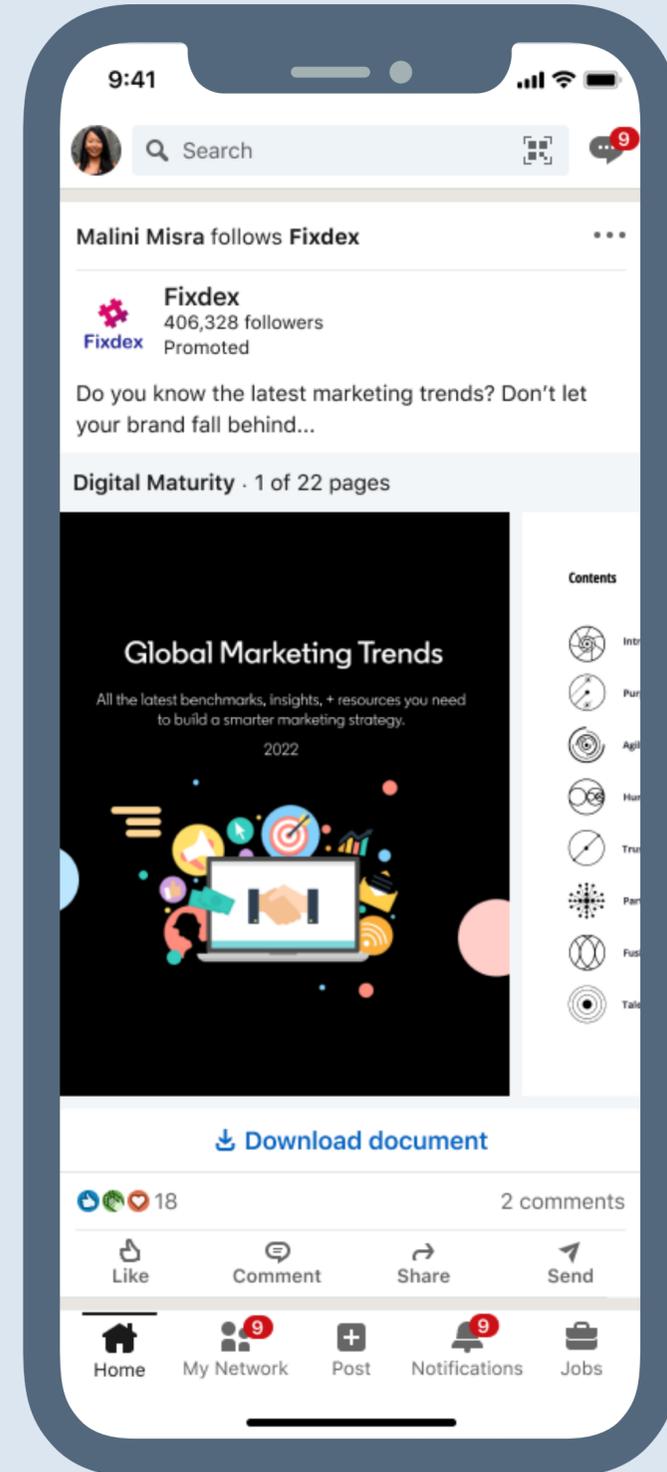




Document Ads:

# Getting Started Guide



# What you will learn in this guide

Introduction	How they work	How to set it up	Reporting	Resources
<ul style="list-style-type: none"><li>What are Document Ads?</li><li>Why Document Ads?</li><li>What can you do with Document Ads?</li><li>When should you use Document Ads?</li></ul>	<ul style="list-style-type: none"><li>How do Document Ads work?</li><li>Specs</li><li>Chargeability and Layout</li><li>Limitations</li></ul>	<ul style="list-style-type: none"><li>Getting started checklist</li><li>How to create a Document Ad</li><li>How to edit a Document Ad</li><li>How to duplicate a Document Ad</li></ul>	<ul style="list-style-type: none"><li>Key Metrics</li><li>Reporting in Campaign Manager</li></ul>	<ul style="list-style-type: none"><li>FAQ</li><li>Best Practices</li><li>Product Questions</li><li>Useful links</li></ul>



**TIP:** Click the home button to return to this page at any stage during this guide.

# Introducing LinkedIn Document Ads

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Collect high-intent leads and accelerate interest through the funnel.

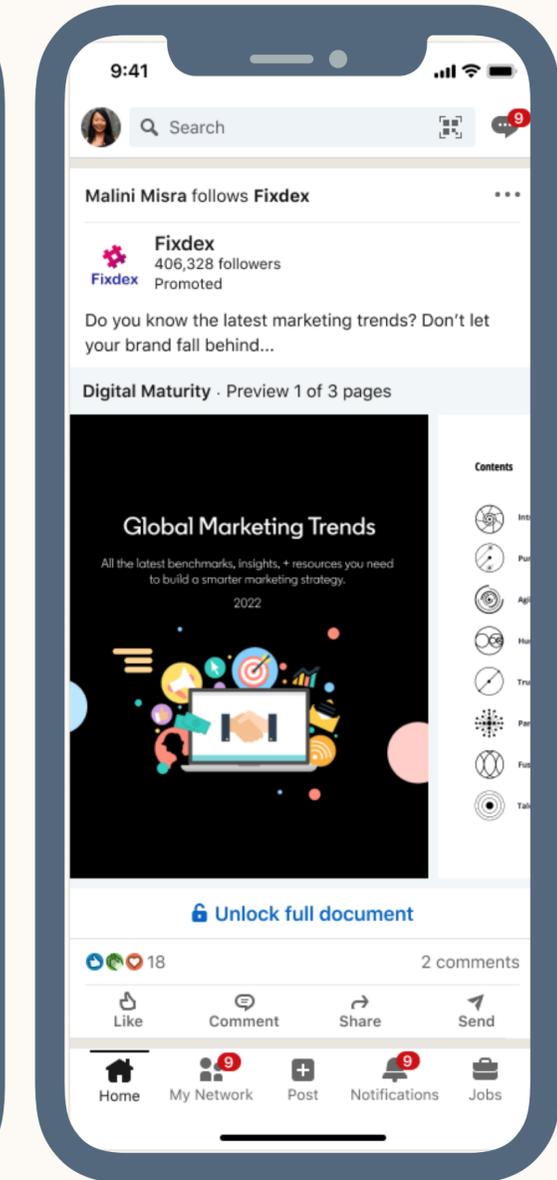
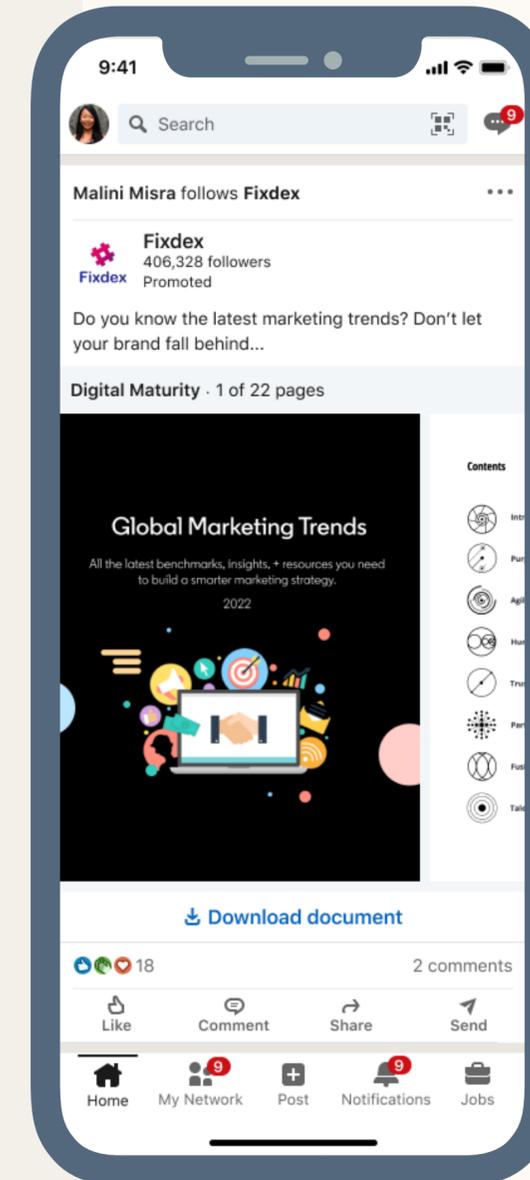




# What are LinkedIn Document Ads?

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.





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# 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





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# When should you use Document Ads?

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



# How do LinkedIn Document Ads work?

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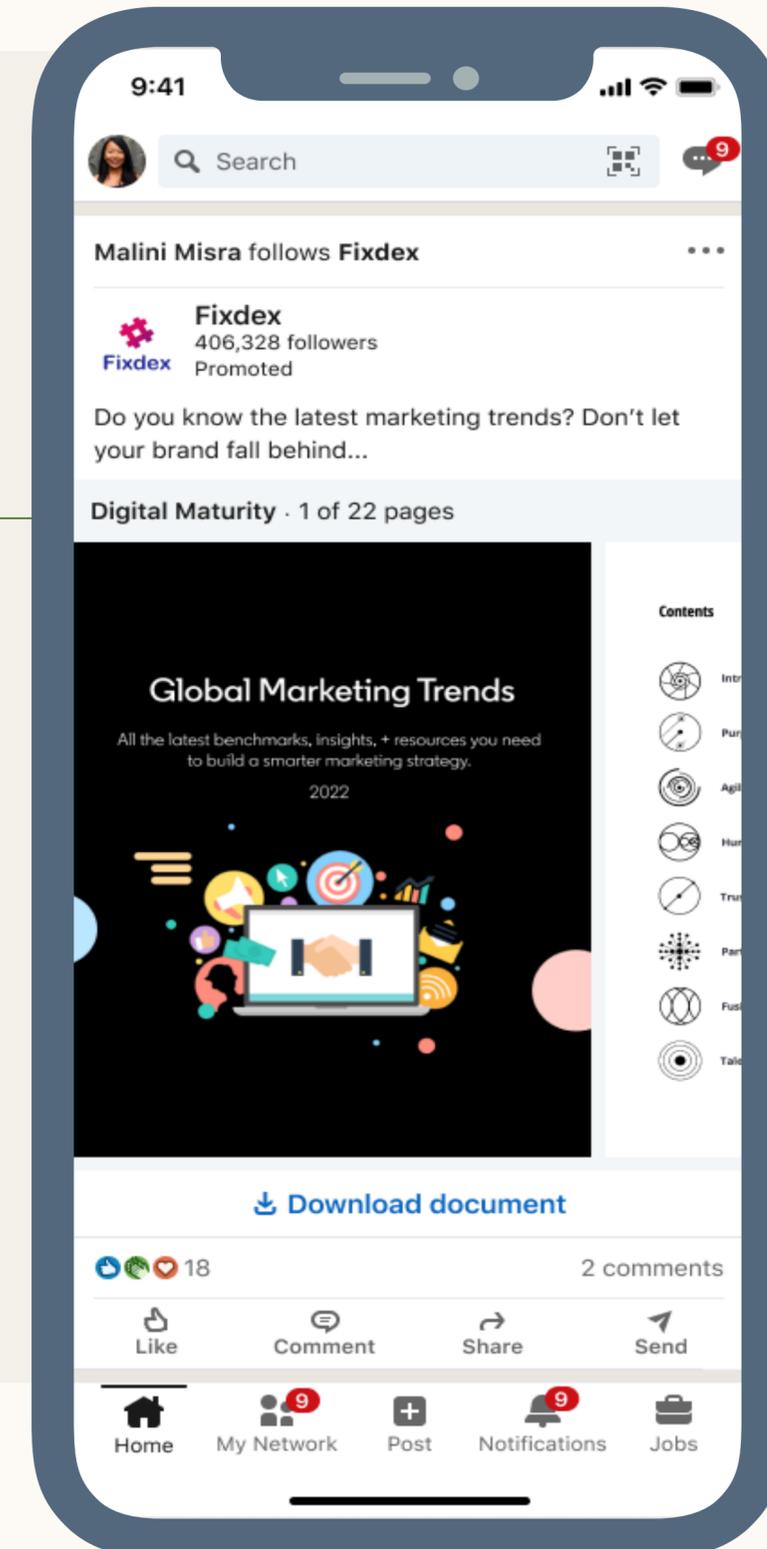
Resources



# How do they look in the feed?

Document Ads are delivered to a member's newsfeed where they can easily view and quickly read your Document without needing to leave LinkedIn.

Advertisers can decide to provide members full access to their document or require members to complete a Lead Gen Form before accessing their content.





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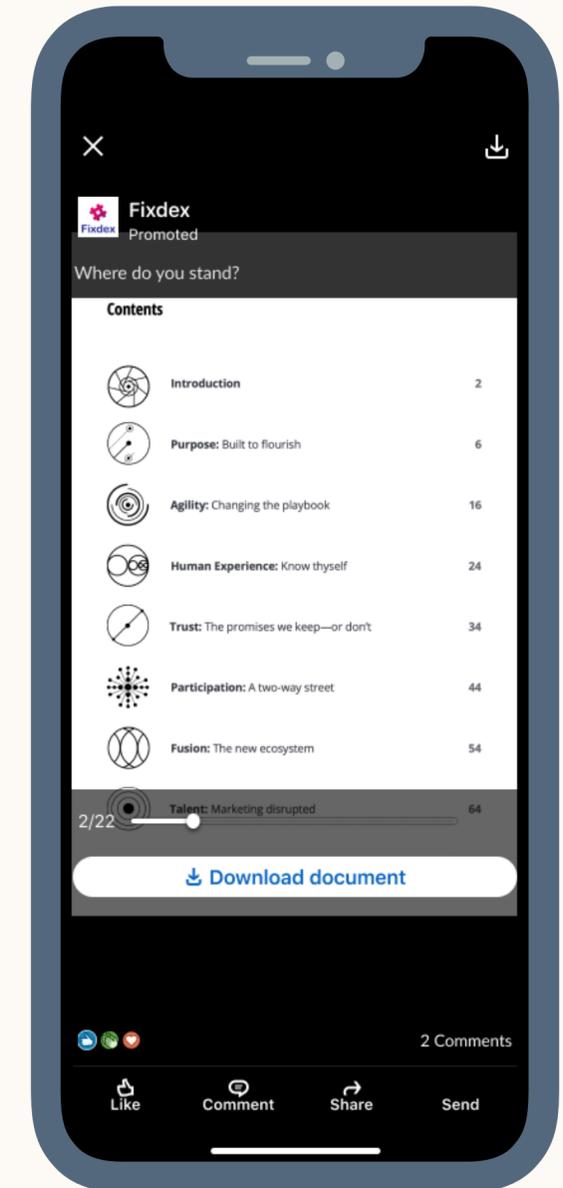
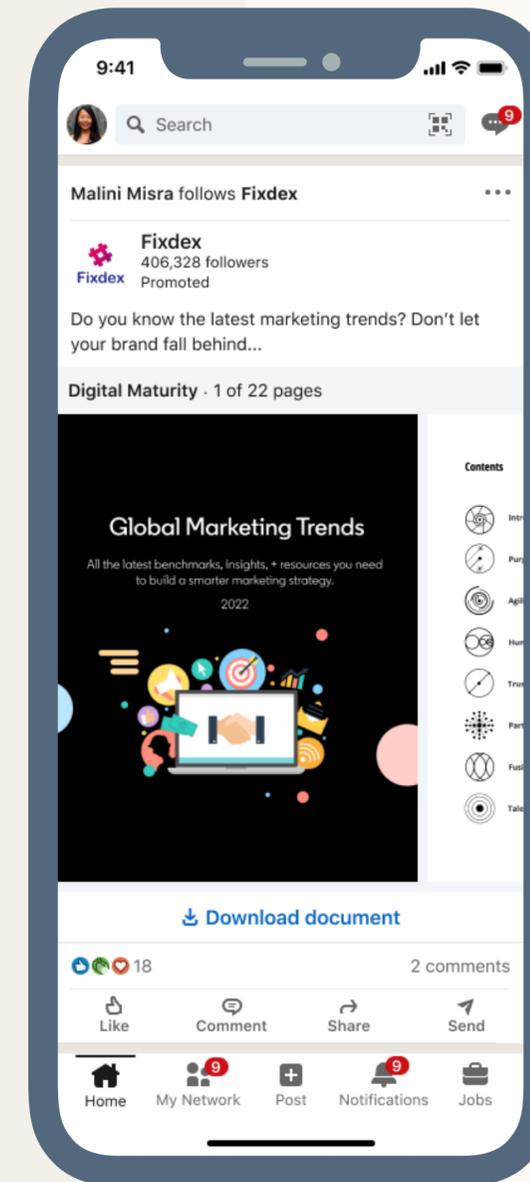
Resources



# What is the ungated experience?

Members will be served Document Ads in the newsfeed where they can read the entire document without having to leave LinkedIn or provide additional information.

