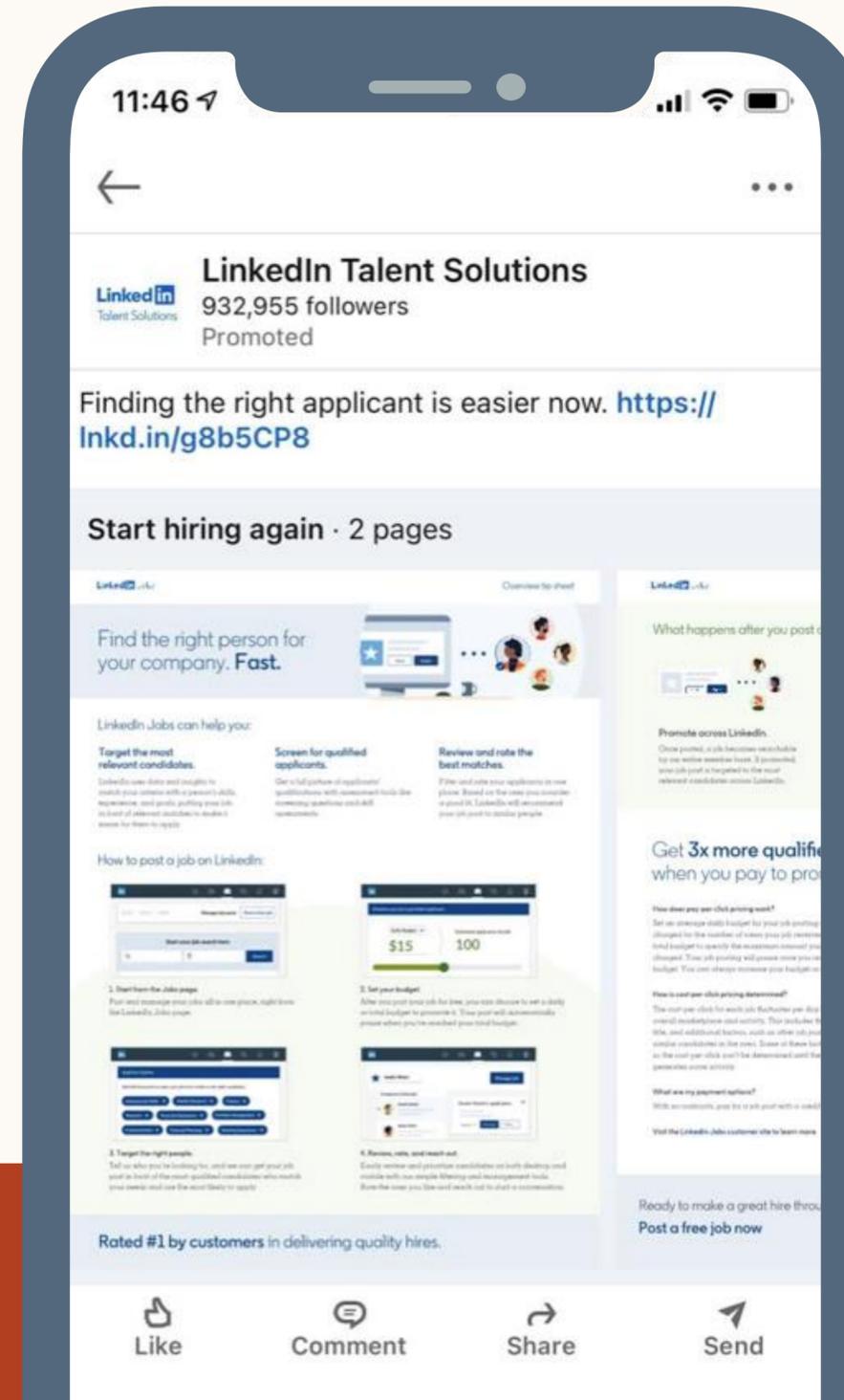
- Letter: 8.5 by 11 inches
- Tabloid: 11 by 17 inches
- Legal: 8.5 by 14 inches
- Statement: 5.5 by 8.5 inches
- Executive: 7.25 by 10.5 inches
- Folio: 8.5 by 13 inches
- A3: 11.69 by 16.54 inches
- A4: 8.27 by 11.69 inches
- B4: 9.84 by 13.90 inches
- B5: 6.93 by 9.84 inches
- Letter: 21.59 by 27.94 centimeters
- Tabloid: 27.94 by 43.18 centimeters
- Legal: 21.59 by 35.56 centimeters
- Statement: 13.97 by 21.59 centimeters
- Executive: 18.41 by 26.67 centimeters
- Folio: 21.59 by 33.02 centimeters
- A3: 29.69 by 42.01 centimeters
- A4: 21 by 29.69 centimeters
- B4: 24.99 by 35.30 centimeters
- B5: 17.60 by 24.99 centimeters



