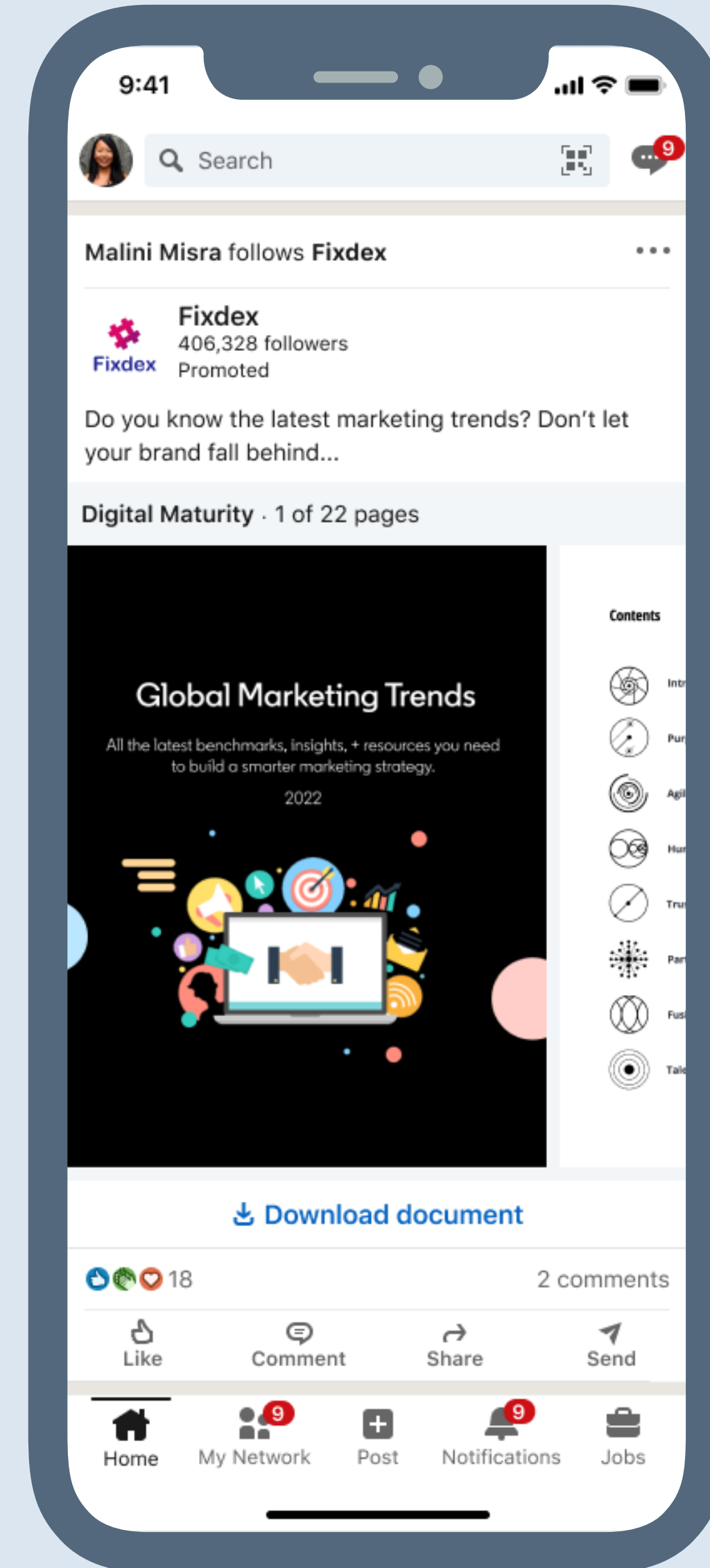




Document Ads:

Getting Started Guide



What you will learn in this guide

Introduction	How they work	How to set it up	Reporting	Resources
<ul style="list-style-type: none">What are Document Ads?Why Document Ads?What can you do with Document Ads?When should you use Document Ads?	<ul style="list-style-type: none">How do Document Ads work?SpecsChargeability and LayoutLimitations	<ul style="list-style-type: none">Getting started checklistHow to create a Document AdHow to edit a Document AdHow to duplicate a Document Ad	<ul style="list-style-type: none">Key MetricsReporting in Campaign Manager	<ul style="list-style-type: none">FAQBest PracticesProduct QuestionsUseful links



TIP: Click the home button to return to this page at any stage during this guide.

