LinkedIn Message Ads
Getting Started Guide
What are message ads?
Message Ads

Send direct messages to your prospects to spark immediate action
The market landscape is changing, presenting both challenges and opportunities for marketers.
More time is being spent on social messaging apps

This is shifting the way people communicate, with each other and businesses. 89% of consumers would like to use messaging with businesses, but only 48% of businesses are using messaging to engage with consumers.¹

The buying experience matters

8 in 10 of buyers say that the experience a company provides is as important as its products and services.²

B2B sales cycles are getting shorter

Marketers now need to make every interaction count by delivering a relevant marketing message to the right person at the right time.³

With LinkedIn Message Ads, you can send direct messages to your prospects to spark immediate action.

- Deliver a targeted message with a single CTA
- Drive stronger engagement than traditional emails
- Measure the impact of your messages

Communicate to your prospects without having to worry about character limits.

Messages are delivered in an uncluttered environment so that your brand stands out.

Understand the ROI, with demographic reporting and conversation tracking.
How do message ads work?
How message ads work

Message ads are delivered to your prospects on both mobile and desktop.

Delivered in real-time, when prospects are active on LinkedIn.

To prevent fatigue, LinkedIn members only receive the same message ad once every 45 days.
The anatomy of a message ad

Prospects can engage with your message ad by clicking on your CTA button, hyperlinks, and banner ad.
Setting up your message ad

Step-by-step guidance to creating your message ad campaign
Campaign setup
Log into Campaign Manager.

Click “Create campaign.”

In Campaign Manager, click “Create campaign” and the campaign creation page in the same window.
Choose which campaign objective aligns the most with your marketing objective

Name your campaign and select your objective

Message ads are supported under the following objectives:
Select the “Lead Generation” objective to add a Lead Gen Form to your message ad campaign.

Drive up to 4x more leads by adding a Lead Gen Form to your message ad.

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.
Choose your target audience

Select the desired profile language and location(s) of your audience

Note

After your campaign is saved as a draft, you will NOT be able to change the language.
Narrow down your target audience

Refine “audience attributes” including: Company, demographics, education, job experience, and interests.

Leverage advanced targeting features such as Matched Audiences to re-target accounts, contacts, and website visitors.
Once your targeting is set up, you can see real-time ad result forecasting. Forecasting will change with targeting criteria, bid, daily budget.
Select “Message ad” as your ad format

Only one ad format can be selected per campaign

Note
Message ads will NOT run on the LinkedIn Audience Network — they will serve on LinkedIn only
Set up your campaign budget and schedule

Set a total budget, or daily and total budget.

- Setting a daily budget is not recommended, since ads are delivered in real-time and have strict frequency caps

- You are only able to bid on a cost-per-send basis
About scheduling

• Start date cannot be in the past

• An end date is not required. Campaign will end either when total budget is reached or campaign end date.
Add conversion tracking to 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.

Once you’ve completed the campaign setup, click “Save and next” to continue to set up your ads.
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Message ad set up
Under “Browse existing content,” click “Create new ad” or select an existing ad.
Create your ad

Assign a name for your message ad that’s distinctive, to make it easy to differentiate ad variations.

Choose the sender:
To add a team member as a sender, click “add sender.” Make sure he/she is already your first-degree connection. He/she will need to approve your request.
• Keep the subject line concise, relevant, and conversational with a clear call-to-action. We recommend keywords like “Connect,” “Opportunities,” and “Join us/me”

• 60 characters max.
Create your message

• Introduce yourself, and state a clear purpose for your outreach

• Keep message short and sweet. We recommend < 500 characters

• To boost conversion, add hyperlinks to make it easy for prospects to engage

• 1,500 characters max.

Hi %FIRSTNAME%,

I’m Kennedy Quinn, the Director of Analytics here at FixDex.

Love analytics? Join us at the FixDex Data Summit. With multiple tracks and sessions, you can learn about big data, AI, data science, IoT, machine learning, and more.

Early bird discounts are available. Hope to see you there.

– Kennedy
Customer footer, CTA, banner image

- Add a custom footer with a disclaimer, or terms & conditions (optional)
- By default, LinkedIn’s terms & conditions will be shown in the footer of each message ad
CTA (required):
Enter the exact text for the call-to-action button. Up to 20 characters.

Image (optional, but highly recommended):
• 300x250 banner image
• Shows on desktop only (not on mobile)
• If no banner image is provided, then another brand’s image may appear next to your message ad

Click “Create.”
Message ad setup

Before sending your message ad

Click on the “…” in the ad view menu to:

• Duplicate the ad
• Edit the ad (only when still in draft mode)
• Send a test message to yourself, to preview what the prospect would see, and to ensure accuracy
3 View message ads performance
Monitor your ad performance

View robust reporting and success metrics directly in the Campaign Manager dashboard.

Track campaign metrics such as:

- Sends
- Opens
- Open rate
- Click Through Rate
- Clicks (button, banner, link)
- And more

In the “columns” dropdown menu, switch to “Sponsored InMail.”

If you added a Lead Gen Form to your message ad, switch to “Conversions & Leads.”
### Defining Campaign Manager reporting metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sends</td>
<td>Number of times your ad was sent (i.e. impressions)</td>
</tr>
<tr>
<td>Opens</td>
<td>Number of times your ad was opened (unique opens)</td>
</tr>
<tr>
<td>Clicks</td>
<td>Sum of clicks on CTA buttons and link clicks</td>
</tr>
<tr>
<td>Button Clicks</td>
<td>Sum of clicks on CTA buttons</td>
</tr>
<tr>
<td>Banner Clicks</td>
<td>Sum of clicks on the banner ad</td>
</tr>
<tr>
<td>Link Clicks</td>
<td>Clicks in the message body</td>
</tr>
<tr>
<td>Open rate</td>
<td>% of Opens divided by Sends</td>
</tr>
<tr>
<td>Click to Open rate</td>
<td>% of Clicks divided by Opens</td>
</tr>
<tr>
<td>Cost per send</td>
<td>Spend divided by Sends</td>
</tr>
<tr>
<td>Cost per open</td>
<td>Spend divided by Opens</td>
</tr>
<tr>
<td>Average CPC</td>
<td>Spend divided by Clicks</td>
</tr>
</tbody>
</table>
### What metrics should you use to evaluate campaign performance?

<table>
<thead>
<tr>
<th></th>
<th>“Website Visits” objective</th>
<th>“Website Conversions” objective</th>
<th>“Lead Generation” objective</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Upper funnel</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Open Rate</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Cost Per Send</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Mid funnel</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Click Through Rate</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Lead Form Open Rate</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Cost Per Click</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Conversion Rate</td>
<td>—</td>
<td>Yes</td>
<td>—</td>
</tr>
<tr>
<td><strong>Lower funnel</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost Per Conversion</td>
<td>—</td>
<td>Yes</td>
<td>—</td>
</tr>
<tr>
<td>Cost Per Action</td>
<td>Yes (Website Action, Registration, Conversion, etc.)</td>
<td>Yes (Website Action, Registration, Conversion, etc.)</td>
<td>No</td>
</tr>
<tr>
<td>Lead Fill Rate</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Cost Per Lead</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

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

Visit the message ads homepage for case studies, how-to videos, and best practices.