Ensure a positive member experience

Avoid using multiple columns of text and small font sizes. **Multicolumn text is harder to read** and scan when printed out and small font sizes cause readers to strain their eyes.

- Check for **accessibility-compliant color combinations**. Many free tools will check if color combinations have sufficient contrast. Be sure to check those combinations paired with your font size, as some combinations become compliant when the font isn't large enough.
- Best practice is to **embed fonts** into the PDF itself and **use at least 8pt- font**.



To see examples of different text sizes on a LinkedIn post, check out this [example here](#).



Document creation tips and tricks



Keep the file size under 100mb

Keep the file as small as possible for optimal download experience. You don't want members to undergo a timely process. It could risk abandoning the download.



Minimize the number of PDF layers

PDFs with multiple layer render poorly. For optimal experience, remember to flatten, use durable hyperlinks. Note: Videos and other animations in documents aren't supported and will display as static images instead.



Avoid using CTAs (including URLs) in your Document

Links and CTAs are not active when read within the LinkedIn platform. Once the document is downloaded, links and CTAs will become clickable.



Keep length of document under 10 pages

Documents are read mostly on phone or tablet; so look to keep content short & snappy. Each page of your document is converted to an image on upload, so make sure your document isn't one continuous page. Remember, members don't have search functionality in the posts.



Use images, bullets, and graphics

Members are most likely to read when the design is image forward, scannable and visually appealing.



Attention-grabbing cover page

Your document cover (e.g. 1st page) will be the first thing seen, so make sure it's visually appealing.



3-4 Preview Pages

For optimal performance and efficiencies, use 3-4 preview pages for lead gen campaigns.



Enticing Preview Pages

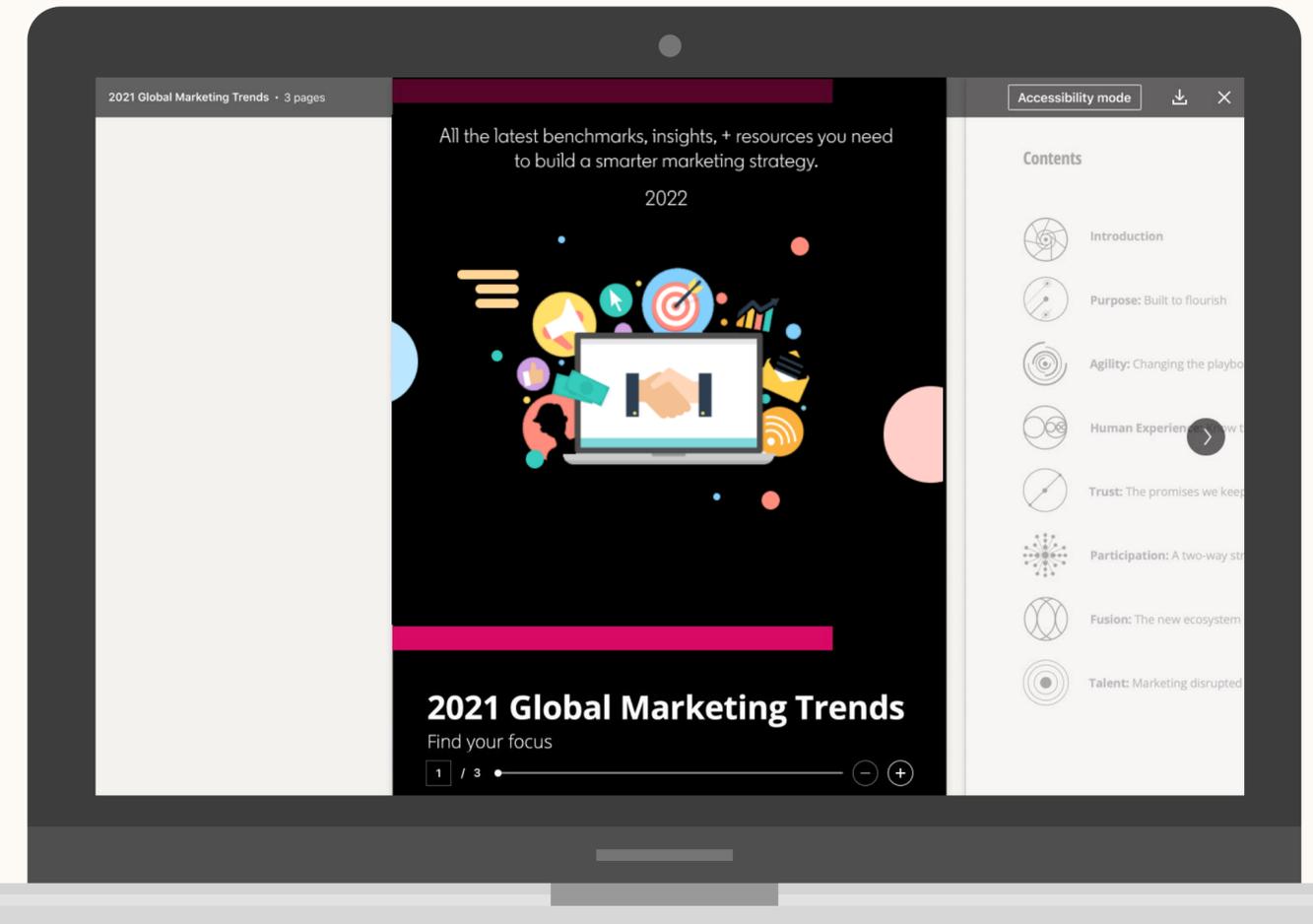
Include helpful stats or a table of contents that leaves the viewer wanting to see more. Personalize content by calling out key audience traits such as industry, function, or topic.