Introducing LinkedIn Document Ads

Collect high-intent leads and accelerate interest through the funnel.

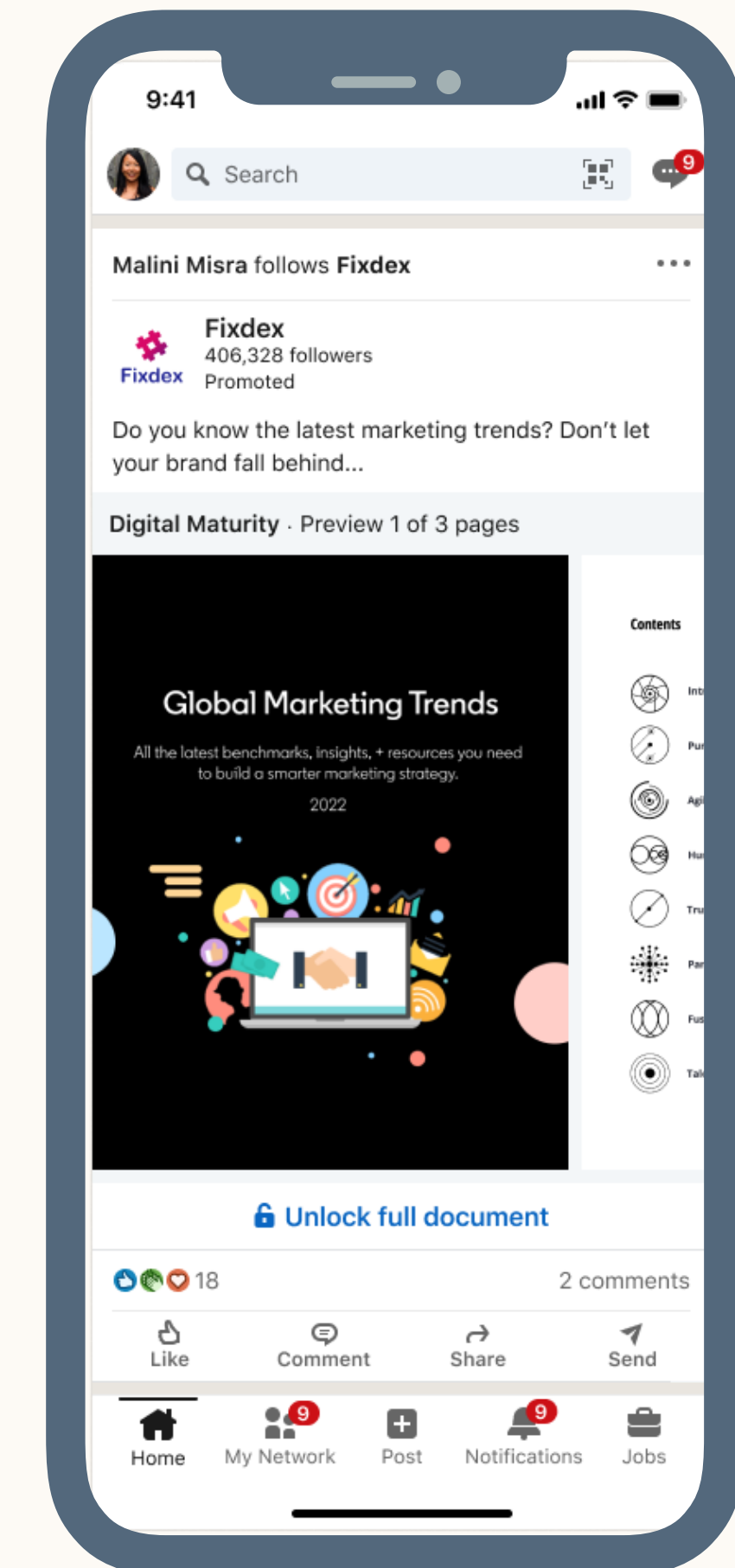
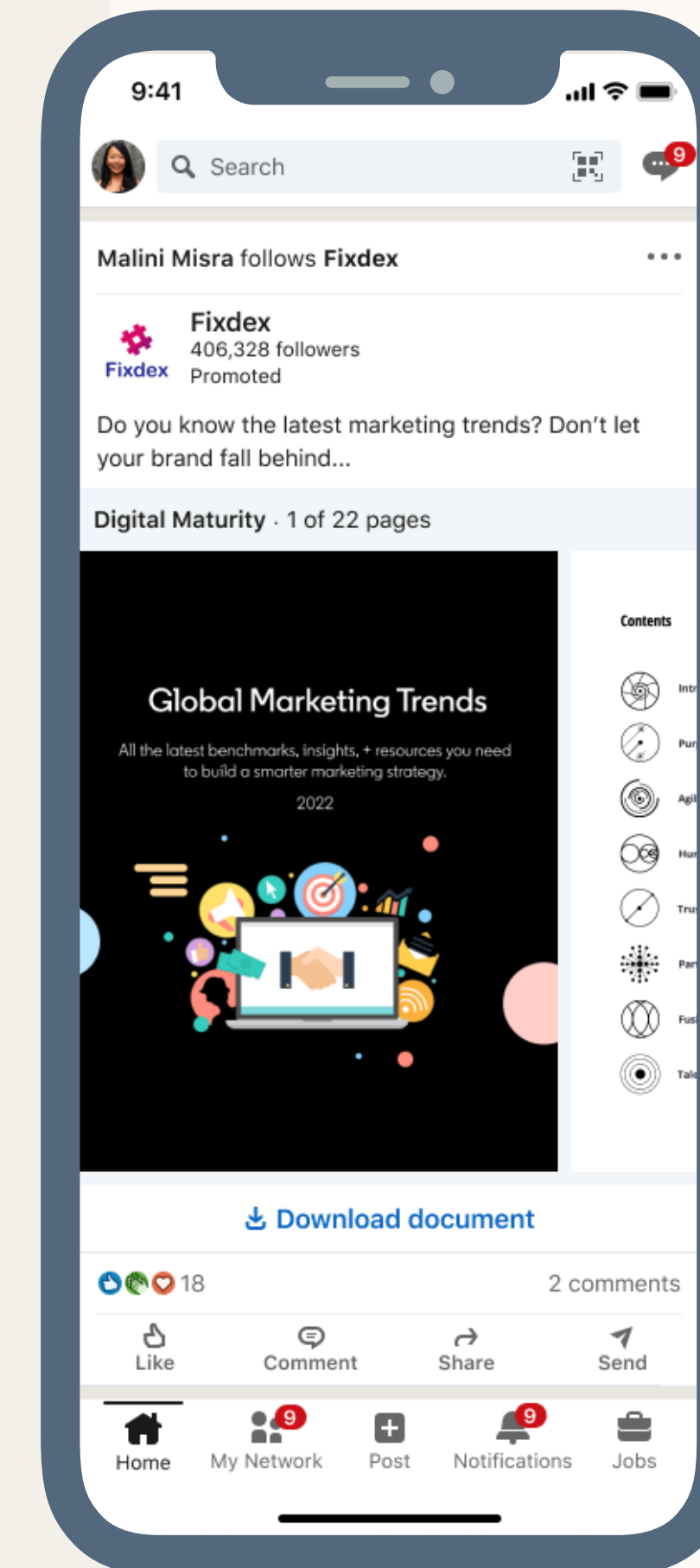