Users can download your document directly to their desktop or mobile device.





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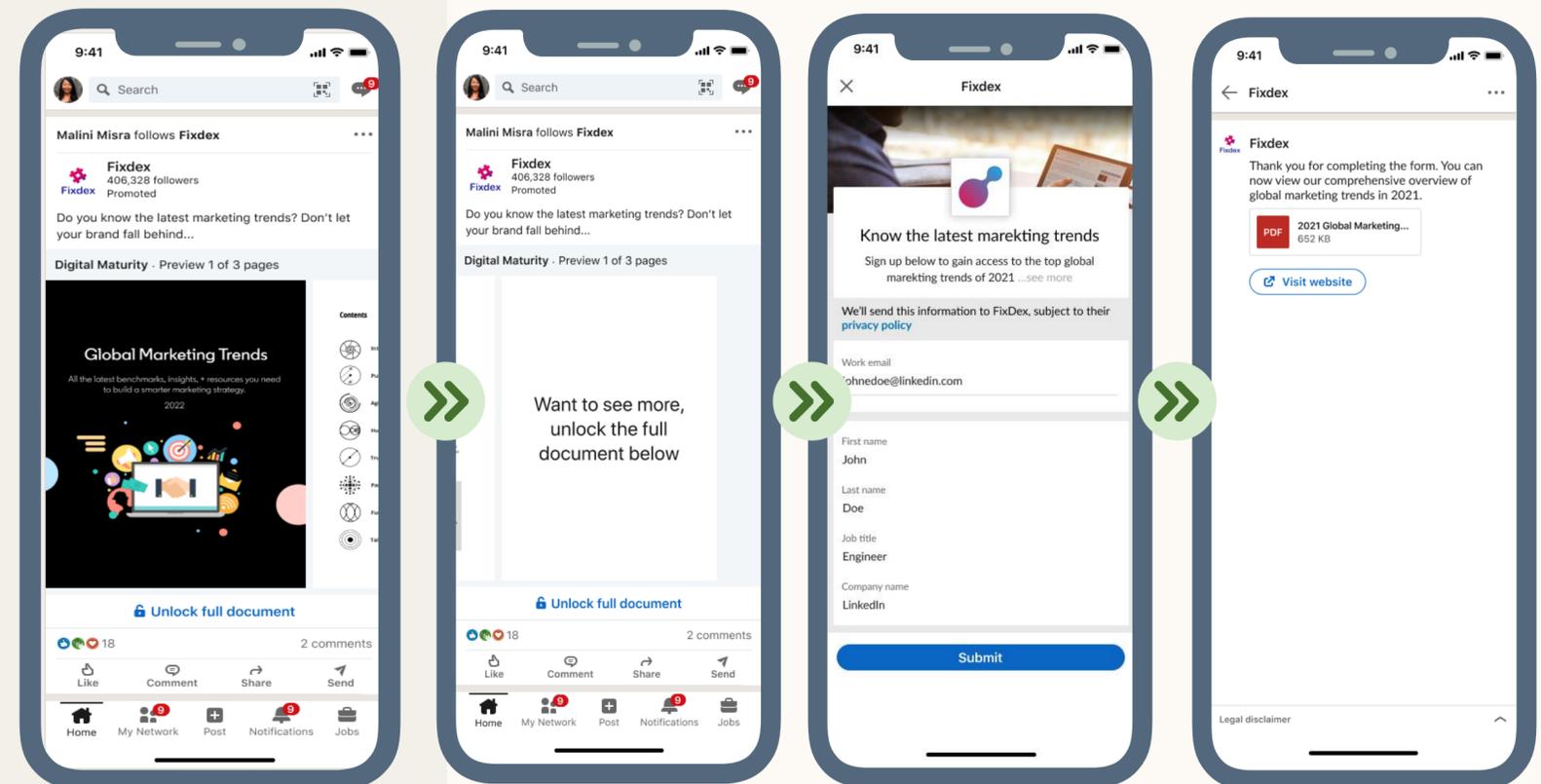


# What is the Lead Gen Form Experience?

Members will be served a preview of your Document Ad in the newsfeed.

Once they view the maximum number of pages, they will need to select “Unlock Document” and complete a Lead Gen Form to view the full document.

All leads will receive a confirmation message in their LinkedIn inbox that includes the downloadable document, a thank you message, and an off-site link.





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# Document Ad Specifications

1

File Type:  
PDF, DOC, DOCX, PPT, PPTX

2

Limits:  
300 Pages or 1MM Words

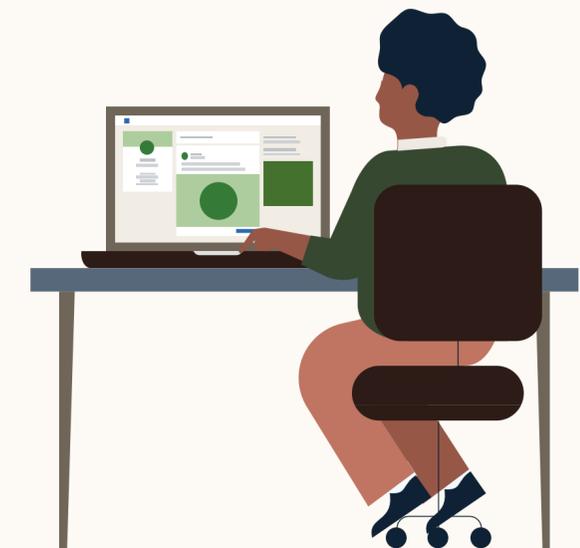
3

Aspect Ratio:  
Vertical, Horizontal, Square

4

Size:  
100MB

To see full specs, visit our help center article here:  
[Document Ads – Advertising Specifications](#)





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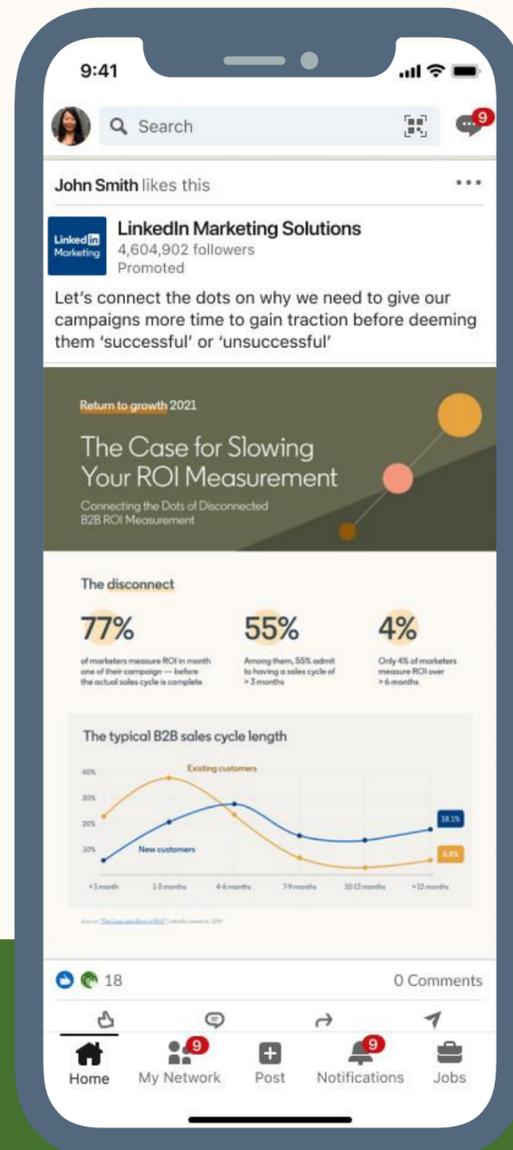
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# Specifications: LinkedIn Examples





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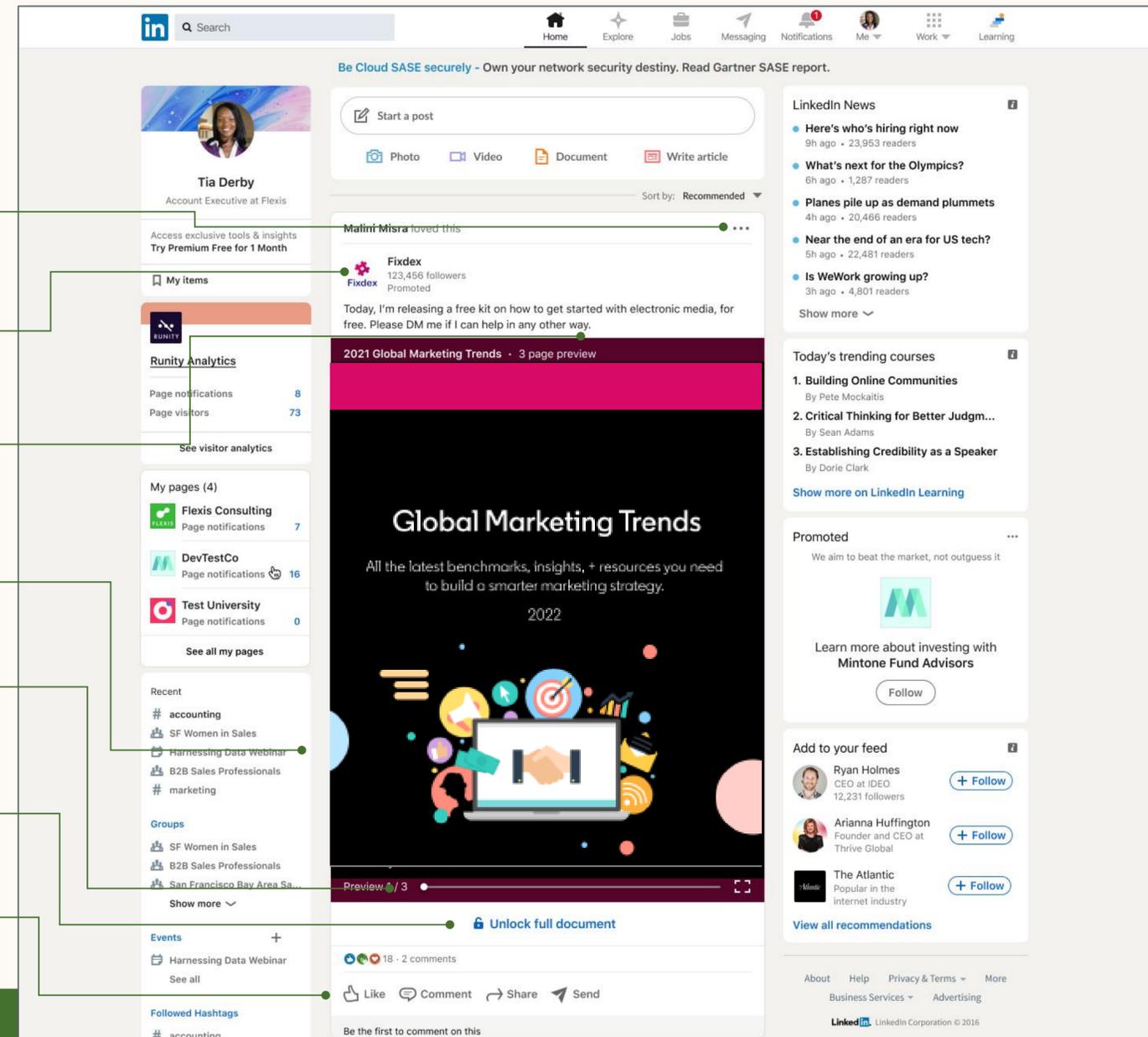
Resources



- 1 For Engagement objectives
- 2 For Lead Gen objectives

# What is the anatomy of a desktop Document Ad?

- ✓ Save and Report Menu  
Menu to save, share, report, and "Why am I seeing this ad".
- ✓ Click to LinkedIn Page  
(chargeable click)<sup>1,2</sup> – Tracked under "Clicks to LinkedIn Page"<sup>1,2</sup>
- ✓ Intro Text  
Include copy, hashtags, and/or shortened URLs (chargeable clicks)<sup>1,2</sup> URL clicks are tracked under "Clicks to Landing Page"<sup>1,2</sup> while hashtags and "see more" clicks are tracked under "Social actions"<sup>1,2</sup>
- ✓ Full Screen View  
Click to open the document in Full Screen (chargeable click on first click)<sup>1</sup>
- ✓ Page Viewer  
Navigate different pages with swipe/scrolling (chargeable click on first click)<sup>1</sup>
- ✓ Unlock Document  
CTA for Lead Gen (chargeable clicks)<sup>2</sup>
- ✓ Social Actions  
Like, Comment, Share and Send to Connections (chargeable clicks)<sup>1,2</sup>





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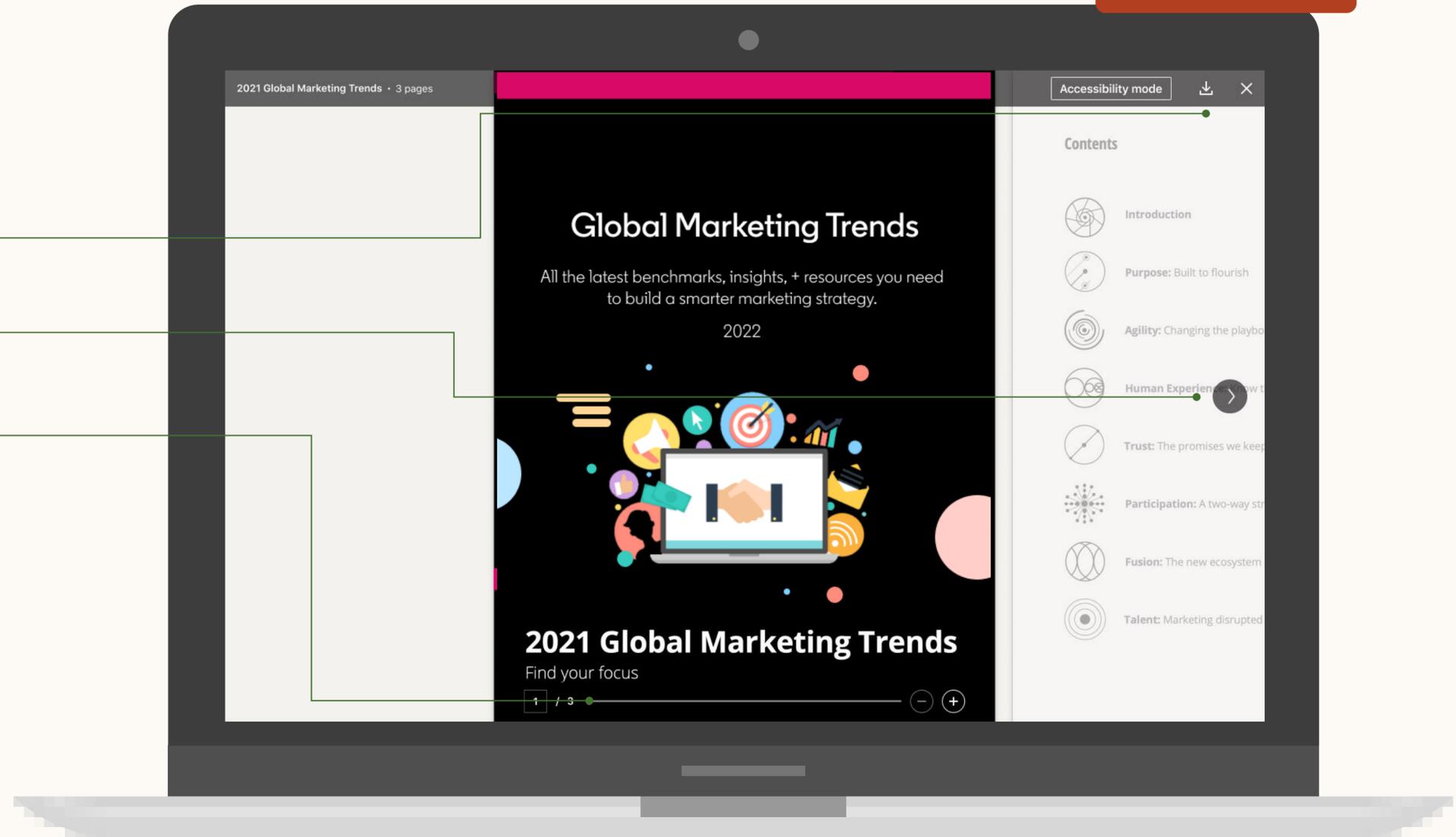


# What is the anatomy of a desktop Document Ad?

Note: This is full view

- ✓ Download Button  
Download document to device as a PDF
- ✓ Next Page  
Click to the next page of the document
- ✓ Page Viewer  
Scroll/swipe through document with a page scrubber tool.