How to gate a one-page document

Currently, the Lead Gen Objective is not compatible with one-page documents since it requires at least one page to be previewed in the member's feed. If uploaded, the UI will show an error.

As a workaround, we recommend adding a cover page to your single-page document, so it shows as a two-page document. The coverage page will become the "previewable page" members see in their feed, and they will only see the second page once they complete the Lead Gen Form.





Map your audience's mindset to your content strategy

Audience Mindset

Unknown

They don't know what they don't know but are actively seeking to become more knowledgeable

Unclear

They don't know what their options are and who to seek out to help solve their challenges

Unmemorable

They're trying to make a decision and are recalling who they know and trust



Awareness

Consideration

Acquisition

Content Strategy

Recognition

Introduce best practices, tips and expertise to improve their business/solve a challenge

Relevance

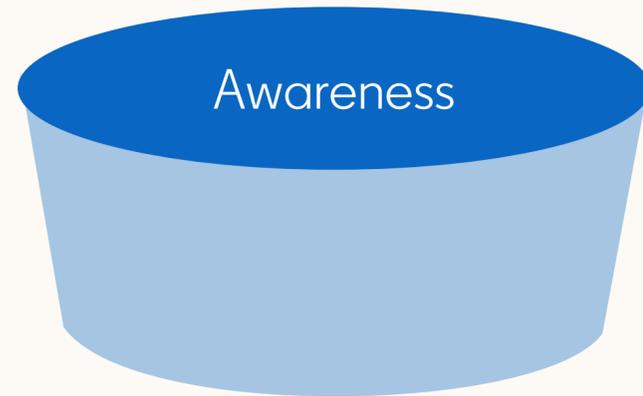
Showcase your overall brand, expertise, products and services

Recall

Differentiate yourself via proof points, case studies and distinct brand experiences



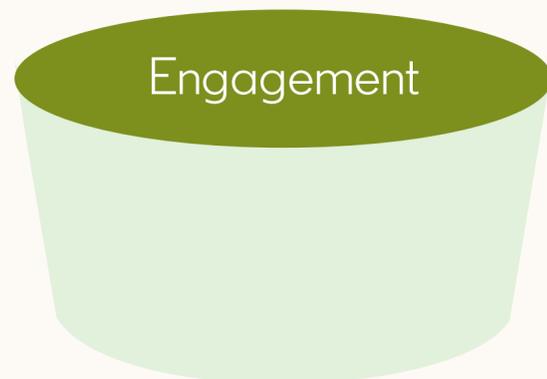
How to use Document Ads across the funnel



