LinkedIn

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 are customizable, pre-filled forms that allow members to share their LinkedIn profile data with advertisers in just a couple of clicks. They are a great solution for marketers looking to generate qualified leads through their 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.
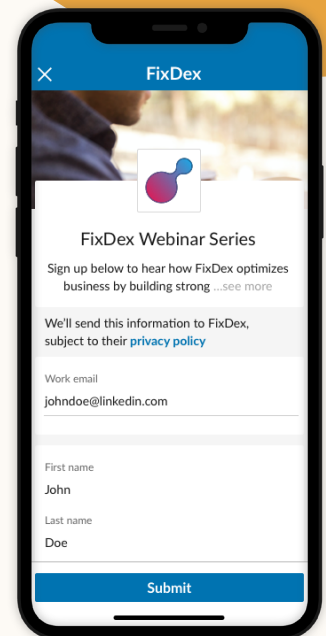
Frequently Asked Questions

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

We recommend **5 or less fields as a best practice** but will allow up to 12.

Contact

First Name
Last Name
Email Address*
Phone number
City
State/Province
Country/Region
Postal Code/Zip Code

LinkedIn Profile URL
Work Email*
Work Phone Number

Demographic

Gender *(will not prepopulate)*

Work

Job Title
Function
Seniority

Company

Company Name
Company Size
Industry

Education

Degree
Field of Study
University/School
Start Date
Graduation Date

Custom Questions

(up to three)

Multiple Choice
Single line input

*will prepopulate with primary email address

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 does LinkedIn offer?

LinkedIn offers integrations with **Hubspot, Eloqua, Marketo, Microsoft Dynamics 365, Salesforce Sales Cloud, Zapier,** and many more. Ask your LinkedIn rep for more information.

HubSpot · eloqua · Marketo · Microsoft Dynamics 365 · salesforce · zapier

4. What ad formats can I pair with Lead Gen Forms?

Lead Gen Forms can be used with all **Sponsored Content** (Single Image, Carousel, and Video Ads) and **Sponsored Messaging** formats (Conversation and Message Ads).

5. What do I need to begin?

Lead Gen Form assets

Offer headline
(60 characters)

Offer details
(160 characters)

Privacy policy custom text
(optional, 2000 characters)

Privacy policy custom URL
(required)

Thank you page assets

"Thank you" message
(300 characters)

Landing page URL
(URL for members to visit after form submission)
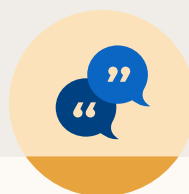
Lead Gen Forms Tips and Tricks

Make sure images and copy are relevant throughout.

For example, if you are asking members to sign up for an infographic, make sure you either send them the infographic via email or link it on the "thank you" page.
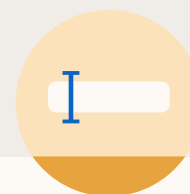
Less is more.

If opens are high but leads are low, it could be that you have too many fields. We recommend using 5 fields at most.

Be direct, and verify that your messaging matches the CTA.

Keep in mind, Lead Gen Forms are bottom funnel. Be upfront with the value the member is getting by giving their information.

Try not to include fields requiring manual input.

Phone number and gender, or fields that may not be listed on a member's profile, require the member to manually type their information in before submitting. To keep conversion rates high, ask for information that are likely to be on their profile.

Learn more about how to start using Lead Gen Forms on your Sponsored Content and Sponsored Messaging campaigns on the world's largest professional network.

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