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What are LinkedIn Document Ads?

Document Ads allow advertisers to promote documents directly in the LinkedIn feed, where members can easily read and download content without having to leave the platform.

Choose to share your content freely to build awareness and grow thought leadership or gate your document with a Lead Gen Form to capture interested leads.



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Why Document Ads?



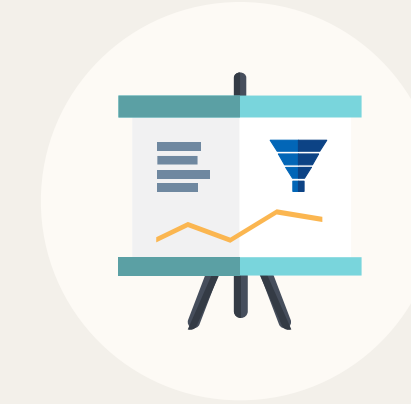
Build awareness and nurture key audiences

Boost engagement with audiences by sharing educational, inspiring content they can read and download directly in their feed.



Collect Quality Leads

Capture quality leads by gating your document with a Lead Gen Form. Share a preview of your document to generate interest and convert at scale.



Measure audience interest in your content

Learn how much of your document is read and downloaded to inform your strategy across all phases of the marketing funnel.

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What can you do with Document Ads?



Leverage your **full content library** of eBooks, case studies, white papers, infographics, or slides to nurture audiences and increase interest



Drive engagement and conversions across **all phases** of the marketing funnel



Retarget prospects that interacted with your Document Ads to continue moving them down the funnel



Collect **high-quality leads** at scale by requiring members to exchange information for access to your full document



Measure **impact** of your content by understanding member interest and engagement with your document



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When should you use Document Ads?

Inform with thought leadership via **eBooks** & Slides.

Let members gain knowledge and be informed on topics related to your product/service via different mediums

Demonstrate best practices via **guides & tip sheets**

Show off how to use your product and service, and best practices

Showcase success of other customers via **case studies**.

Share how other customers have found success and results through a case study or customer testimonial

Present research & trends via **data sheets & analyst reports**.

Demonstrate command over your sector, industry or vertical by showing data sheets & analyst reports

Collect interested leads through **gated e-Books, guides, reports etc.**

Drive bottom of funnel results by gating documents to capture interested leads

Attract high-quality talent via informative **infographics and how-to guides**.

Position your company as an employer of choice by highlighting diversity initiatives, mission & values, and providing educational resources



How do LinkedIn Document Ads work?