Brand Awareness

Introduce industry commentary and expertise to improve their business/solve a challenge

- Offer a unique perspective on relevant commentary and news from your industry or company
- Promote content from your company's thought leaders and subject matter experts
- Share relevant, high-level company/industry research and trends
- Position your company as an employer of choice by highlighting why you're a great place to work



Relevance

Showcase your overall brand, expertise, products and services

- Share best practices & tips
- Spotlight new product or service launches, highlighting key features and benefits
- Drive adoption with product or service how-to's and tutorials
- Offer proof points such as case studies and customer testimonials
- Summarize event, conference, or webinar recaps via decks and infographics



Recall

Offer warmed prospects relevant, helpful insights & information that have a clear value exchange

- Gate valuable insights & information that your audience will find helpful (ie. annual reports, predictive analysis, industry or job specific data)
- Offer new product or service demos
- Drive webinar, newsletter, or podcast sign ups
- Tease helpful Spreadsheets or Templates



In which stage of the **buyer's journey** is each content type **most effective**?

Multiple content formats are needed to engage across the buyer's journey

	Early stage (Awareness/Interest)	Middle stage (Consideration/Intent)	Late stage (Evaluation/Purchase)
eBooks	40%	40%	50%
Whitepapers	43%	45%	51%
Webinar/Events	45%	47%	46%
Infographics	59%	48%	31%
Guides	36%	46%	43%
Research Reports & Data Sheets	37%	46%	44%
Presentations	48%	49%	43%
Spreadsheets	15%	41%	36%
Process Documents	21%	46%	27%
Best Practices & Tips	44%	53%	34%
How-to-guides	36%	59%	43%
Case Studies & testimonials	53%	44%	46%



Experiment with your creative

Helps Improve: CTR, View Rate, Open Rate.



Rotating 4-5 creatives per campaign is ideal for a test & learn strategy and taking full advantage of LinkedIn's frequency cap (members can see 5 unique pieces of creative per campaign in 48 hours)