**TIP:** URLs links in the Document Viewer will not work; but URL links will work when PDF is downloaded.

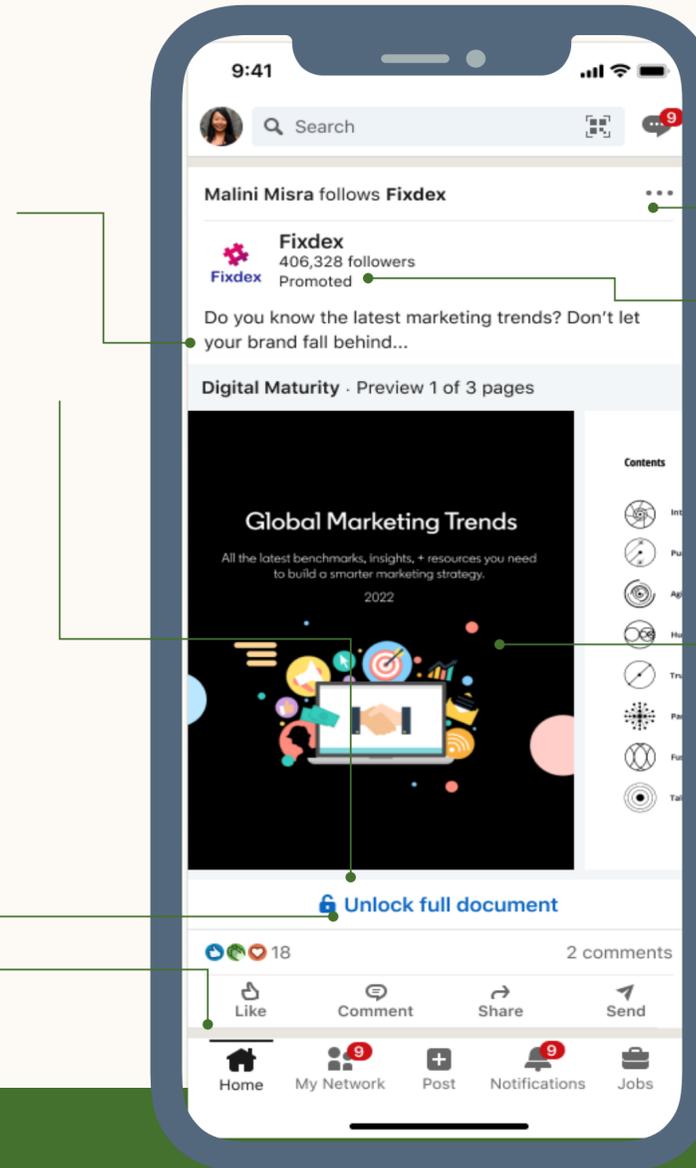




# What is the anatomy of a mobile Document Ad?

- 1 For Engagement objectives
- 2 For Lead Gen objectives

- ✓ Intro Text  
Include copy, hashtags, and/or shortened URLs (chargeable clicks)<sup>1,2</sup> URL clicks are tracked under "Clicks to Landing Page"<sup>1,2</sup> while hashtags and "see more" clicks are tracked under "Social actions"<sup>1,2</sup>
- ✓ Page Viewer  
Navigate different pages with swipe/scrolling (chargeable click on first click)<sup>1</sup>
- ✓ Unlock Document  
CTA for Lead Gen (chargeable clicks)<sup>2</sup>
- ✓ Social Actions  
Like, Comment, Share and Send to Connections (chargeable clicks)<sup>1,2</sup>



✓ Save and Report Menu  
Menu to save, share, report, and "Why am I seeing this ad".

✓ Click to LinkedIn Page  
(chargeable click) – Tracked under "Clicks to LinkedIn Page"<sup>1,2</sup>

✓ Full Screen View  
Click to open the document in Full Screen (chargeable click on first click)<sup>1</sup>

 **Note:** See [example](#)



# What is the anatomy of a mobile Document Ad?

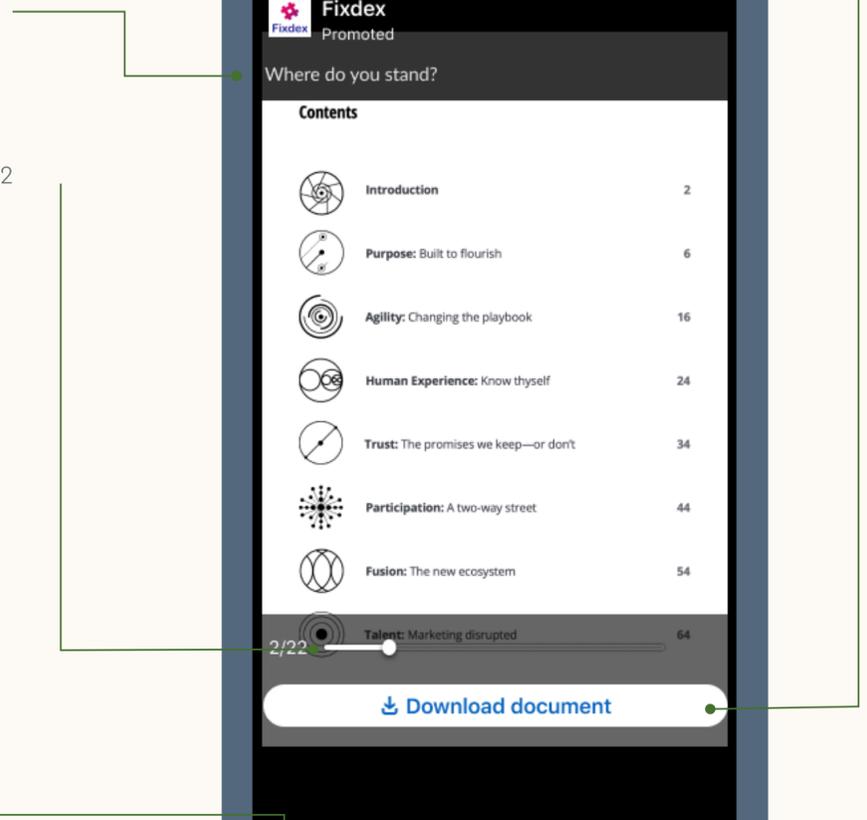
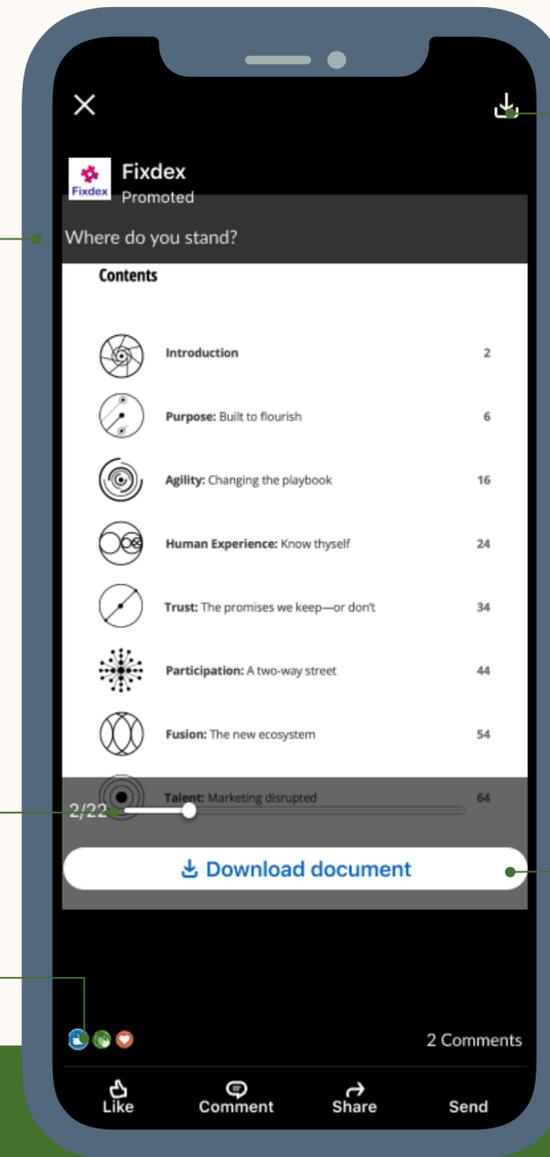
- 1 For Engagement objectives
- 2 For Lead Gen objectives

- ✓ **Intro Text**  
Include copy, hashtags, and/or shortened URLs (chargeable clicks)<sup>1,2</sup> URL clicks are tracked under "Clicks to Landing Page"<sup>1,2</sup> while hashtags and "see more" clicks are tracked under "Social actions"<sup>1,2</sup>
- ✓ **Page Viewer**  
Navigate different pages with swipe/scrolling (chargeable click on first click)<sup>1,2</sup>
- ✓ **Social Actions**  
Like, Comment, Share and Send to Connections (chargeable clicks)<sup>1</sup>

- ✓ **Download Button**  
document to device as a PDF

**Note:** This is full view

 **TIP:** URLs links in the Document Viewer will not work; but URL links will work when PDF is downloaded.





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# 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.



**Note:** Check out our [Best Practices Guide](#) for more tips and tricks



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# Document Ads Limitations



## Campaign Objectives:

Only available for Brand Awareness, Engagement, and Lead Gen Objectives



## CTA's:

No call-to-actions on the document unless using the Lead Gen objective which includes the CTA "Unlock Document"



## Reporting:

No reporting on Page Views, View Time, Clicks to open the document, Clicks on the document



## API Integrations:

No API integrations are available until after GA



## Placement:

Not available for LAN or Sponsored Messaging



## Creative:

Hyperlinks are not clickable while viewing a document on platform



## Single Page Documents:

Single page documents will not be compatible with the Lead Gen experience since all creatives must have at least one previewable page. As a workaround, add a coverage page to single page documents to gate them behind a Lead Gen Form



## Live Preview:

Not available but we will display an option to preview in feed with a QR code

# How to set up LinkedIn Document Ads

---





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# Your checklist for Document Ad success

Here are some things to consider before setting up your Document Ads:



## Ensure you have the right Document Ad creatives.

Your documents must have the following:

- Less than 100MB file size
- Below 300 pages or 1MM words.
- Must be PDF, DOC(X) or PPT(X).



## Determine your campaign objective.

This will help you decide what type of content to use and if you need to create a Lead Gen Form.



## Confirm your document's layout creates a seamless member experience.

Ensure your document is easy to read, avoiding multi-column text and small fonts. Avoid documents over 10 pages and make sure it isn't uploaded as one continuous page.



## Confirm who will follow up with leads.

You could get all the leads in the world but if you don't have a sales team following up, they go cold! For a lead generated online, waiting just five minutes will reduce the likelihood of contact by 10x factor\*.



## Set up a plan to manage your leads.

Are you setting up an integration with your CRM or marketing automation software? Are you going to manually download them?



## Decide how you plan to evaluate success.

How will you evaluate the success of your document campaign? What are the key KPI's and metrics your team will use to evaluate performance?

\*Based on a [study conducted by Hubspot](#)



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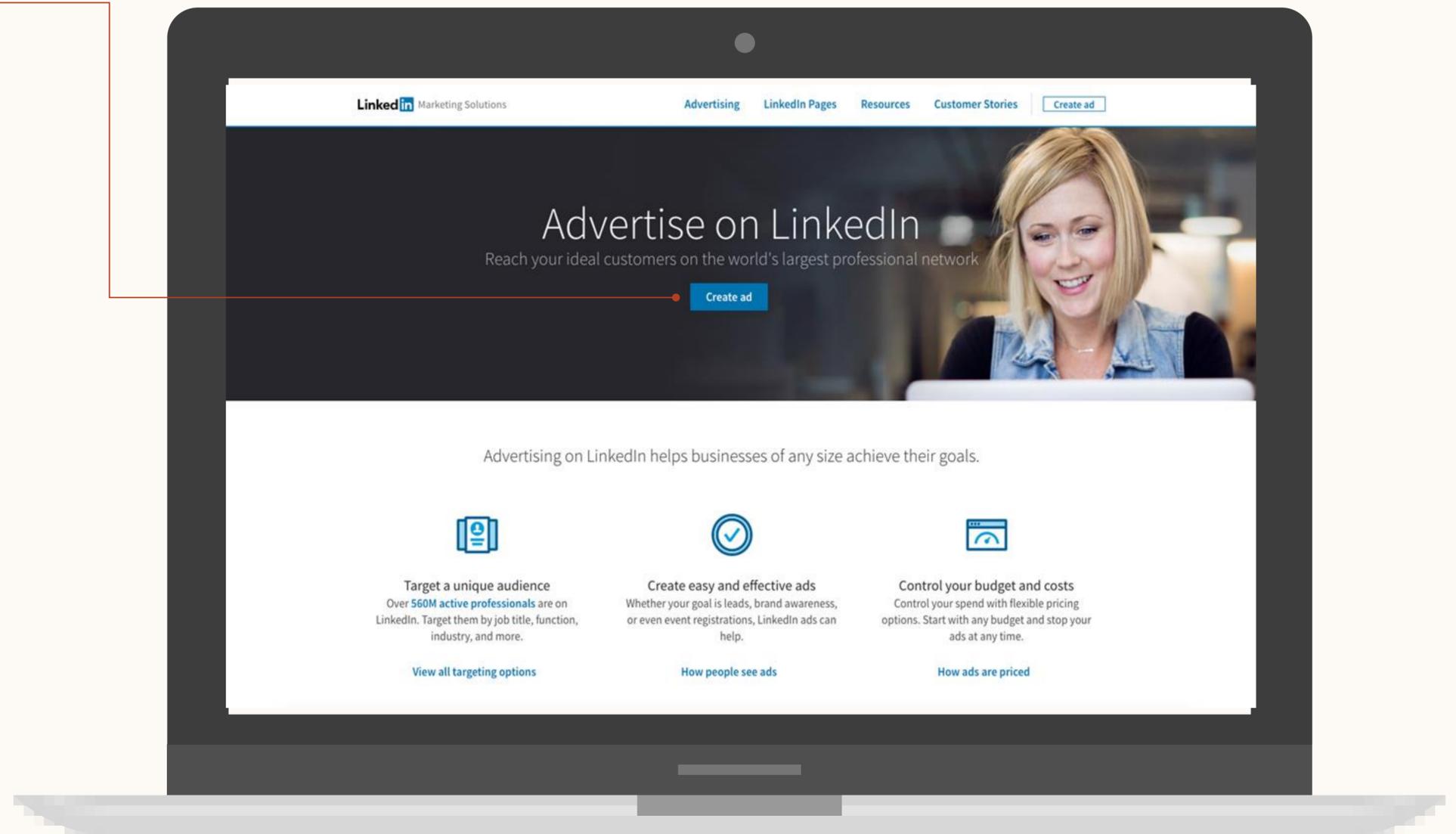
Resources



# First, log into Campaign Manager

This is an online tool for creating and managing ad accounts and campaigns. There are two ways to log in:

1. Log into your LinkedIn account via the homepage. Under the 'Work' tab, select 'Advertise'
2. Log in via the [LinkedIn marketing site](https://www.linkedin.com/marketing-solutions) and click 'Create ad' or directly go to [www.linkedin.com/campaignmanager/accounts](https://www.linkedin.com/campaignmanager/accounts)