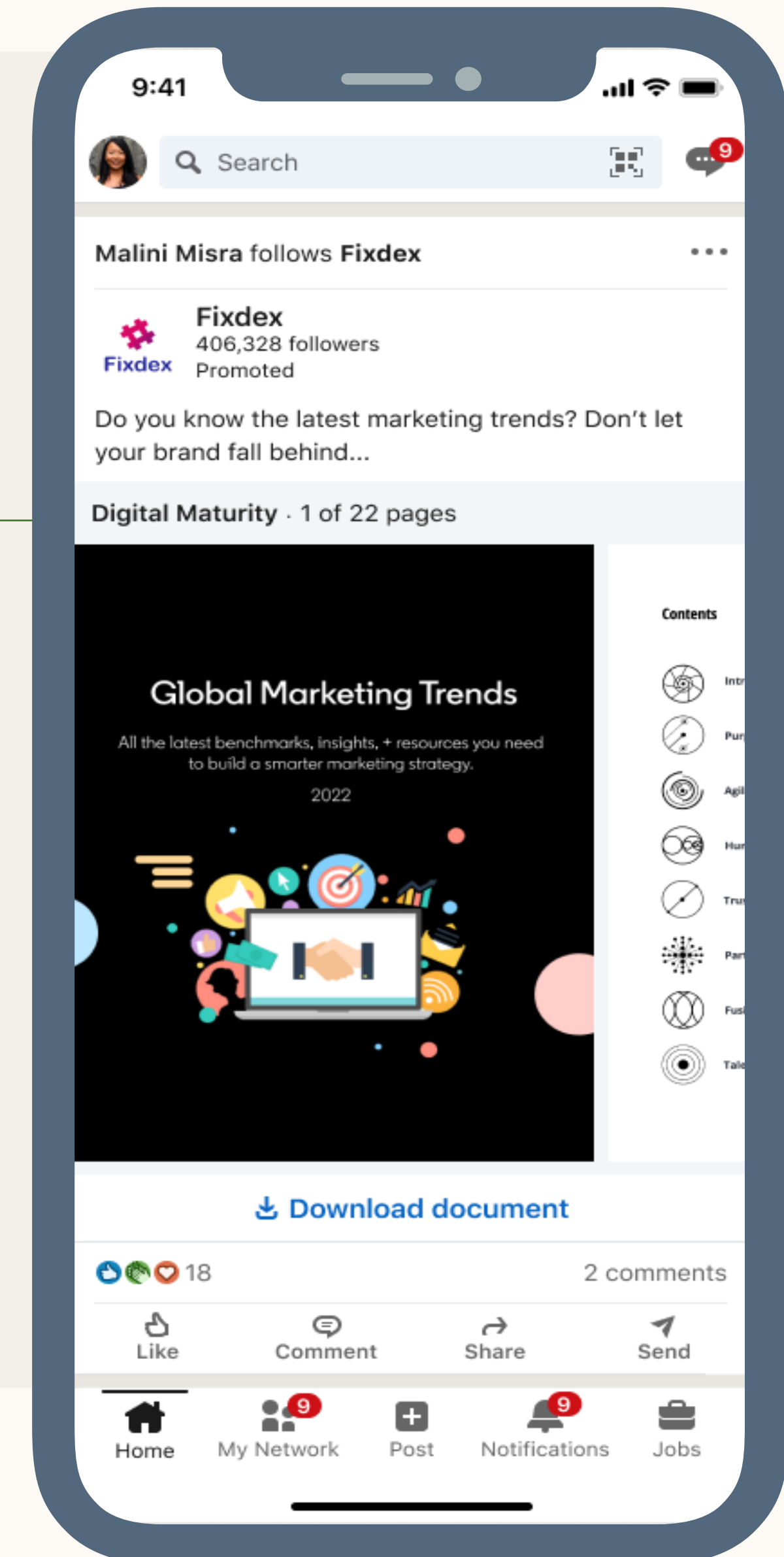


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How do they look in the feed?

Document Ads are delivered to a member's newsfeed where they can easily view and quickly read your Document without needing to leave LinkedIn.

Advertisers can decide to provide members full access to their document or to provide a document preview while requiring members to complete a Lead Gen Form before accessing their content.