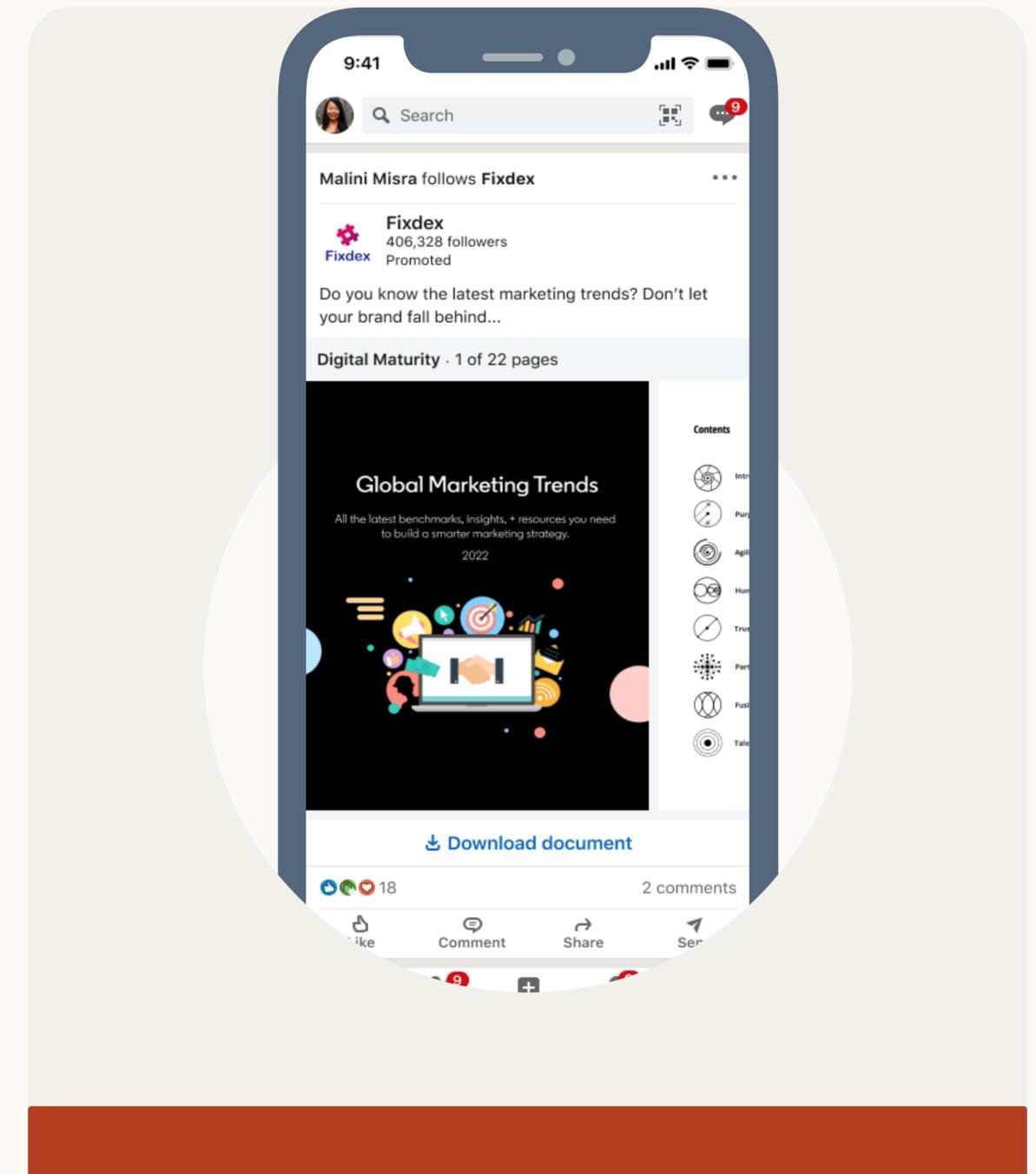


Rotate in new creatives to replace poor performers after they reach statistical significance (typically 10K+ impressions)



Ensure your creative is engaging your audience

- Does your document include an attention-grabbing cover page?
- Can you personalize your intro text to call out relevancy to your audience?
- Is your document optimized for mobile (size, length, imagery)?
- Are you clear about the value you're offering members in exchange for their information?





Introduction

Preparing for launch

Document and campaign creation

Bid, budget and audience

Reporting



Ensure your Lead Gen Form is easy to complete

Helps Improve: Lead Gen Form Completion Rate



Differences in messaging between your creative and form can cause a drop-off in completion rate. If applicable, **adjust your offer copy** to better align with creative **messaging to reinforce the reason your audience clicked on the ad in the first place.**



Use the preview tool to see if your copy is being truncated on desktop or mobile. If it is, **consider shortening your copy** so members can understand the full value of your offer in one glance.



How many questions are you asking? If opens are high but leads are low, it could be that you have too many fields. If you're asking more than five, **consider testing a new form with less questions.** All fields on a Lead Gen Form are required for members to submit. Are all questions on your form necessary? Your sales team can be a helpful resource to talk with based off the quality of leads they've seen.



If asking an open-ended custom question, consider testing a new form **with a multiple-choice custom question** instead. Adding even one free response custom question, can lead to a 3-4% drop in the lead submission rate.



Tip: Check out the [LinkedIn Lead Gen Form Playbook](#) and [Lead Gen Getting Started Guide](#)

9:41

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We'll send this information to FixDex, subject to their [privacy policy](#)

Work email
johndoe@linkedin.com

First name
John

Last name
Doe

Job title
Engineer

Company name
LinkedIn

Submit



Optimize your target audience using demographic data

Helps Improve: CTR, ER, Open Rate, Completion Rate



Navigate to the demographic reporting for your campaign and select the 'Performance' or 'Leads' column view. This reporting gives insight into the **number of impressions, clicks, CTR, lead form opens, open rates, number of leads, and lead form completion rates**. Which segments are driving strong open and completion rates? Which ones are negatively impacting overall performance?