**TIP:** You need permission from a Company Page Admin to post content



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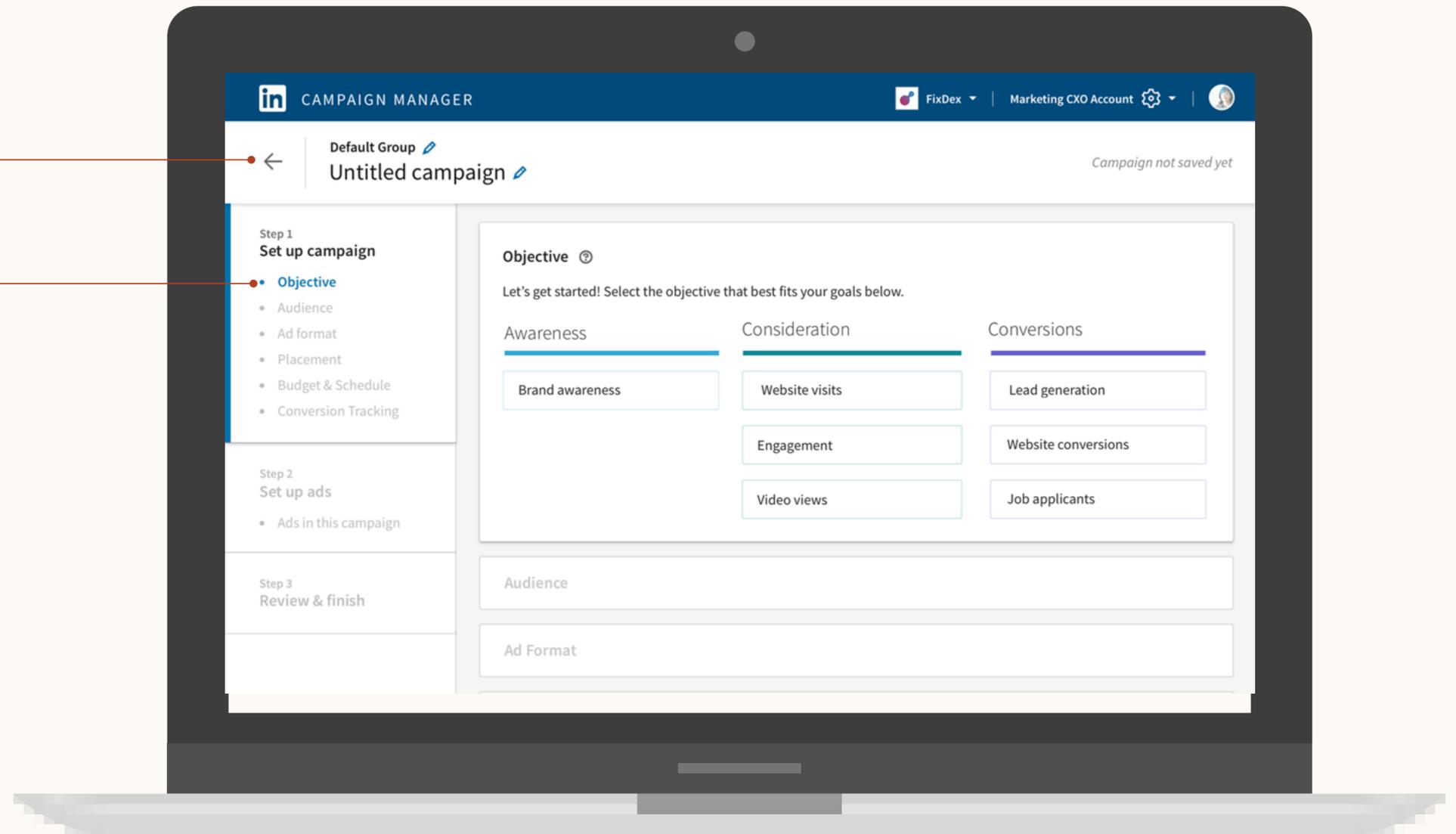


# Then, name your campaign and select your objective

Document Ads are supported under the following objectives:  
Brand Awareness, Engagement, and Lead Generation



**TIP:** Your objective will determine the algorithm that our platform will use to run your ads. Ensuring that you pick the right one is key to maximizing your budget and results.



Curious about lead generation with Document Ads?  
The next slide will tell you more.



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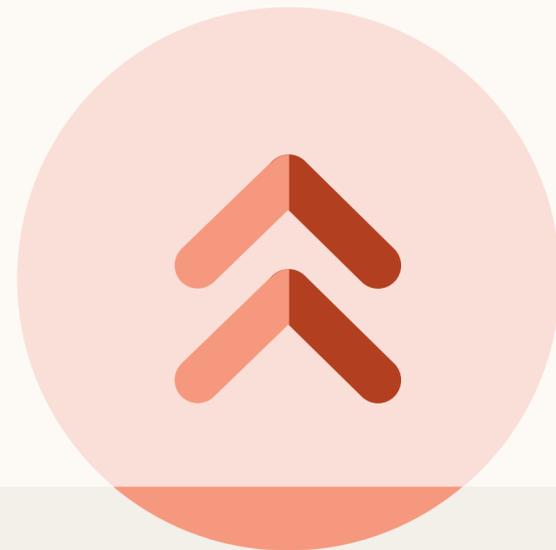
Set up your campaign

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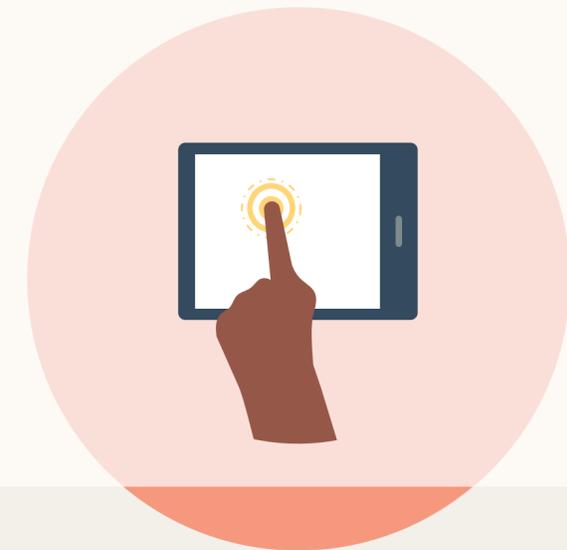
# Selecting the 'Lead generation' objective allows you to add a Lead Gen Form to your Document Ad campaign



Drive up to **4x more leads** by gating your document with a Lead Gen Form.



A Lead Gen Form **is pre-filled with accurate professional information** from the prospect's LinkedIn profile, such as name, contact info, company name, seniority, job title and location.



Prospects can **sign up without leaving** the ad.



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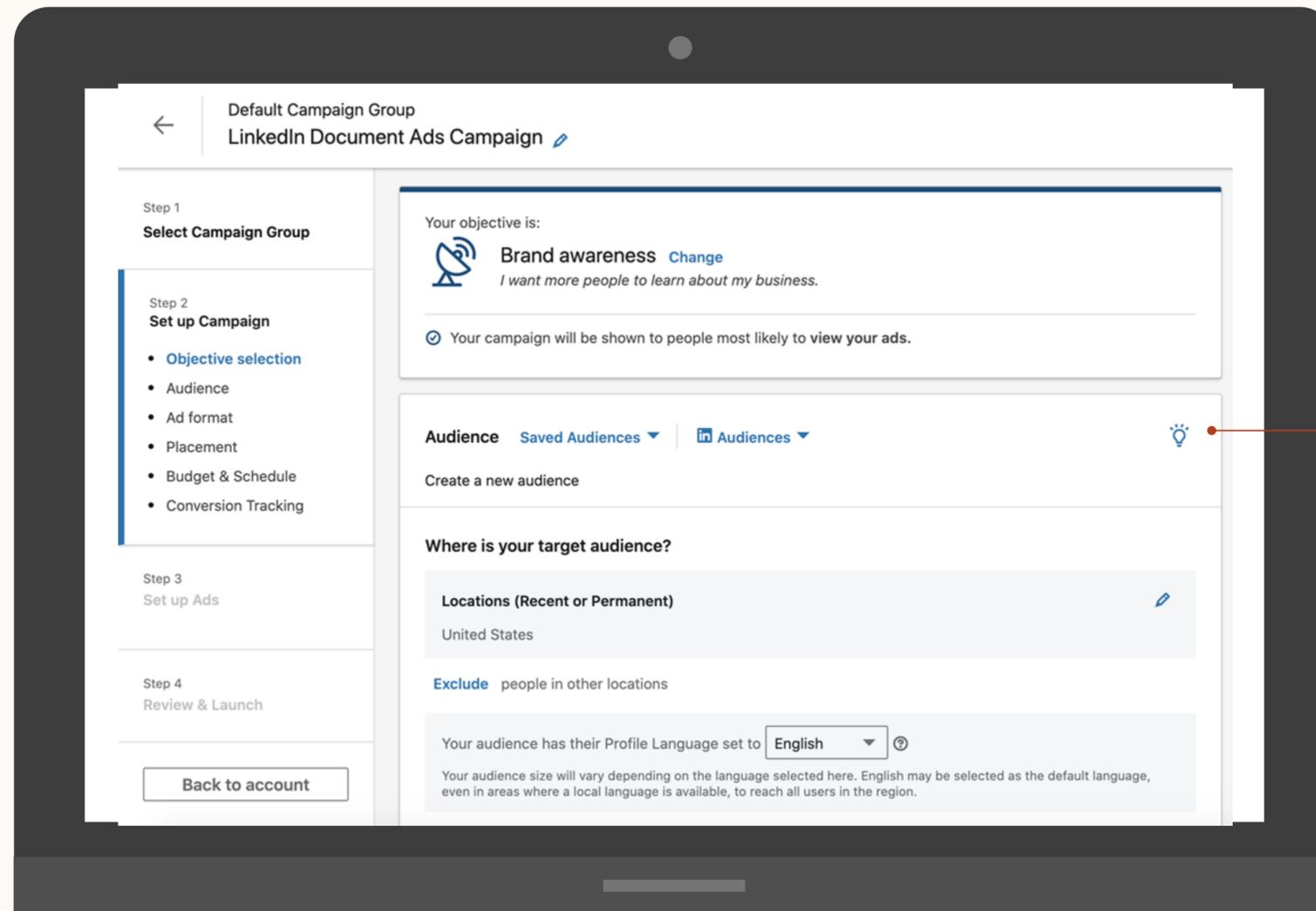
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Next, set up  
your targeting.

You can use any targeting feature, including  
retargeting & action-based retargeting.





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# Then, select your ad format: Document Ad

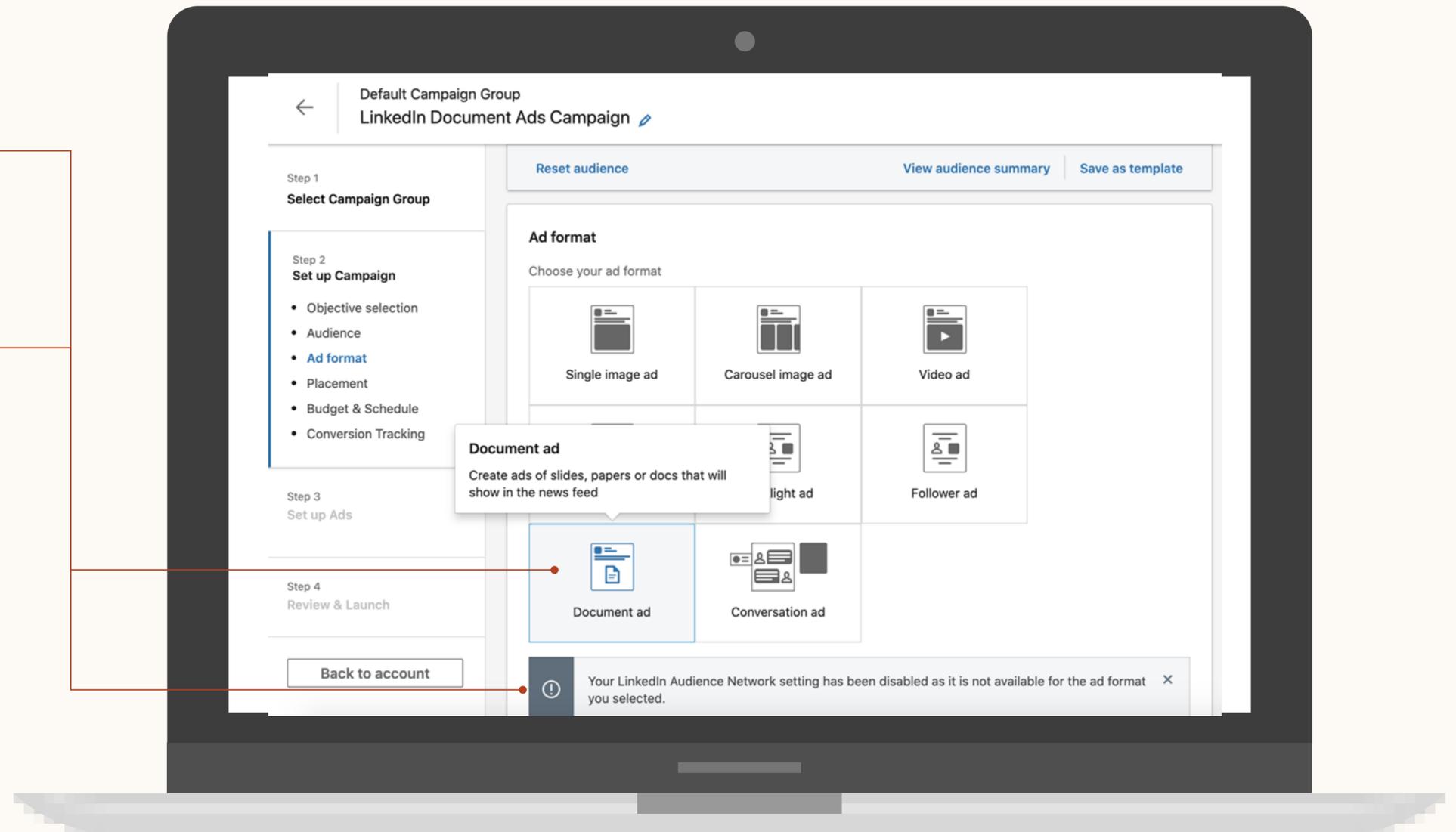
Select the Document ad format

Placement:

No placement options are available, including LinkedIn Audience Network.



**TIP:** You can only do one type of format in one campaign:





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Once you select your ad format, set your budget, schedule and bid type.

Not sure? Click the circles below to learn more about bids, budget and schedule:

[Bid](#)

[Budget](#)

[Schedule](#)

Once you're done, click **'Next'**.

**NOTE:** Document Ads will be billed on a CPC or CPM basis. This is the same pricing model as all Sponsored Content.

The screenshot shows the 'Set up Campaign' interface for a LinkedIn campaign. The main section is titled 'Budget & Schedule' and includes the following details:

- Budget & Schedule:** Your Campaign Group is scheduled to run from 1/16/2019.
- Budget:** Set a lifetime budget dropdown menu.
- Lifetime Budget:** Input field with the value '\$1,000.00'.
- Schedule:** Start date (4/19/2022) and End date (5/19/2022).
- Bidding:** Optimization goal (Engagement clicks) and Bidding strategy (Maximum delivery (Automated) selected).
- Conversion tracking (optional):** Measure the actions members take on your website after clicking or viewing your LinkedIn ad. Includes a '+ Add conversions' link.

On the right side, there is a 'Forecasted Results' section with the following data:

- Target audience size: 160,000,000+
- 1-day, 7-day, 30-day tabs.
- 30-day spend: \$370.00 - \$900.00
- 30-day message sends: 1,500 - 6,400 (Key Result)
- Forecasted results are estimates and do not guarantee actual performance. Learn more
- Is this information helpful? Yes No

At the bottom right of the form, there are two buttons: 'Save and exit' and 'Next'. A red line from the text 'click 'Next'' points to the 'Next' button.



