




Which ad creation mode is right for me?

Boosting, Quick Mode and Advanced Mode compared



	 Boosting	 Quick Mode	 Advanced Mode
Recommended Users	Social Media Manager or General Manager focused on organic content	Marketing Manager focused on paid media but new to advertising and/or LinkedIn Ads	Marketing Manager focused on paid media and experienced with advertising and/or LinkedIn Ads
Content	<ul style="list-style-type: none"> LinkedIn Page content 	<ul style="list-style-type: none"> LinkedIn Page content Create and upload unique content 	<ul style="list-style-type: none"> LinkedIn Page content Create and upload unique content
Ad Formats	<ul style="list-style-type: none"> Single Image Ads Video Ads Event Ads 	<ul style="list-style-type: none"> Single Image Ads Video Ads 	All
LinkedIn Audience Network (LAN)	✓	✓	✓ + advanced controls
Objectives	<ul style="list-style-type: none"> Brand Awareness Website Visits Video Views Post Engagement Events 	<ul style="list-style-type: none"> Brand Awareness Website Visits 	All
Targeting	<ul style="list-style-type: none"> Limited profile-based targeting Saved Audiences 	<ul style="list-style-type: none"> Limited profile-based targeting Saved audiences LinkedIn audiences 	<ul style="list-style-type: none"> Profile-based targeting Saved audiences LinkedIn audiences Lookalike audiences Retargeting List Upload
Budget	<ul style="list-style-type: none"> Lifetime 	<ul style="list-style-type: none"> Lifetime Daily 	<ul style="list-style-type: none"> Lifetime Daily Daily + Lifetime
Conversion Tracking	X	X	✓
Measurement	<ul style="list-style-type: none"> Organic vs Paid engagement Impressions 	<ul style="list-style-type: none"> Engagement Cost per results Cost per video view Click through rate Cost per mille Cost per click Impressions 	<ul style="list-style-type: none"> Engagement Cost per results Cost per video view Click through rate Cost per mille Cost per click Cost per lead Cost per send Impressions