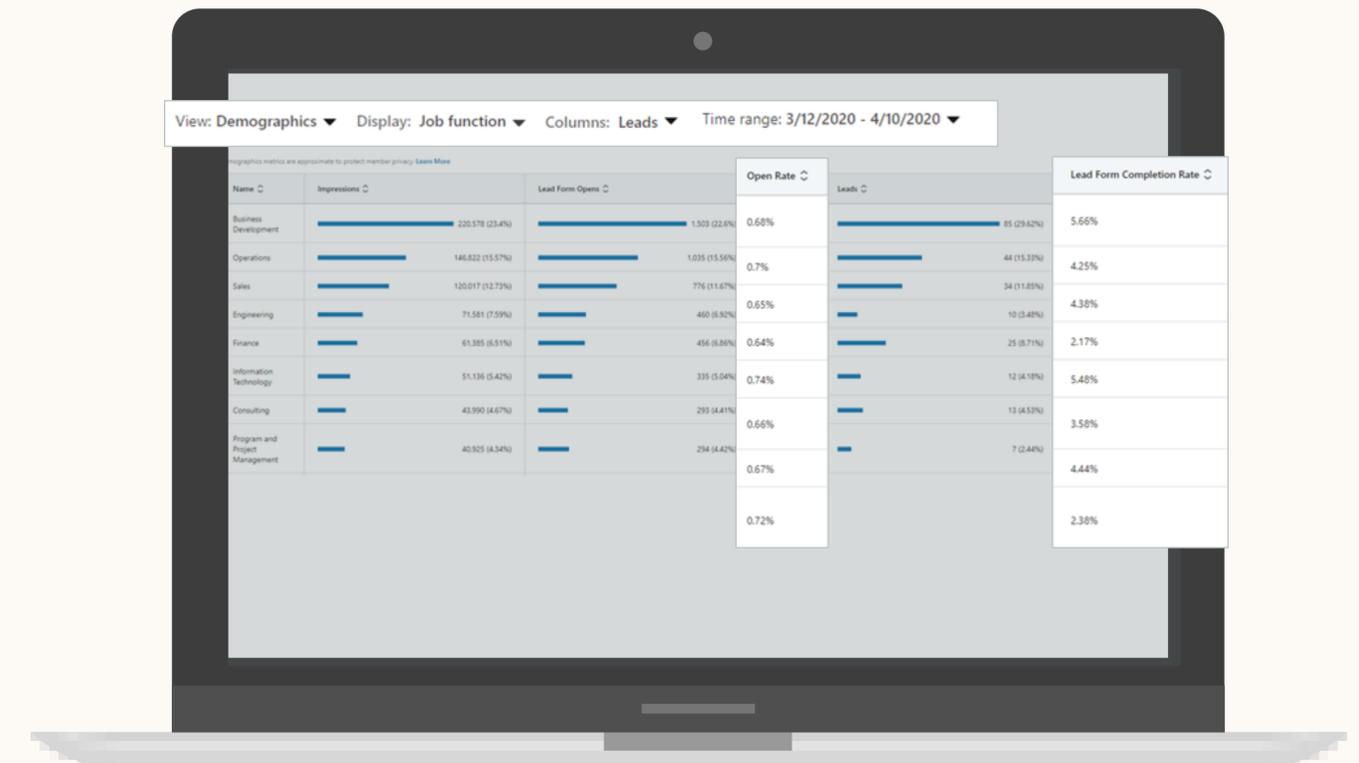
- Exclude weaker performing audience segments in your campaign targeting to improve **efficiency such as unengaged industries, functions and seniorities**.



Consider splitting out strong performing demographic segments into separate campaigns. Tailor your creative and messaging to these audiences for best results.



Note: Demographic reporting is not available for Document column metrics at this time.





Monitor campaign frequency

Helps Improve: CTR, Open Rate, Completion Rate

- ✓ Members typically require **multiple exposures** from your content before they engage or convert.
- ✓ A **campaign frequency of 3-7** (monthly) for Sponsored Content is optimal for driving members down the path to conversion and maximizing leads.
- ✓ Are you pairing your lead gen efforts with a brand campaign, or running multiple ad products simultaneously? **Evaluate cross-campaign frequency** for these campaigns to determine the amount of overlap. Members exposed to both brand and acquisition messaging are over 6x more likely to convert.

Filters		Columns: Delivery	Breakdown
Impressions	Reach	Average frequency	Average CPM
9,301,885	3,547,776	2.622	\$46.68
222,159	53,114	4.183	\$96.18
469,267	113,742	4.126	\$105.21
574,540	192,942	2.978	\$44.51
2,182,672	760,506	2.87	\$33.75

Best practices: Bid, budget and audience





Bid, budget and audience tips and tricks



Make sure daily spend fits the size of the audience you are trying to reach

\$100 daily spend on a 1M audience size won't allow you to drive enough reach and frequency to generate impactful results.



If a campaign is reaching daily budget consistently, optimize the set up

Increase daily spend and/or lower bids for more cost efficiency.