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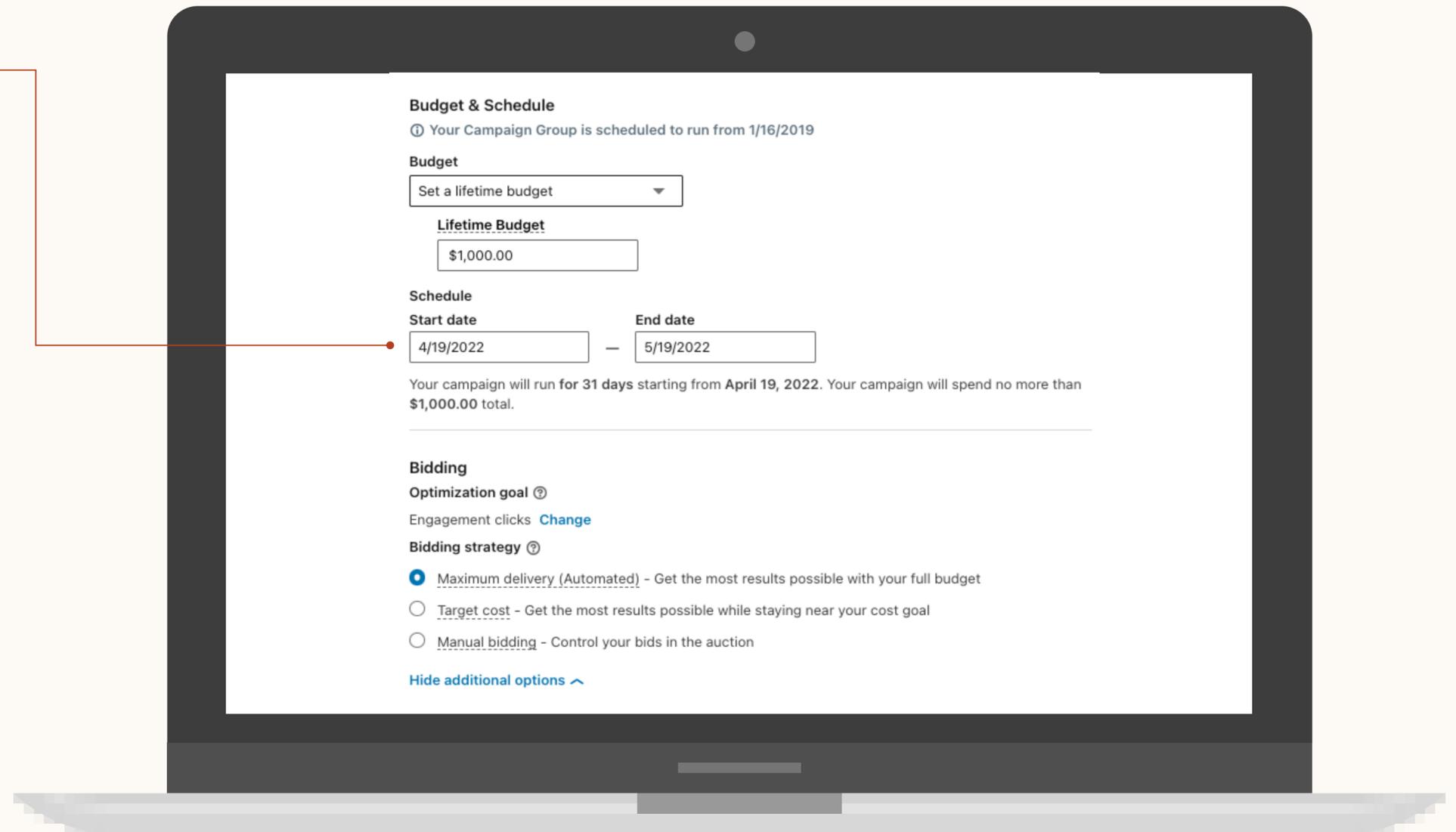


# About scheduling

A **start date** cannot be in the past.

An **end date** is not required.

A campaign will end either when it hits the total budget or campaign end date.





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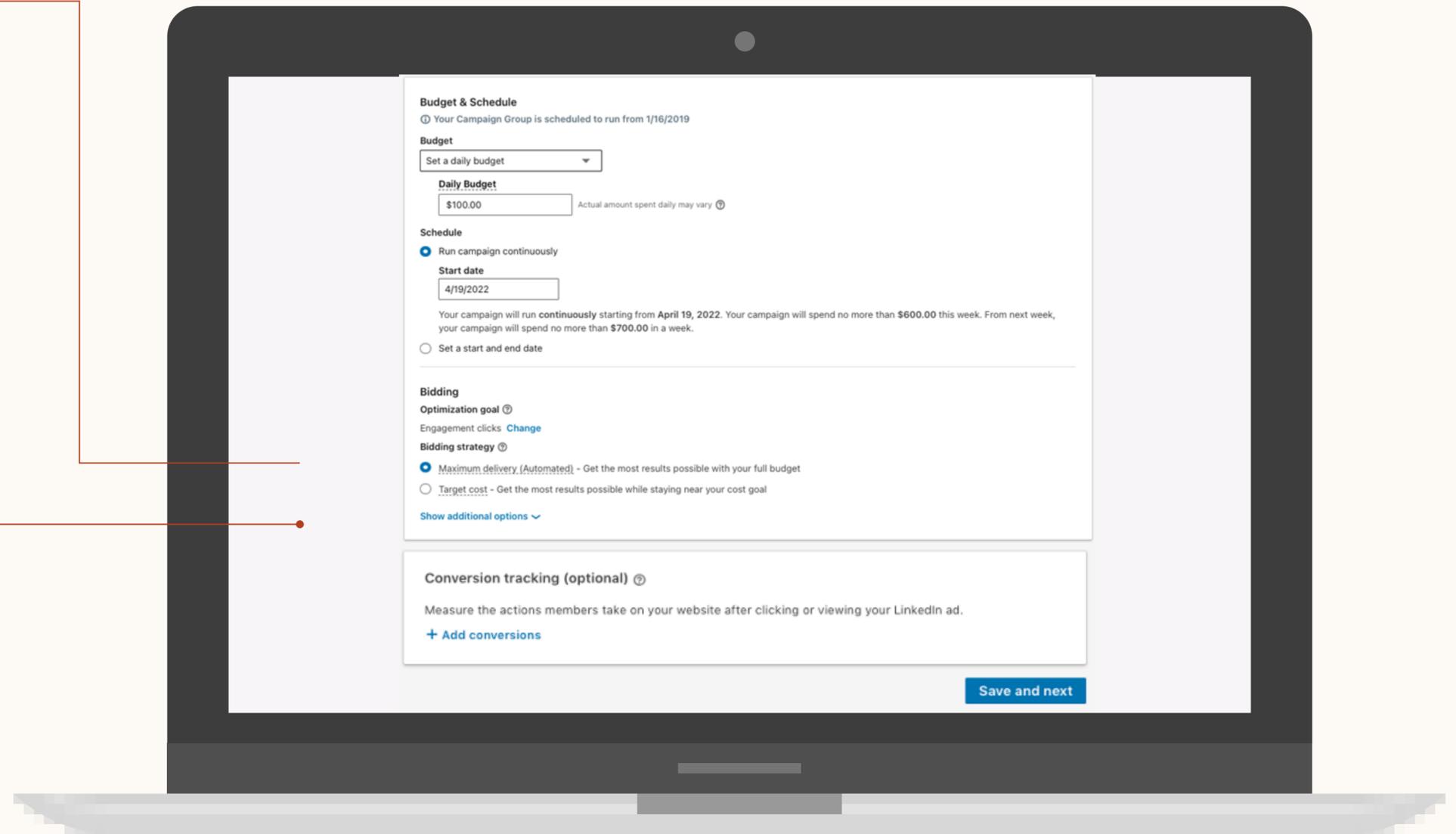
# Add conversion tracking

Monitor the valuable actions people take on your website.

Conversion tracking lets you see how your ads led to valuable actions on your website, including content downloads, sign-ups, purchases, and more.

Visit our [help center](#) for details.

**NOTE:** Once you've completed the campaign setup, click 'Save and next' to continue to set up your ads..





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# Nice work!

---

You now know how to create your campaign!  
Next, we will guide you through creating your ad.





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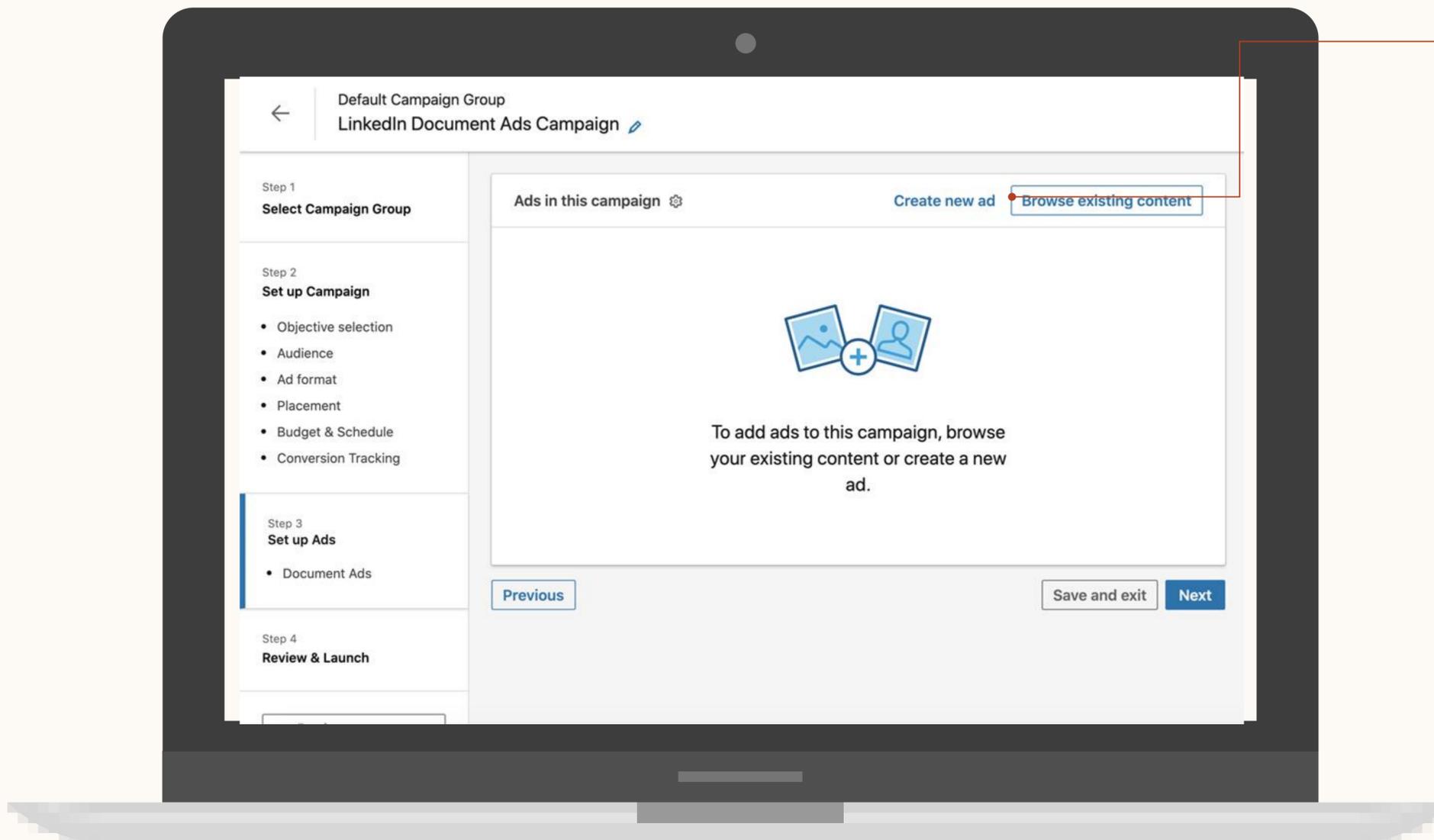
## Select your ads for this campaign

For new document for this campaign, select 'Create new ad'.

For existing documents used in other campaigns or organic, select 'Browse Existing Content'.



**TIP:** You can promote organic documents by selecting "browse Existing content" next to create new ad





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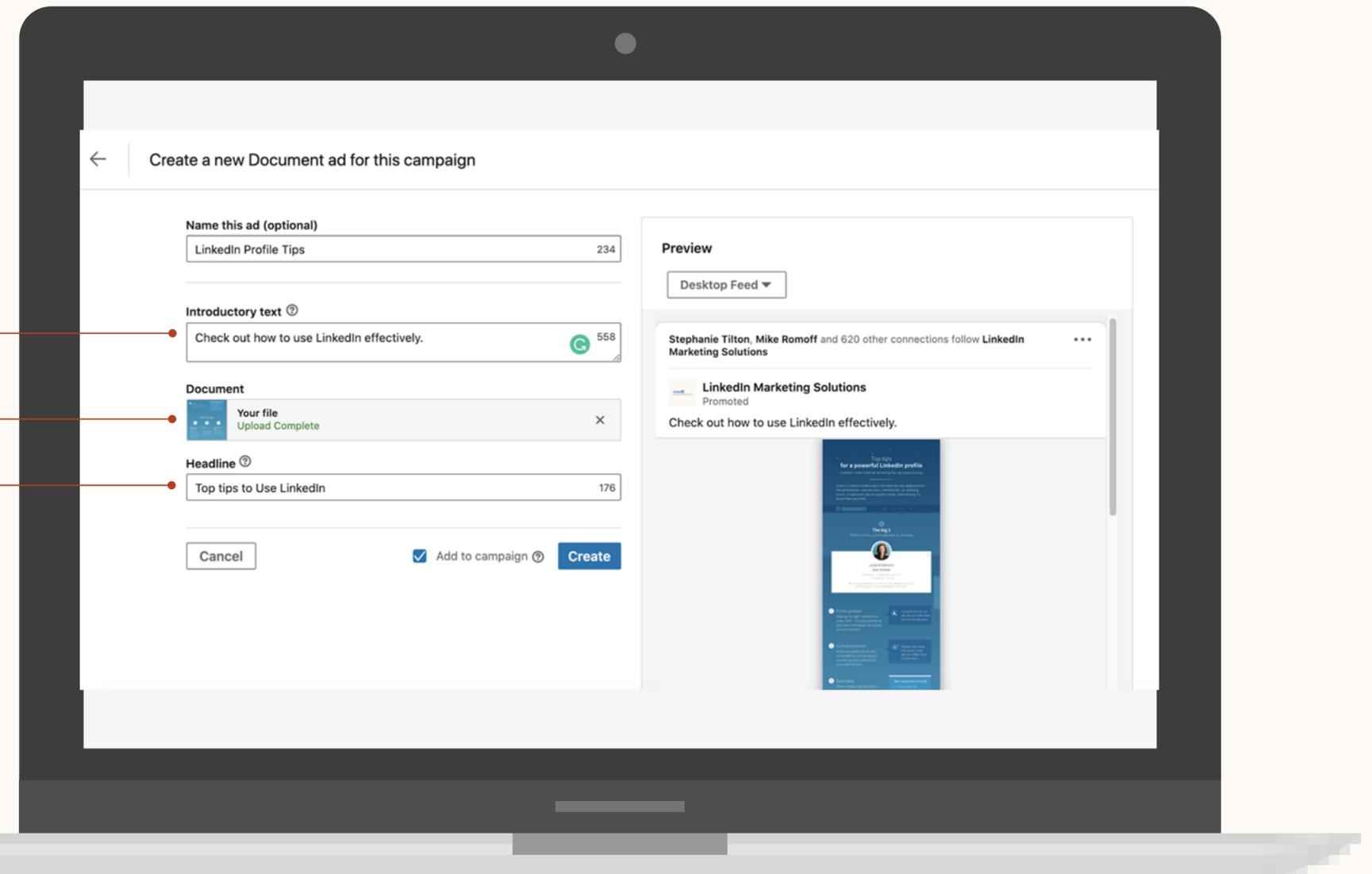
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# Building your ad – Awareness & Engagement objective

- 1 Name your ad
- 2 Intro text  
Keep this under 150 characters to avoid truncation across most devices.
- 3 Document upload  
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.
- 4 Headline  
Will show at the top of the document



If you are using the Lead Gen Objective,  
continue to the next slide for campaign set up details

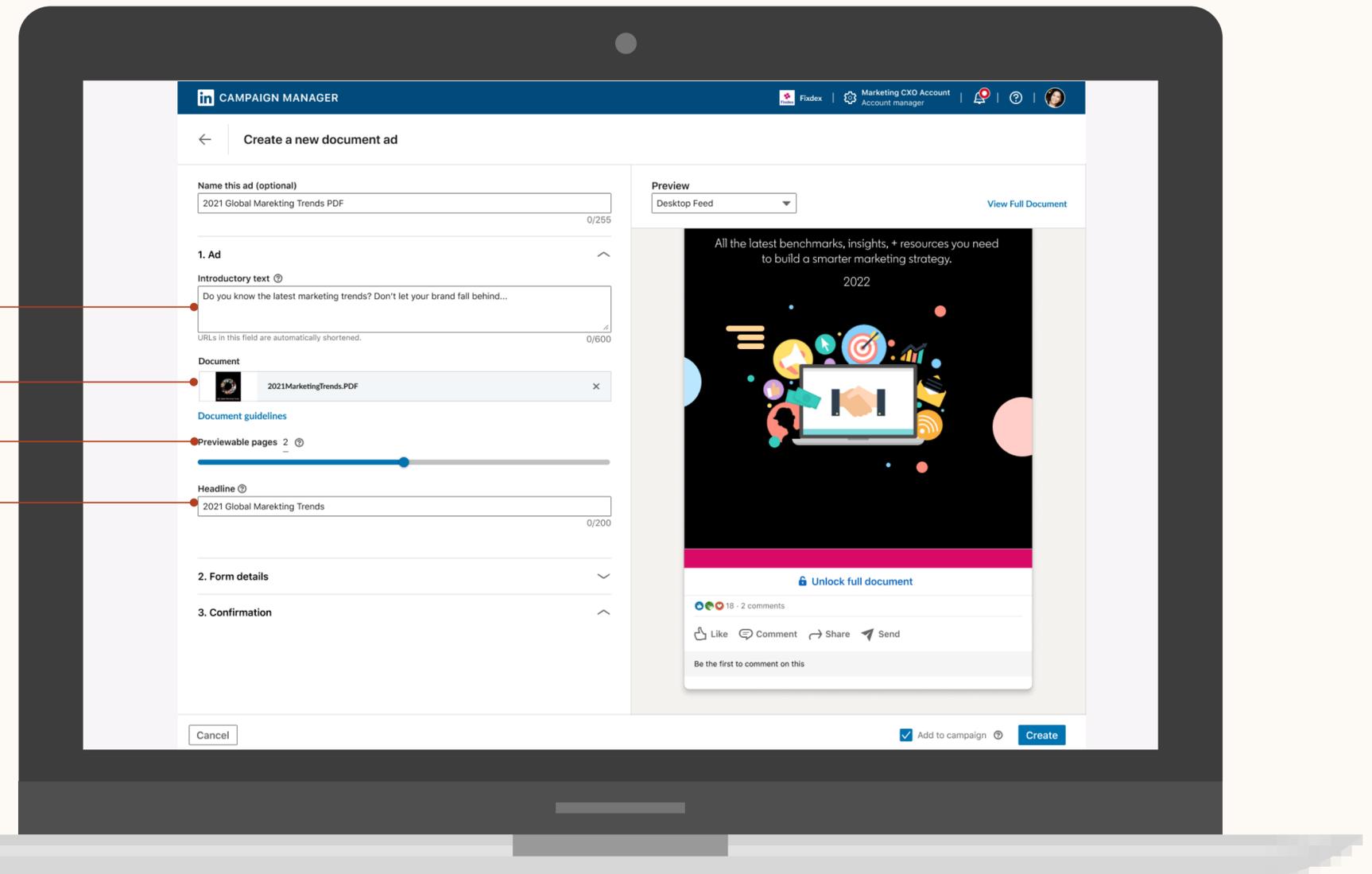


# Creating your ad – Lead Gen Objective

- 1 Name your ad
- 2 Intro text  
Keep this under 150 characters to avoid truncation across most devices.
- 3 Document upload  
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.
- 4 Previewable Pages  
Adjust the number of previewable pages by sliding the bar (maximum 10)
- 5 Headline  
Will show at the top of the document



**TIP:** Live preview is not available for Lead Gen. To preview, first save your ad, then select the three dots next to the creative, and hit "preview". Scan the QR code with your mobile device.



