

LinkedIn Webinar: Introducing Objective-Based Advertising Q&A

Question	Answer
Can a single campaign have a combination of single image ad and video ad?	At this stage we don't have the capability to add multiple ad formats to a single campaign, however this is something we're looking at bringing out in the future.
Which Ad format is best for conversion related campaigns ?	Website conversions are best suited to Sponsored Content (single Image, carousel, video), Dynamic Ads (spotlight), Text Ads, Sponsored InMail (message ads). Like Brand awareness, this objective wont be ready just yet. For now, use Website visits and automated bidding for conversions.
If I use job titles, can i use functions and seniority? And vice versa?	Yes you are able to use job titles alongside job functions/seniority, however, please note that overlaying additional targeting will reduce the audience size.
Can you upload an audience to exclude?	Yes, this is possible with matched audiences. Either using website audiences or first party data e.g., an email list and selecting 'exclude' within campaign manager.
Does exclude people allow you to upload an ABM list like in the past?	Yes you are able to do this.
Can we optimize our bid on CPA ?	You have the option to optimise on CPM, CPV, and CPC, but not CPA as yet.
Will the manual budgeting go away?	No, there will still be the option for advertisers to manual bid alongside automated bidding.
If you are running a measurement study, is it recommended to go ahead with brand awareness objective or video views for a video asset?	it depends on your objective. If the goal is video views, please select 'video views' as it allows you to trade on a cost-per-view model. If it is awareness, you can select awareness which will optimise towards maximising impressions.
Can I create a custom audience for remarketing?	Yes, you are able to create a custom audience with remarketing. You just need to make sure that the audience size is greater than 300 if not it will not be allowed to run.
Which objective would suit a spotlight ad? A sample link of this ad type would help for understanding how it looks.	Spotlight ads suit the following objectives: brand awareness, website visit, conversions and lead gen. You can find more information here. https://business.linkedin.com/marketing-solutions/dynamic-ads
Can we add time scheduling in our campaign ?	We can't schedule campaigns to go live at a certain time. As a workaround you are able to schedule a campaign to start on a future date.
Can you explain more on how conversion tracking can be implemented?	Firstly need to understand if the conversion you are tracking has a unique landing page. If it does you would install the LinkedIn insights tag on the global footer of the site. If it doesn't you would need to implement the event pixel on the conversion action.
Can i get to my custom audience Potential reach by adding my audience?	Yes, if the audience is over 100 members
Will I be able to run on CPL campaign directly on LinkedIn now ?	You will continue to be able to run lead activity and measure and optimise towards cost-per-lead. As we continue to ramp, we will explore trading models related to action.

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<p>How do you predict the projected metrics - is it based on the previous account data?</p>	<p>This is based on the previous activity for this audience over a large sample size. It is not specific to the account and is only a guideline.</p>
<p>If i need to create carousel ads into our existing campaign, do I need to create seperate campaigns for this or can I create this through sponsored campaign?</p>	<p>If your other campaign is a single image ad format, you'll need to create a separate campaign for carousel ads. Different ad formats need to live in separate campaigns.</p>
<p>Also if we are using a lead gen form fill kind of format in the campaign and the audience is dropping off after opening the form ,can we re-market people who have opened the form on Linkeln but have not filled it ?</p>	<p>Not right now, but remarketing based on action (or inaction) will be rolled out later in the year.</p>
<p>Will there be a way to view number of likes on a particular ad from the dashboard without opening the ad itself?</p>	<p>Not just yet, but we will be looking as having this in a future iteration :)</p>
<p>Audience wise - What is objective wise and intent wise. What's the difference?</p>	<p>LinkedIn targeting criteria is broadly split into three categories: inferred, member stated and behavioural. Assumed can be a criteria like gender which is inferred by profile information, member stated could be company where the member has stated this is the company they are employed by and behavioural i.e., interest which is inferred by member action or engagement with content on LinkedIn.</p>
<p>What is the maximum time period to track conversions on both Views and Clicks?</p>	<p>For both view and clicks, we have the option to choose either a 30 day, 7 day, or 1 day window.</p>
<p>I need to understand if there is a requirement of creating carousel ads into our campaign. Do I need to create a seperate campaign or can I create this in my existing campaign?</p>	<p>You need a separate campaign for Carousel Ads. Different ad formats can't live in the same campaign (ie. you can't have Single Image and Carousel ads in the same campaign, you'd need to make one campaign for Single Image ads and one for Carousel ads).</p>
<p>The old dashboard had that, when I clicked on manage it would give a view of the ads, and showed the number of likes, it helped a lot in tracking engagements for our ads. The new dashboard does not have that yet, please introduce this feature.</p>	<p>If you click on the campaign you will then see a breakdown of the ad performance, when you switch the columns from performance to engagement you will be able to see the social engagement metric breakdown</p>
<p>Will the new platform disclose campaign reach numbers?</p>	<p>No - there aren't any changes to metrics you see in the new experience compared to the old experience.</p>
<p>How can we delete the ads once paused?</p>	<p>You are unable to delete post but once a post is paused or completed you are able to archive it and then we would recommend adjusting your filtering to exclude archived posts.</p>
<p>Can i get individual insights on the targeting that i have selected? For example i have choosen 3 interest in 1 campaign, can I get performance break down by the 3 interests?</p>	<p>Not currently. If you would like to understand performance by interest, split out your campaigns individually by each interest. Caveat, there can be some audience crossover between interests.</p>