Start with a broad audience

The sweet spot for a new campaign is between 100k - 400k members.



Bid based on your campaign priorities

Are you focused on optimizing for cost? Leverage Target Cost Bidding. Bid value? Max Cost Bidding. Budget delivery? Auto bidding. Time management? Auto bidding. Confused on what your bid strategy should be? Auto bidding.



Save audiences as templates

LinkedIn offers the option to save audiences from other campaigns and use them again in future campaigns.



Tip: Check out our [Bidding Guides](#) library for more tips

Best practices: Reporting





Metrics can be viewed and downloaded from two places

- 1 To access Document Ad performance
Visit the Campaign Performance tab of Campaign Manager by selecting 'Document' in the Columns dropdown.

The screenshot shows the Campaign Manager interface with the 'CAMPAIGN PERFORMANCE' tab selected. The 'Columns' dropdown is set to 'Conversions & Leads'. The table below displays campaign performance data.

Campaign Group Name	Status	Spent	Impressions	Clicks	Conversions	Click Conversions	View Conversions	Conversion Rate	Cost
1 selected campaign group									
Default Campaign Group CID: 603606616	Active Running	\$0.00	0	0	0	0	0	-	-
Summer promotion CID: 604706776	Paused	\$0.00	0	0	0	0	0	-	-

- 2 To access Lead Gen Form performance
Visit the Campaign Performance tab of Campaign Manager by selecting 'Leads & Conversions' in the Columns dropdown.

The screenshot shows the Campaign Manager interface with the 'CAMPAIGN PERFORMANCE' tab selected. The 'Columns' dropdown is set to 'Leads & Conversions'. The 'Lead Generation Form' section is active, and the 'Download Leads' button is highlighted. The table below displays lead generation form performance data.

Form name	Status	Language	Created	Leads	Test Leads	Associatio
0 selected forms						
FixDex Summer Market Review	Active	English	04/08/2018	231	231	1
Consumer White P...	Inactive	English	04/08/2018	32	32	1
August Newsletter	Active	English	04/08/2018	23	23	0
July Summer Semin	Active	English	04/08/2018	35	35	0
July Summer Seminar #1	Active	English	04/08/2018	231	231	2
FixDex Fourth of July Event	Inactive	English	04/08/2018	8	12	0
FixDex Fireside Chat - July	Inactive	English	04/08/2018	0	0	3
FixDex Form	Active	English	04/08/2018	213	213	1



Definitions of reporting metrics



Please note: Currently, displays only tracks % of your document viewed in feed. We cannot track once the document is downloaded and read off-feed.

Metric	Definition
Clicks	Total clicks on the Document. Clicks are de-duped.
Download Clicks	See the number of clicks to the “Download” button
Viral Download Clicks	Number of clicks on the “Download” button resulting from users sharing a Document ad to their own network of connections.
Clicks to Landing Page	When members clicks URL in the intro text
Clicks to LinkedIn Page	When member clicks Page icon & name
Total Engagement	All social actions and clicks, both paid and free.
Engagement Rate	Number of all engagements divided by impression
Displays	Learn how much of your document is displayed to members (25%, 50%, 75%)
Viral Displays	Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%)
Completions	Learn how many members completed your document



What metrics should you use to evaluate campaign performance?

Evaluate your campaign based on your objectives and goals. Use this matrix as a guide to help you select metrics to track success at each stage of the funnel.

	Brand Awareness Objective	Engagement Objective	Lead Generation Objective
Awareness			
Reach	Yes	Yes	Yes
% Document Viewed	Yes	Yes	Yes
Consideration			
Click Through Rate	Yes	Yes	No
Engagement Rate	Yes	Yes	Yes
LGF Open Rate	No	No	Yes
Acquisition			
Document Downloads	Yes	Yes	No
Lead Fill Rate	No	No	Yes
Cost Per Lead	No	No	Yes



