

# LinkedIn Lead Gen Forms

Seamlessly collect even more quality leads from your ads on LinkedIn with pre-filled forms.

## What are Lead Gen Forms?

Lead Gen Forms let members send you their professional info with just a couple of clicks. Because Lead Gen Forms come pre-filled with accurate LinkedIn profile data, you can generate even more high-quality leads from your LinkedIn ads.

## Why Lead Gen Forms?



**Generate high-quality leads at scale** - drive a high volume of qualified leads at a conversion rate that outperforms standard campaigns.



**Prove the ROI of your lead gen campaigns** - track the metrics that matter most to your business: cost-per-lead, lead conversion rate, and the types of professionals you're converting into leads - including company name, seniority, job title, industry, geo, and more.



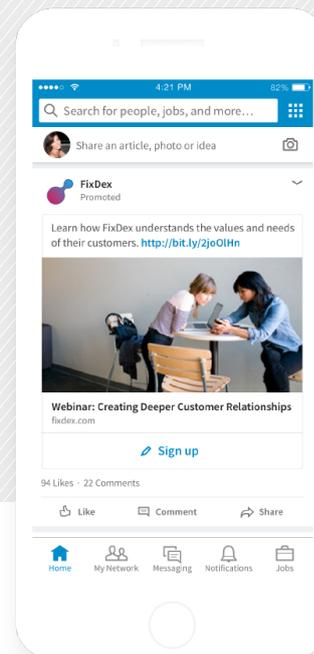
**Access and manage your leads with ease** - download your leads from Campaign Manager or integrate with your preferred marketing automation or CRM tools.

## FAQ

### 1. How many fields can you add to your form?

As a best practice, we recommend 4 or less fields. We allow up to 7 fields maximum. Available fields are:

- First Name
- Last Name
- Email Address
- Phone Number
- City
- State/Province
- Country
- Postal code/zip code
- Work email
- Work phone number
- Gender (will not prepopulate)
- Job Title
- Function
- Seniority
- Work Email
- Company Name
- Company Size
- Industry
- Degree
- Field of Study
- University/School
- Start Date
- Graduation Date



## 2. Are form fields pre-filled for members?

When members open up a Lead Gen Form, they will see it pre-filled with data from their LinkedIn profile. Members will be able to edit the following fields: email, work email, phone number, work phone number, and gender (which will never be pre-filled). All other fields will not be editable. If any other piece of information is missing from the member profile, then that field will also be not pre-filled and editable.

## 3. What integrations does LinkedIn offer?

LinkedIn now offer integrations with DriftRock, Eloqua, Marketo, Microsoft Dynamics and Zapier.



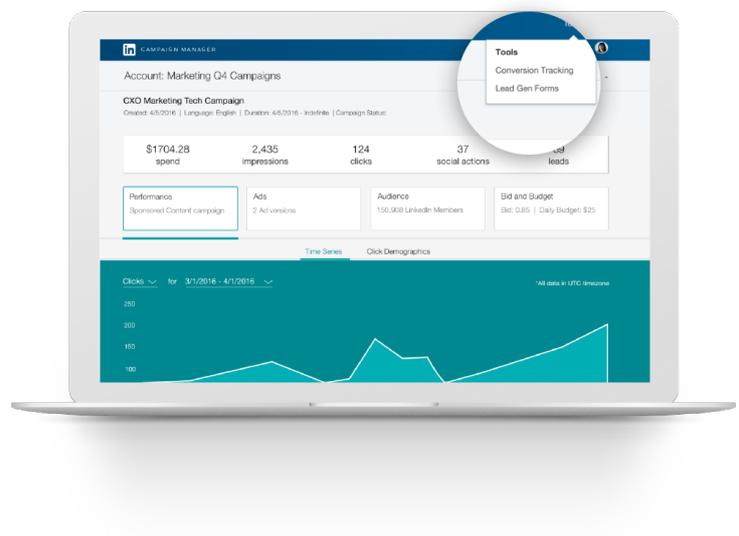
## 4. How do you access and manage leads?

You must be a Company Page Admin or assigned the "Lead Gen Form Manager" role on the Company Page to download leads from Campaign Manager.

To download leads, click "Tools" in Campaign Manager. Then click "Lead Gen Forms". There, you will see an icon to download leads.

Alternatively, you can sync Lead Gen Forms to your marketing automation or CRM of your choice.

Please note that we can only store lead data in Campaign Manager for 90 days due to our member privacy policy. Analytics and performance metrics will remain in Campaign Manager beyond the 90-day time frame.



## 5. For what products are Lead Gen Forms available for?

Lead Gen Forms are currently available for Sponsored Content and will serve to members' mobile devices only. Desktop delivery for Sponsored Content will be coming in early 2018.

## 6. What assets do I need to begin?

### 1. Lead Gen Form

Offer Headline  
(40 characters)

Offer Detail  
(2 lines of text, 70 characters)

Privacy Policy  
(URL required)

### 2. Thank you page

"Thank You" message  
(160 characters)

URL  
for members to visit  
after submission

Learn more about how to start using [Lead Gen Forms](#) in your Sponsored Content campaign on the world's largest professional network.