Continue to the next slide for instructions  
to create a Lead Gen Form



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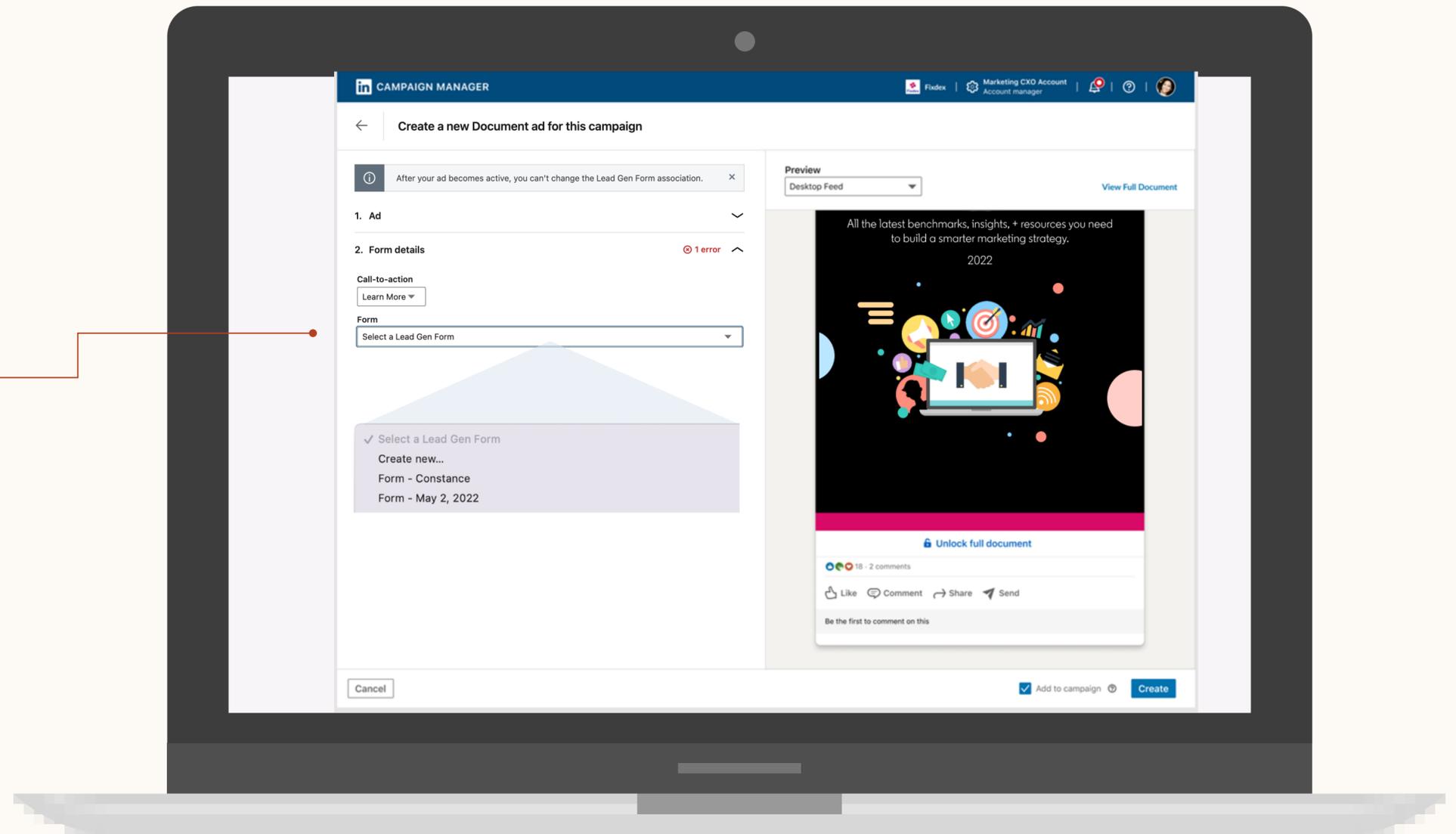
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# Lead Generation

If you are using the Lead generation objective, select the Lead Gen Form you'd like to use for this ad.

Select your Lead Gen Form from the dropdown, or create a new one by clicking 'Create a Lead Gen Form'.





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# If you'd like to build a new Lead Gen Form, you'll do that now



**TIP:** Check out the [Lead Gen Getting Started Guide](#) and our [LinkedIn Lead Gen Form Playbook](#) for more information.

**NOTE** This creation flow will open in a new tab. Once you finish building your Document Ad, you can close the tab to go back to the Document Ad draft. Your form will appear in the dropdown once you hit 'Create' in the new tab.



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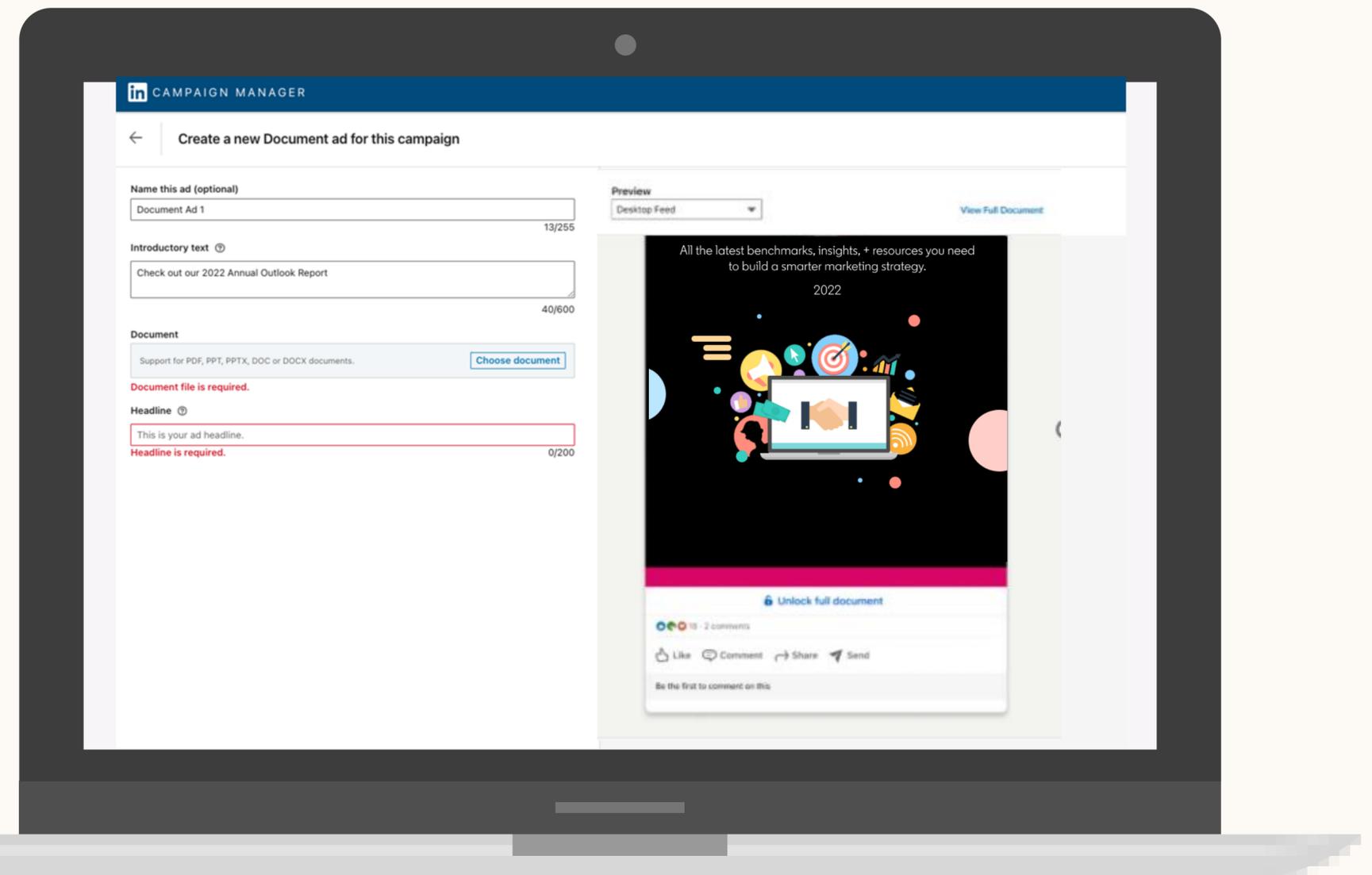
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# Check and resolve any errors before saving your ad

Before you're able to click 'Create ad', you must resolve all errors in red.

Once a Document Ad is saved, you cannot edit the document and will need to create a new ad.





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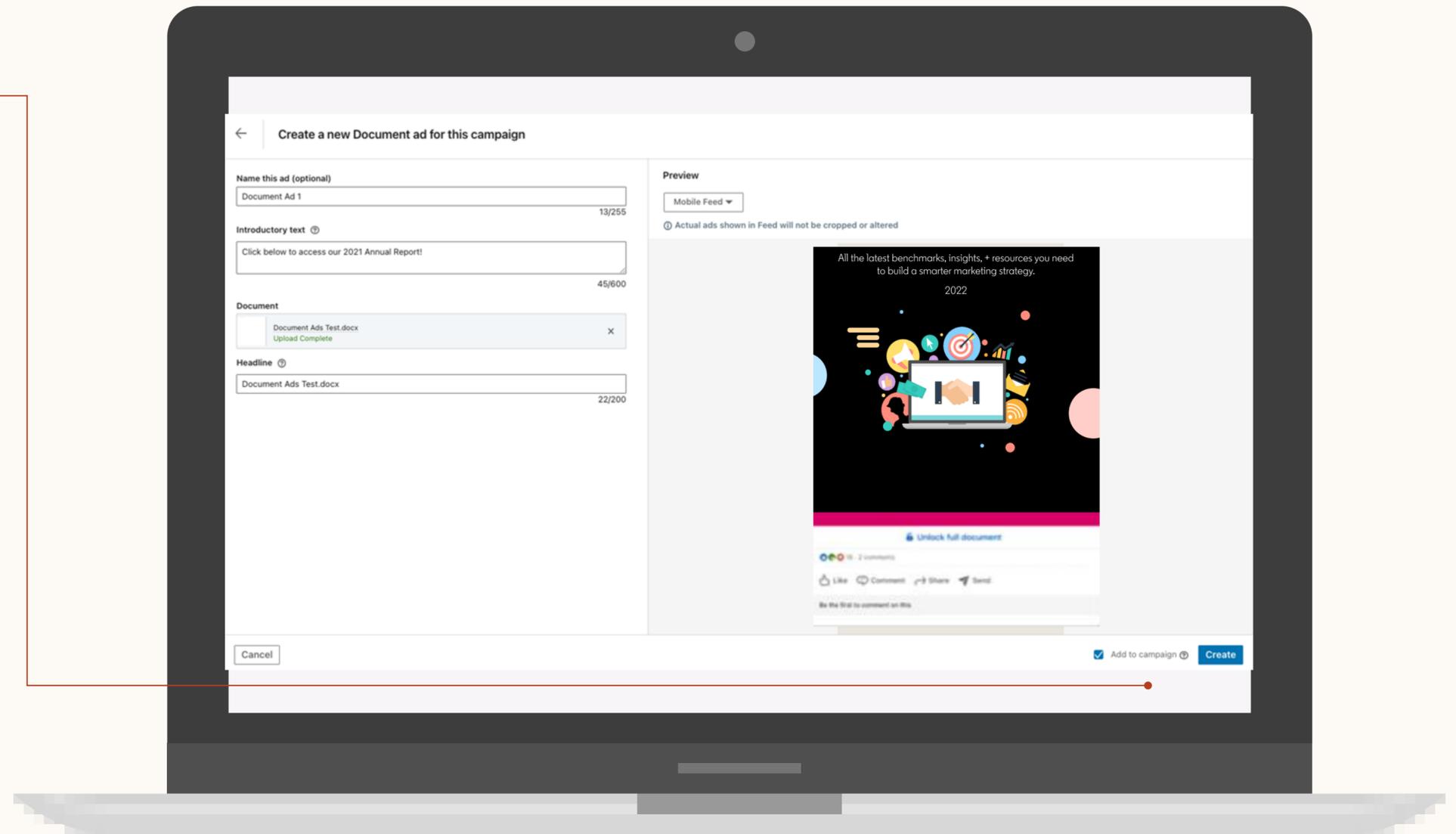
Resources



Once you finish,  
click 'Create' to  
save your ad



**TIP:** This will not set your campaign live,  
only save your ad as a draft.





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## Confirm your ads in the campaign

Review your ads and add any additional ads.

Hit 'Next' when done.

up  
it Ads Campaign

Ads in this campaign

Create new ad

Browse existing content

Search

FEED ADS



### LinkedIn Profile Tips

Top tips to Use LinkedIn  
Check out how to use LinkedIn effectively.

Document ad · Direct sponsored content · ID:  
111196776

Billing information  
needed

...

1

Previous

Save and exit

Next



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# Review the campaign details and launch!

Make sure all the information looks accurate.



**TIP:** Once you set a Document Ad campaign live you will not be able to edit the document or LGF.

The screenshot displays the LinkedIn Campaign Manager interface for a 'Lead generation' campaign. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and various settings like 'OptimBing' and 'Conversation Ads Beta Bug Bash'. The main header shows 'Default Campaign Group' and 'Lead generation - Jan 30, 2020'. The interface is divided into three main sections:

- Step 1: Set up Campaign** (Left sidebar):
  - Objective selection
  - Audience
  - Ad format
  - Placement
  - Budget & Schedule
  - Conversion Tracking
- Step 2: Set up Ads** (Left sidebar):
  - Conversation Ads
- Step 3: Review & Launch** (Left sidebar, highlighted with a 'NEW' tag):
  - Back to account

The main content area is titled 'Review & Launch' and contains the following details:

- Objective:** Lead generation (7 want more quality leads on LinkedIn. Clicking on your ads will lead customers to a lead generation form pre-filled with LinkedIn profile data.)
- Audience:** INCLUDE: People with English as their profile language in. Locations (Recent or Permanent): United States.
- AD FORMAT:** Conversation ad.
- PLACEMENT:** LinkedIn Audience Network, Disabled.
- BUDGET & SCHEDULE:** Daily Budget: \$25.00, Schedule: Run continuously starting 3/21/2020, Bid type: Maximum CPS Bid, Bid amount: \$0.20.
- CONVERSIONS:** No conversions added.
- ADS IN THIS CAMPAIGN:** Sponsored Conversation (No Image, Draft).