Introduction

Preparing for launch

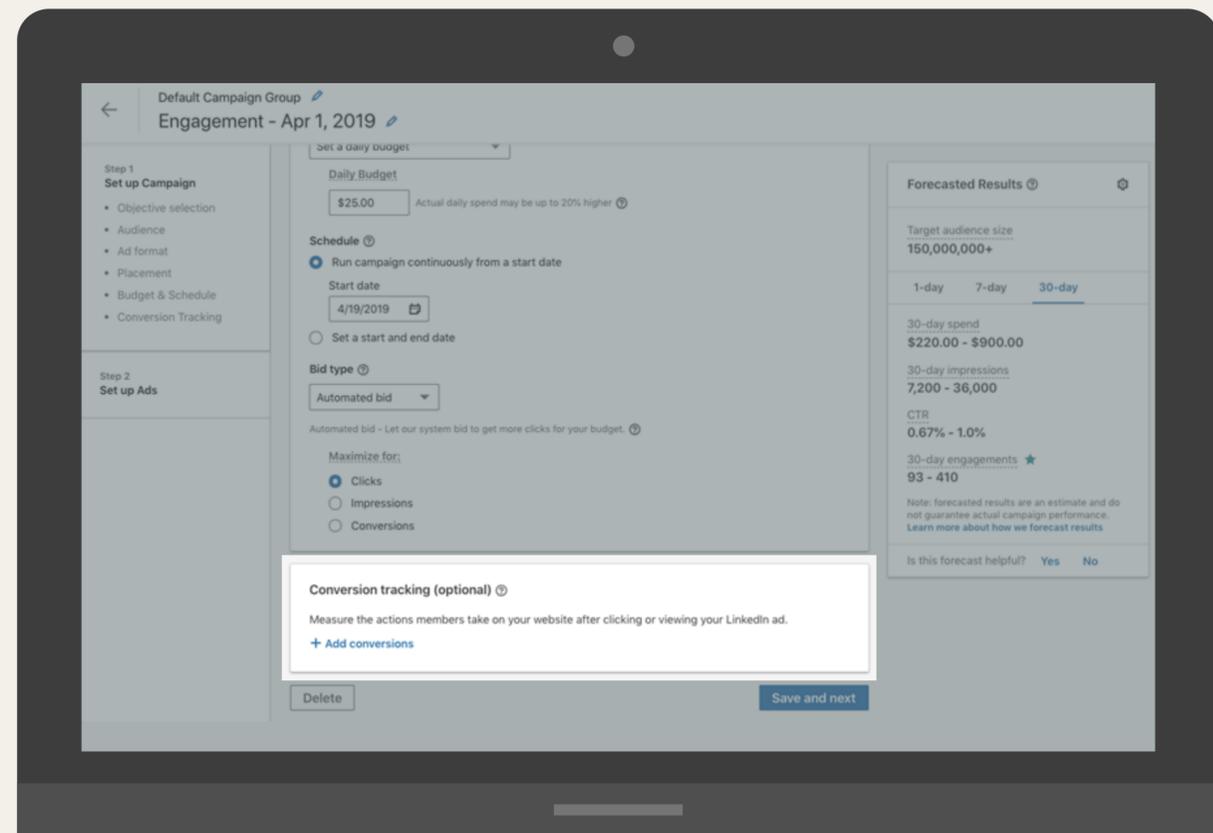
Document and campaign creation

Bid, budget and audience

Reporting



Supercharge your reporting with Conversion Tracking



Conversion tracking can be used on Document Ad campaigns to look at post-thank you page engagement OR it can be used to track landing page conversions separately. It will NOT report on any Lead Gen Form activity.



Quick Tip: Check out our [Conversion Tracking Overview help center article](#) for more information.

Note: Although you can track conversions with this format, the Website Conversion objective is not available for Document Ads



Introduction

Preparing for launch

Document and campaign creation

Bid, budget and audience

Reporting



Comparing cost per conversion vs. cost per lead

If testing the success of the Lead Gen Form campaign versus conversions on your landing page, run Conversion Tracking on a Sponsored Content campaign without a form at the same time. Compare costs and quality.

The screenshot displays a dashboard with a table of campaign performance data. The table has columns for Campaign Group Name, Cost Per Conversion, Total Conversion Value, Return on Ad Spend, Leads, Lead Form Opens, Lead Form Completion Rate, and Cost Per Lead. The data shows three campaign groups, all with zero conversions and zero costs.

Campaign Group Name	Cost Per Conversion	Total Conversion Value	Return on Ad Spend	Leads	Lead Form Opens	Lead Form Completion Rate	Cost Per Lead
2 campaign groups	-	\$0.00	-	0	0	-	-
Default Campaign Group CID: 603606616	-	\$0.00	-	0	0	-	-
Summer promotion CID: 604706776	-	\$0.00	-	0	0	-	-

Thank you

