

LinkedIn Lead Gen Forms

Seamlessly collect even more quality leads from your LinkedIn ads 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 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 your campaigns' cost per lead, lead form fill rate, and the number of leads you're getting from specific professional audience segments.



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?

We recommend 4 or less fields as a best practice but will allow up to 7.

Contact

- First Name
- Last Name
- Email Address (will prepopulate with primary email address)
- Phone Number
- City
- State/Province
- Country
- Postal Code/Zip code

- Work Email (will prepopulate with primary email address)
- Work Phone Number

Demographic

- Gender (will not prepopulate)

Work

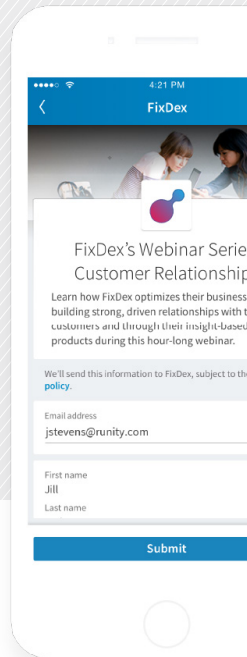
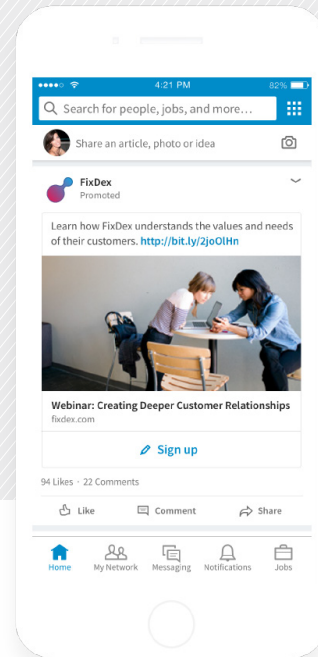
- Job Title
- Function
- Seniority
- Work Email

- Company Name
- Company Size
- Industry

Education Information

- Degree
- Field of Study
- University/School
- Start Date
- Graduation Date

Custom Questions (up to 3)



2. Are form fields pre-filled for members?

Yes. 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. Any fields that the member does not have filled out on their LinkedIn profile will be editable. All fields are required for form submission.

3. What integrations will LinkedIn offer and when?

LinkedIn now offer integrations with DriftRock, Eloqua, Marketo, Microsoft Dynamics 365, Salesforce Sales Cloud and Zapier.



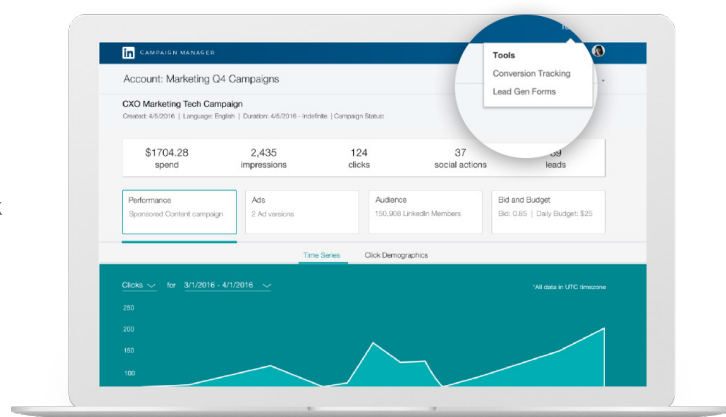
4. How do you access and manage leads?

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.

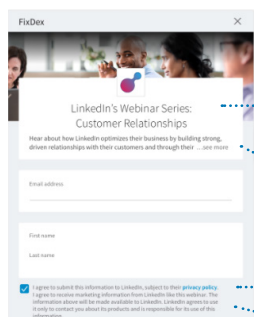


5. For what products are Lead Gen Forms available for?

Lead Gen Forms are currently available for Sponsored Content and will serve to members’ mobile devices only. They are also available for Sponsored InMail, which is delivered to both desktop and mobile devices.

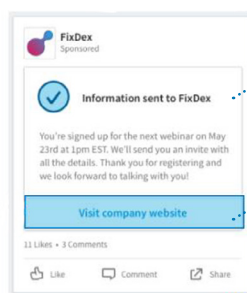
6. What assets do I need to begin?

A. Lead Gen Form



- Offer Headline**
(40 characters)
- Offer Detail**
(2 lines of text, 80 characters on each line)
- Privacy Policy custom text**
(required, 2000 characters)
- Privacy Policy URL**
(required)

B. Thank you page



“Thank You” message
(160 characters)

Linked to your website
(URL for members to visit after form submission)

Learn more about how to start using [Lead Gen Forms](#) on your Sponsored Content and Sponsored InMail campaigns on the world’s largest professional network.