The right-hand panel shows 'Forecasted Results' for a 30-day period, including target audience size (160,000,000+), 30-day spend (\$310.00 - \$900.00), and 30-day message sends (1,500 - 6,400). A 'Launch Campaign' button is prominently displayed at the bottom right.



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# How to edit a Document Ad

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In this section, you will learn about the current editing capabilities within Document Ads.





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# Editing a campaign

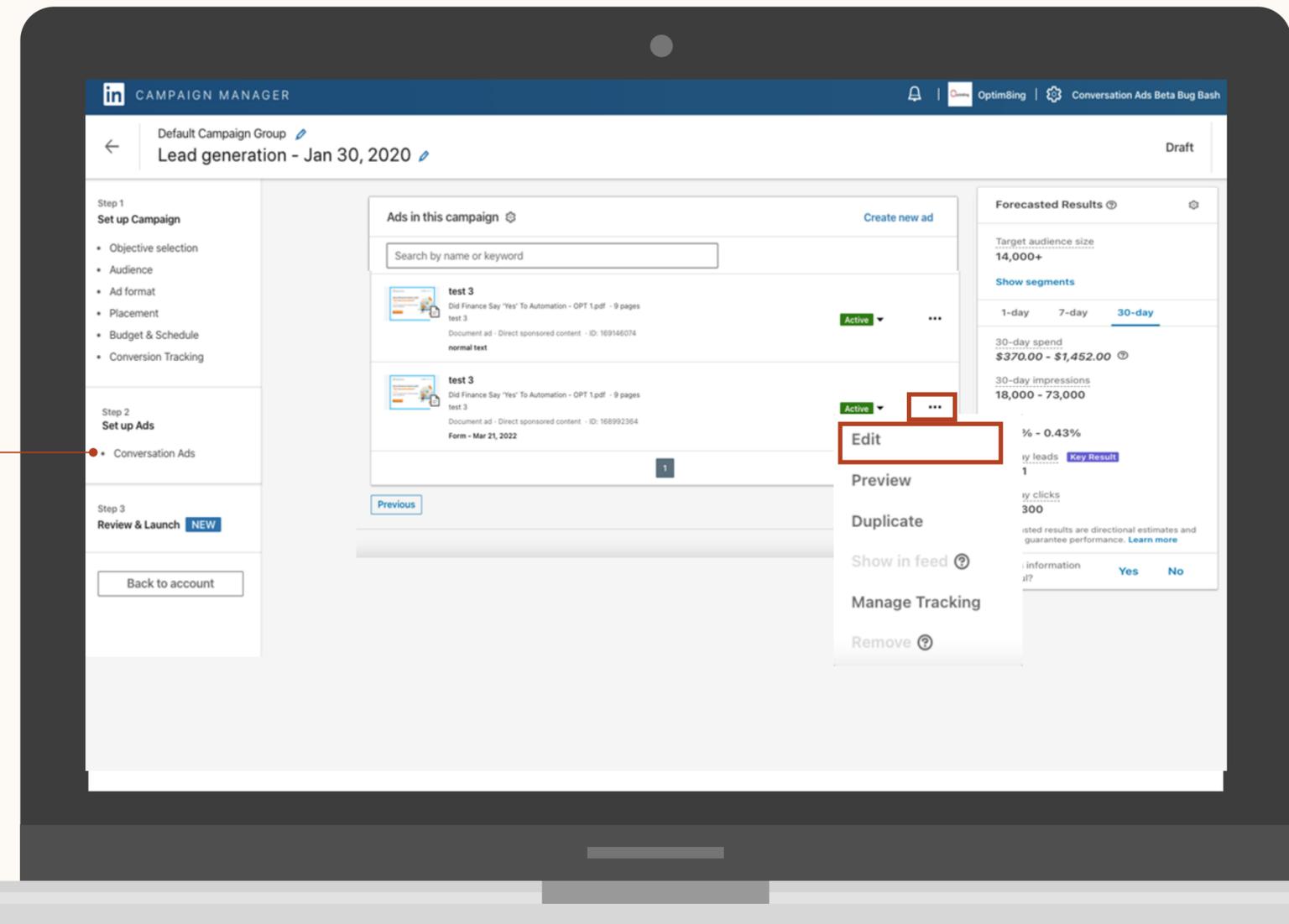
To make changes to the campaign in draft mode, click **'Edit'** in the ellipses on the **'Ads in this campaign'** screen.



**TIP:** You cannot edit a document once the ad has been saved.



**TIP:** You cannot edit a Lead Gen Form once it has been activated.





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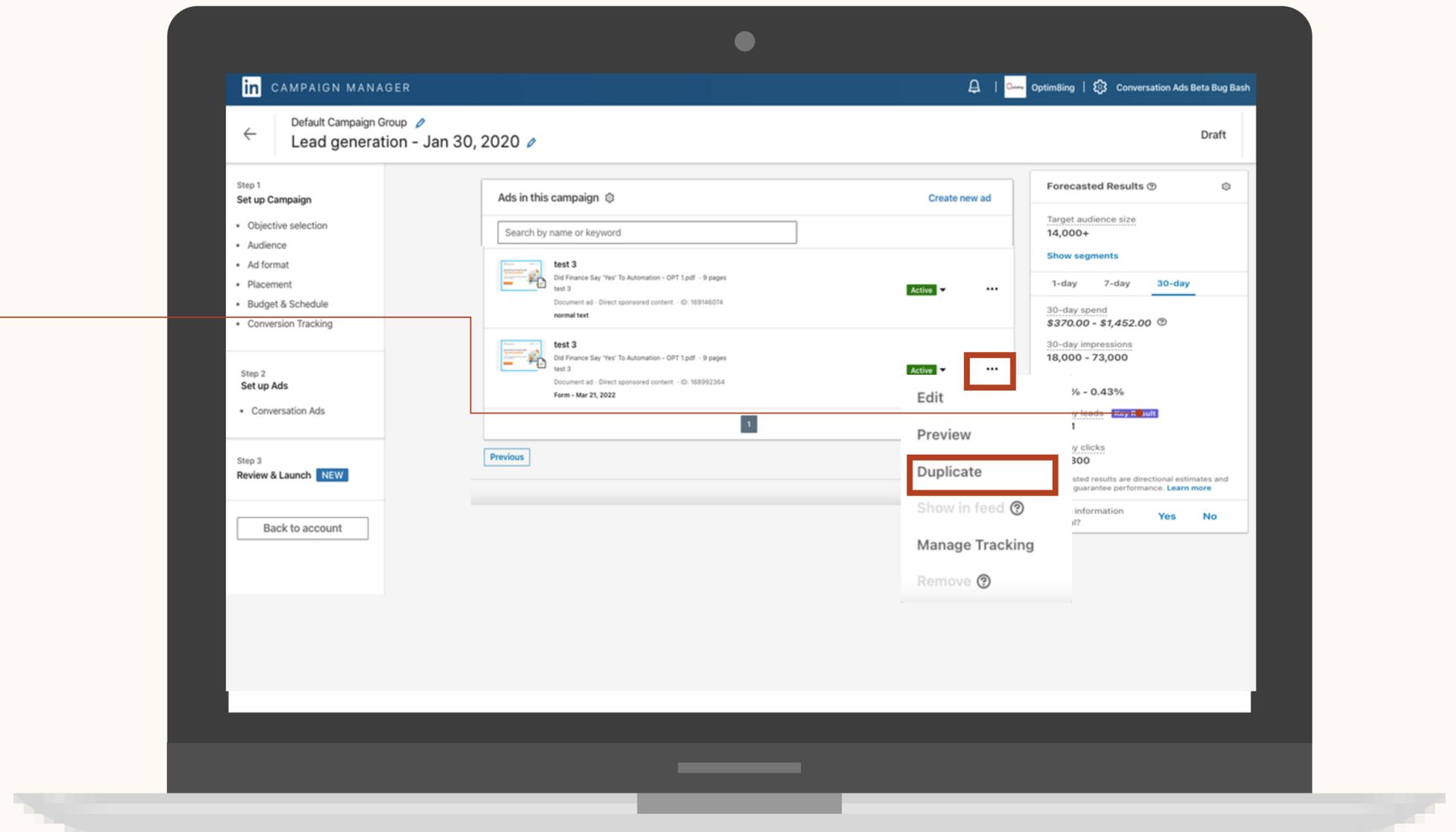
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# Duplicating a creative

You are currently unable to edit a saved document in a campaign under the Brand Awareness and Engagement objectives.

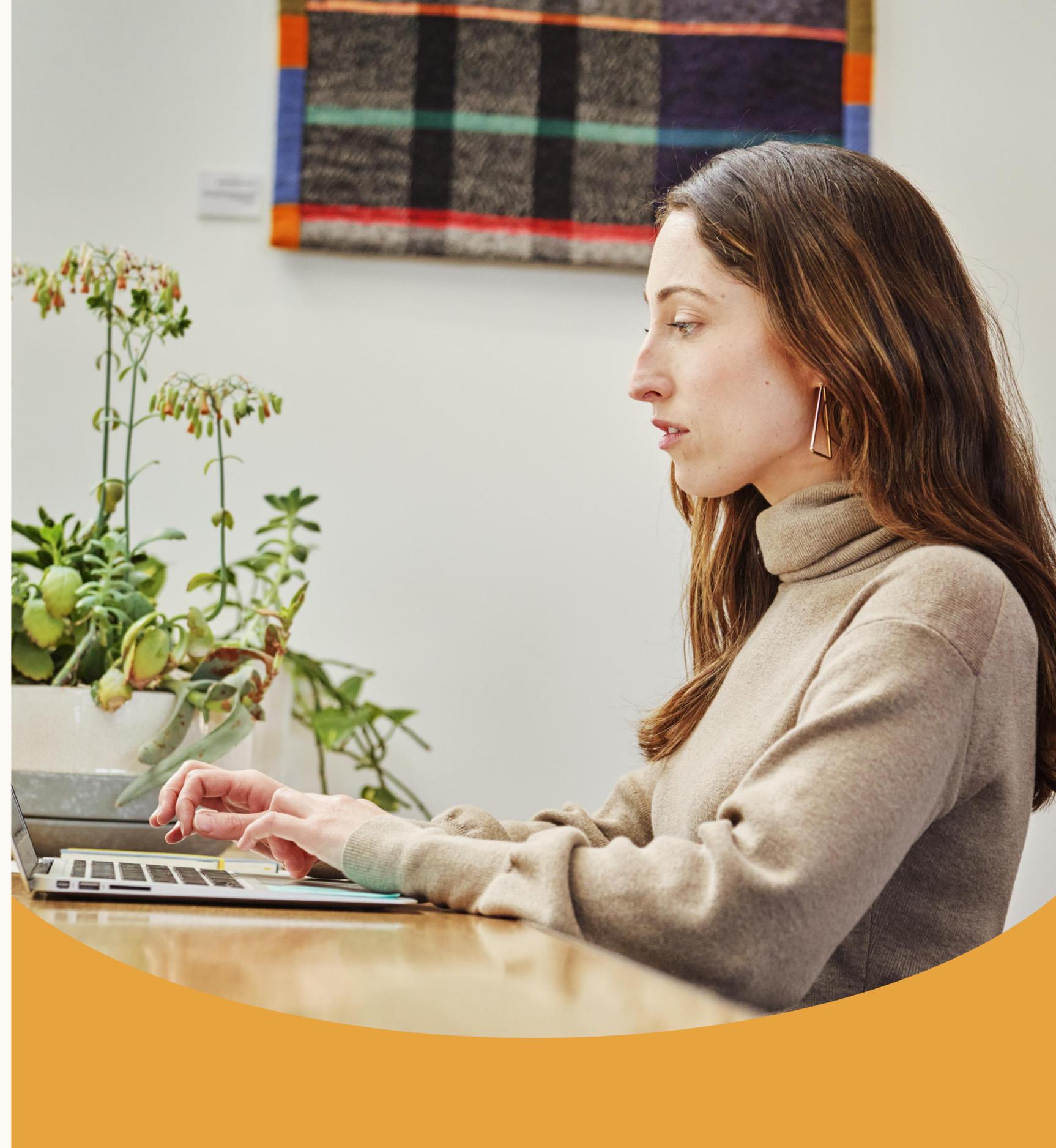
To make edit the document, duplicate the existing live creative to make a new draft in the same campaign.



# How to get reporting in Campaign Manager

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In this section, you will be introduced to reporting within Document Ads.





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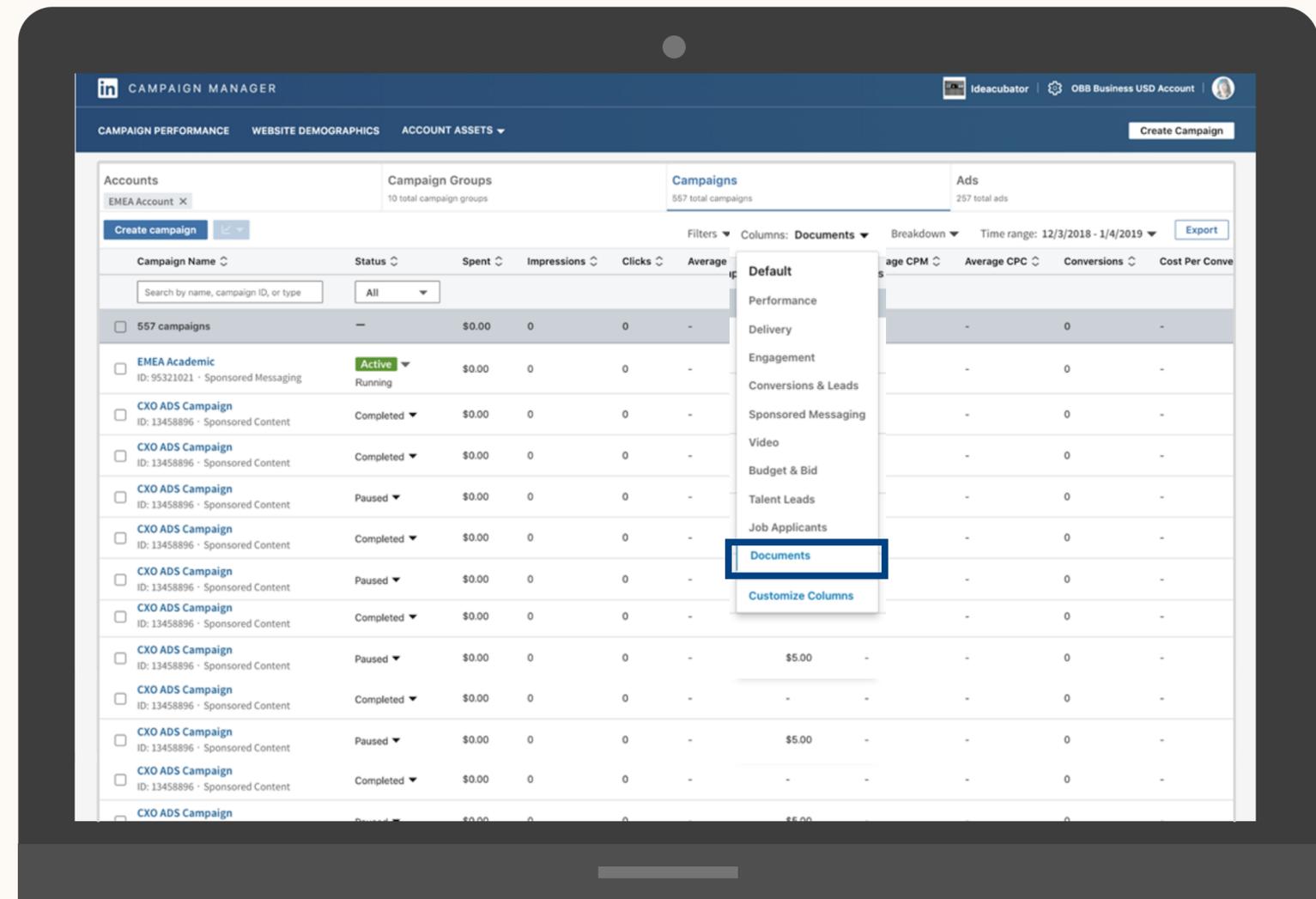
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# You can view reporting in Campaign Manager

Total clicks and downloads are represented in the reporting dashboard

- ✓ Be sure to switch your view to 'Document Ads'
- ✓ To view Lead Gen Form performance, just switch your view to 'Conversions & Leads'





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# Document Ads Performance Reporting

- ✓ **Clicks:** Total clicks on the Document.  
Clicks are de-duped.
- ✓ **CTR:** Total clicks divided by total impressions
- ✓ **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.

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with 'CAMPAIGN MANAGER' and user information. Below that, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area shows filters for 'Accounts' (Marketing CXO Account), 'Campaign Groups' (123 total), 'Campaigns' (Marketing Trends 2021), and 'Ads' (123 total). A table of ad performance is displayed with columns for Ad Name, Cost Per Result, Impressions, Clicks, Average CTR, Download Clicks, and Viral Download Clicks. The 'Clicks' column is highlighted with a red box. Two ad entries are visible: 'edited headline Just another document' and 'pdf\_2\_pages.pdf October demo of SCP'. The footer includes the LinkedIn logo and copyright information.

Ad Name	Cost Per Result	Impressions	Clicks	Average CTR	Download Clicks	Viral Download Clicks
2 ads	-	0	0	-	-	-
edited headline Just another document Creative name: Yet another document Campaign: Roman - test Doc campaign Ads review Creative ID: 130042643 - Sponsored Content - Document ad	-	0	0	-	10	5
pdf_2_pages.pdf October demo of SCP Creative name: Demo ad name 1 Campaign: Roman - test Doc campaign Ads review Creative ID: 130042663 - Sponsored Content - Document ad	-	0	0	-	30	0

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# Document Ads Performance Reporting

- ✓ **Displays:** Learn how much of your document is displayed to members (25%, 50%, 75%)
- ✓ **Completions:** Learn how many members completed your document
- ✓ **Viral Displays:** Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%)
- ✓ **Viral Completions:** Learn how many members not directly in your target audience completed your document

The screenshot shows the LinkedIn Campaign Manager reporting interface. The top navigation bar includes 'CAMPAIGN MANAGER' and user information. The main content area displays a table of campaign performance data for 'Document Ads'. The table has columns for 'Campaign Name', 'Displays @ 25%', 'Displays @ 50%', 'Displays @ 75%', 'Completions', 'Viral Displays @ 25%', and 'Viral Displays'. The data shows 1 filtered campaign with 0 displays and 0 completions across all categories. The interface also includes filters, columns, and time range settings.

Campaign Name	Displays @ 25%	Displays @ 50%	Displays @ 75%	Completions	Viral Displays @ 25%	Viral Displays
1 filtered of 1,407 campaigns	0	0	0	0	0	0
Document Ads ID: 194445084 · Sponsored Content	0	0	0	0	0	0



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# Document Ads Engagement Reporting

- ✓ Be sure to switch your columns view to 'Engagement'
- ✓ **Clicks to Landing Page:** When members clicks URL in the intro text.
- ✓ **Clicks to LinkedIn Landing Page:** When member clicks Page icon & name
- ✓ **Total Engagement:** All clicks, both paid and free.
- ✓ **Engagement Rate:** Number of all clicks divided by impressions

The screenshot displays the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN MANAGER' and user information. Below, the 'CAMPAIGN PERFORMANCE' section is active, showing a table of engagement metrics. The columns are: Reactions, Comments, Shares, Follows, Other, Total Social Actions, Clicks to Landing Page, Clicks to LinkedIn Page, Total Engagement, and Engagement Rate. The 'Columns' dropdown is set to 'Engagement'. The table shows data for a single ad with 0 clicks to the landing page, 330 clicks to the LinkedIn page, 6,463 total engagements, and a 3.3% engagement rate.

Page CTR	Reactions	Comments	Shares	Follows	Other	Total Social Actions	Clicks to Landing Page	Clicks to LinkedIn Page	Total Engagement	Engagement Rate
%	52	1	5	103	5,960	6,121	0	330	6,463	3.3%



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# Document Ads **Lead Gen Forms** Reporting

- ✓ Be sure to switch your columns view to 'Leads & Conversions'
- ✓ **Leads:** Total number of leads collected from this campaign
- ✓ **Lead Form Opens:** Total number of unique members who opened a form
- ✓ **Lead Form Completion Rate:** Number of Lead Form submitted divided by Lead Form Opens
- ✓ **Cost Per Lead:** Total spend divided by total Leads

The screenshot displays the LinkedIn Campaign Manager reporting interface. The top navigation bar includes 'CAMPAIGN MANAGER' and user information. Below the navigation, there are tabs for 'Campaign Groups', 'Campaigns', and 'Ads'. The main content area shows a table of campaign performance data. The table has columns for 'Campaign Name', 'turn on Ad Spend', 'Leads', 'Lead Form Opens', 'Lead Form Completion Rate', 'Cost Per Lead', and 'Event Registrations'. The 'Leads', 'Lead Form Opens', and 'Cost Per Lead' columns are highlighted with a red box. The table shows one filtered campaign, 'Document Ads', with 0 leads and 0 lead form opens. The interface also includes filters, columns, and time range options.

Campaign Name	turn on Ad Spend	Leads	Lead Form Opens	Lead Form Completion Rate	Cost Per Lead	Event Registrations
1 filtered of 1,407 campaigns	0	0	-	-	-	-
Document Ads ID: 194445084 - Sponsored Content	0	0	-	-	-	-



# You can export reporting in Campaign Manager

Clicks on each button can be found in the exported .CSV report.

## Follow these three steps:

- 1 Export CSV report
- 2 Select Report Type
- 3 Conversation Ad CTA reporting

This report will show the number of clicks on each button.

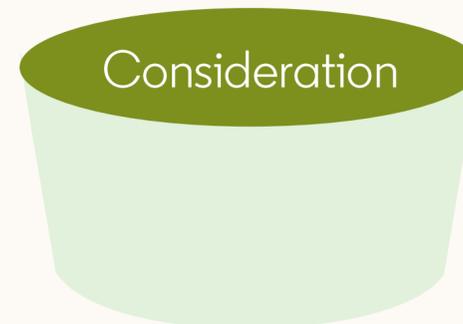
There are 'Total' rows that sum up data in each column. Be sure to disregard these rows if you're doing your own calculations, pivot tables, etc.

	AF	AG	AH	AI	AJ	AK	AL	
Button		Sends	Opens	Clicks (Sponsored InMail)	Button Clicks	Banner Clicks	Link Clicks	Cost
<b>Total</b>		0	0	74	74	0	0	0
of you employees' laborious		0	0	7	7	0	0	0
How could this help me?		0	0	11	11	0	0	0
Show me more research!		0	0	24	24	0	0	0
Learn more about UiPath		0	0	19	19	0	0	0
Read Gartner MQ		0	0	5	5	0	0	0
Talk to an expert		0	0	2	2	0	0	0
Let me talk to an expert		0	0	1	1	0	0	0
Show me more research!		0	0	3	3	0	0	0
Download now		0	0	2	2	0	0	0



# 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
Reach	Yes	Yes	Yes
% Document Viewed	Yes	Yes	Yes
Click Through Rate	Yes	Yes	No
Engagement Rate	Yes	Yes	Yes
LGF Open Rate	No	No	Yes
Document Downloads	Yes	Yes	No
Lead Fill Rate	No	No	Yes
Cost Per Lead	No	No	Yes



# 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%). Display is calculated by the total number of pages viewed divided by the total number of pages in the document
Viral Displays	Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%). Display is calculated by the total number of pages viewed divided by the total number of pages in the document
Completions	Learn how many members completed your document

# Frequently Asked Questions

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# 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



# 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.



## 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.



## Keep to 3-4 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.



**Note:** Check out our [Best Practices Guide](#) for more tips and tricks



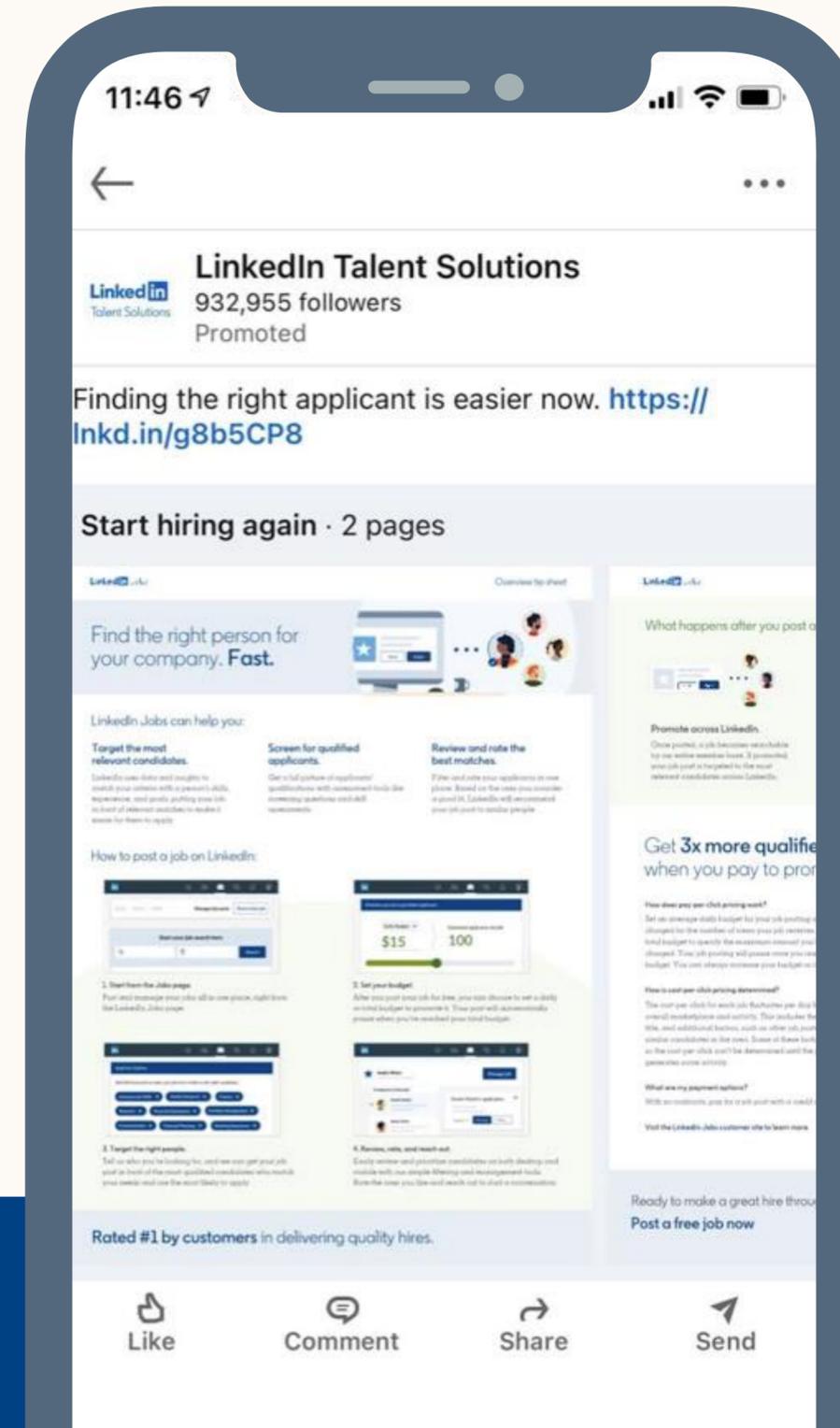
# Ensure a **positive** member experience

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](#).

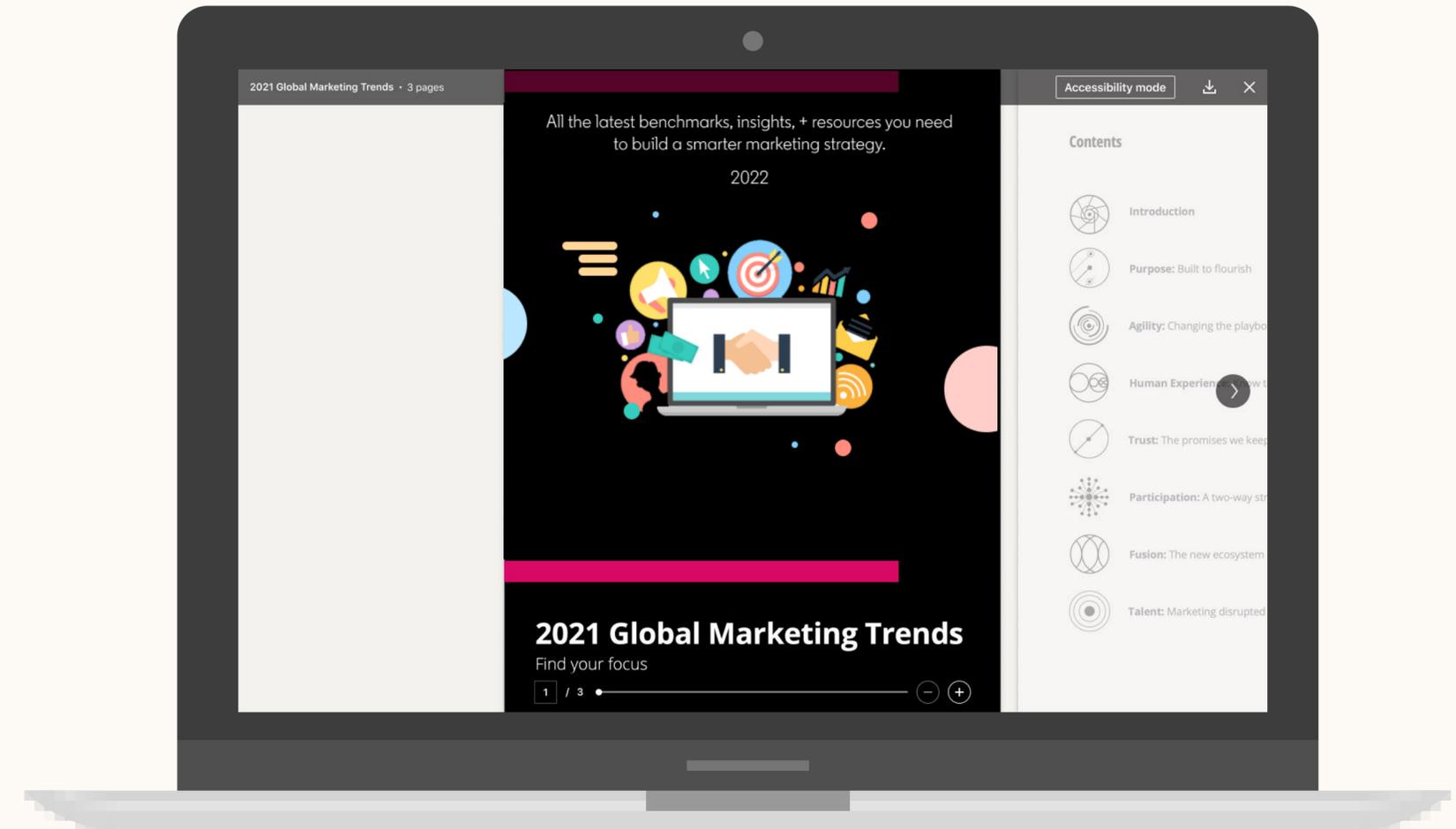


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# How to gate a one-page document

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.



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# Product questions

## What if my Document Ad has video or animations?

Videos and other animations in documents aren't supported and will display as static images instead.

## What if my PDF has multiple layers?

PDFs with multiple layers must be flattened or merged.

## How will the Document ads be charged / billed?

They will be charged / billed the same way as normal image Sponsored Content. It will use CPM or CPC.

## What will viewability standards be for Document Ads?

Viewable impressions are 100% in view for at least 200ms.

## Will I be able to see conversions on Document Ads?

You can enable conversion tracking for any campaign, but it will only track website visits to an off-site URL.

## Will third-party tracking tags work with Document ad?

Yes, manage tracking in CMT is available for Document Ads when using approved trackers.

## Are multiple clicks in the document counted to the CTR?

Clicks are de-duped.

## How will viral actions impact the Lead Gen Form experience?

As with all Lead Gen posts, viral impressions will only see previewable pages and won't have the option to complete a Lead Gen Form to download or view your full document. Post GA adding controlled viral actions.

## Will clicks on the documents counted as engagement and therefore impact the engagement rate?

Every click will be counted as an engagement and impact the engagement rate. However, chargeable clicks will only be the first click, other clicks will be not charged.

# Helpful resources

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## Learn more with these useful resources



- [LinkedIn Campaign Manager](#)
- [Organic Document Ad Specs](#)
- [Document Ad Best Practices](#)



Congratulations!

You have now completed this guide  
to Document Ads on LinkedIn.

Thank you

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