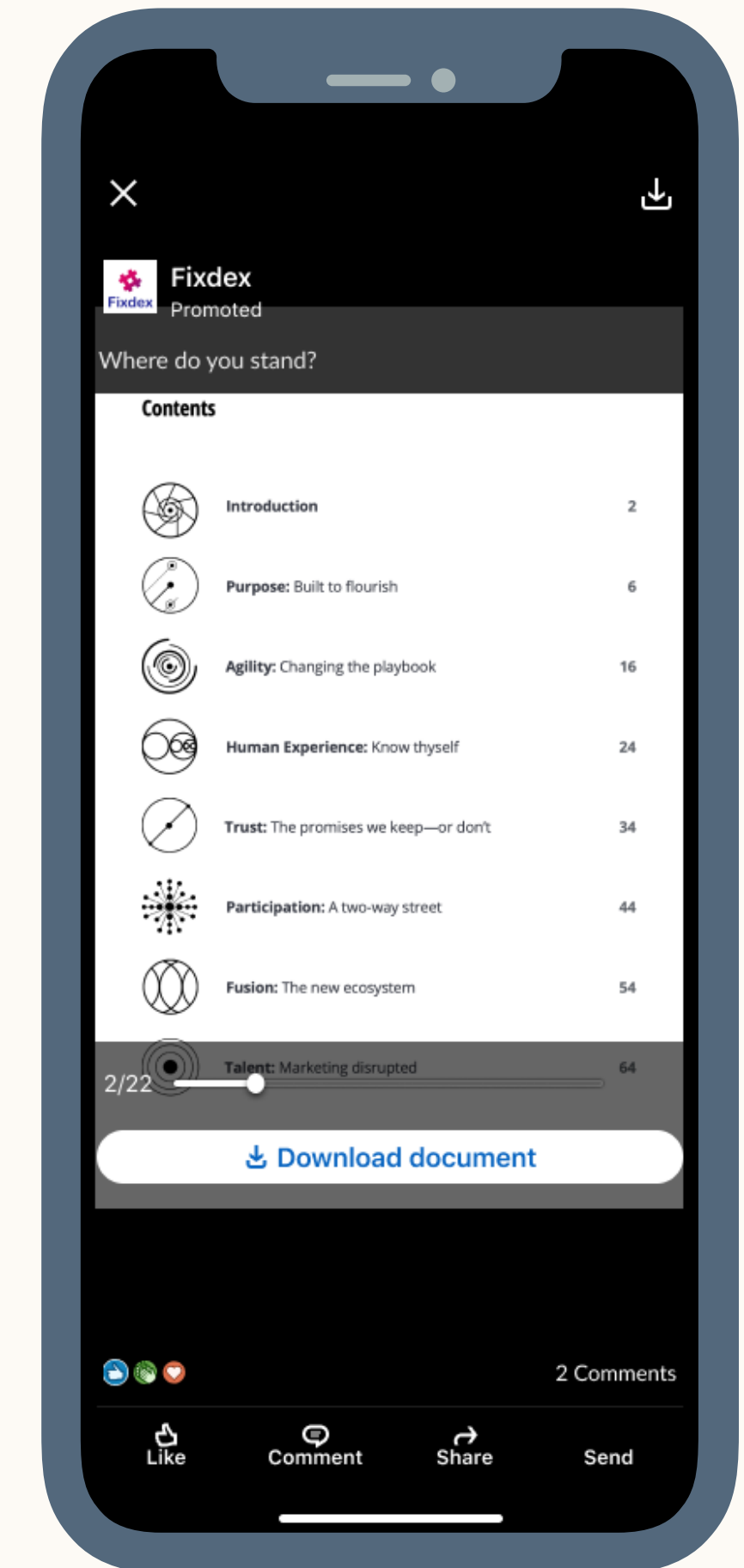
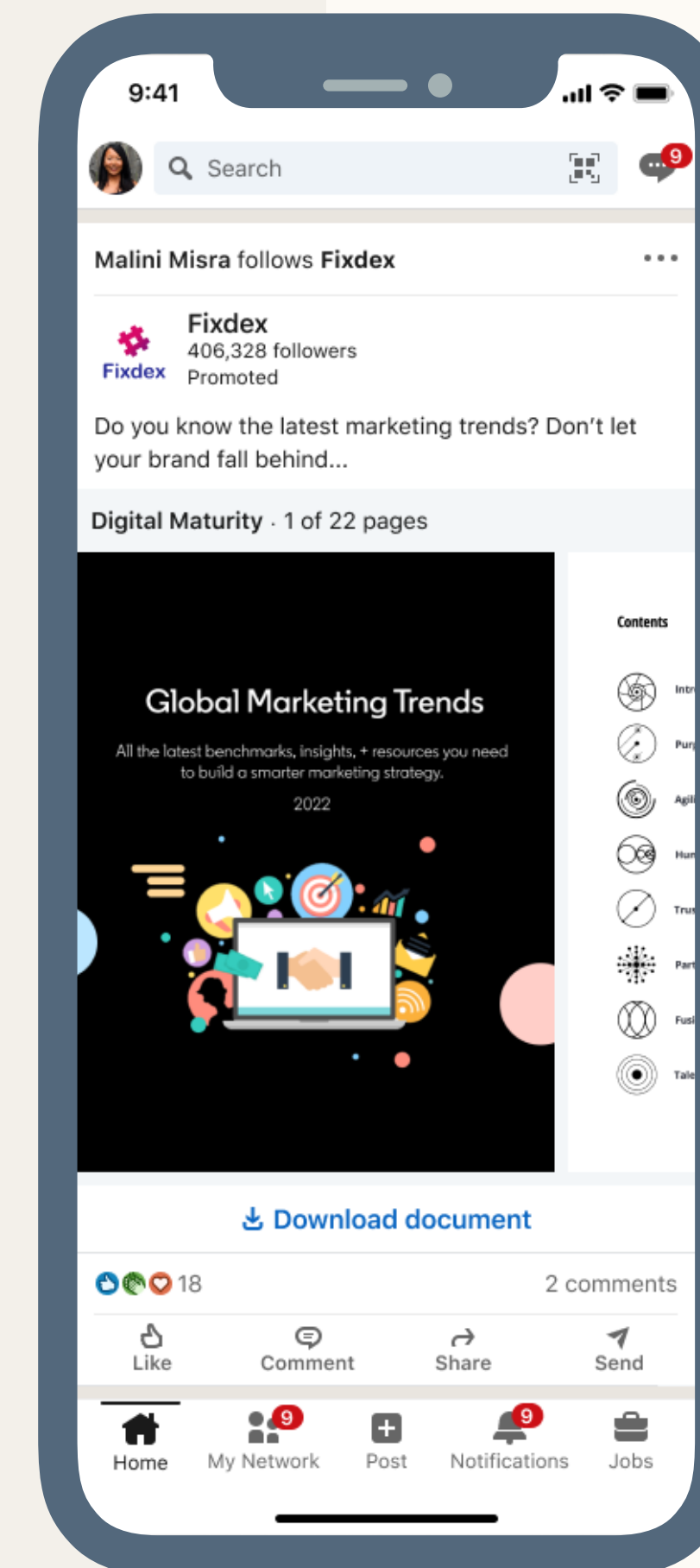


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What is the ungated experience?

Members will be served Document Ads in the newsfeed where they can read the entire document without having to leave LinkedIn or provide additional information.

Users can download your document directly to their desktop or mobile device.



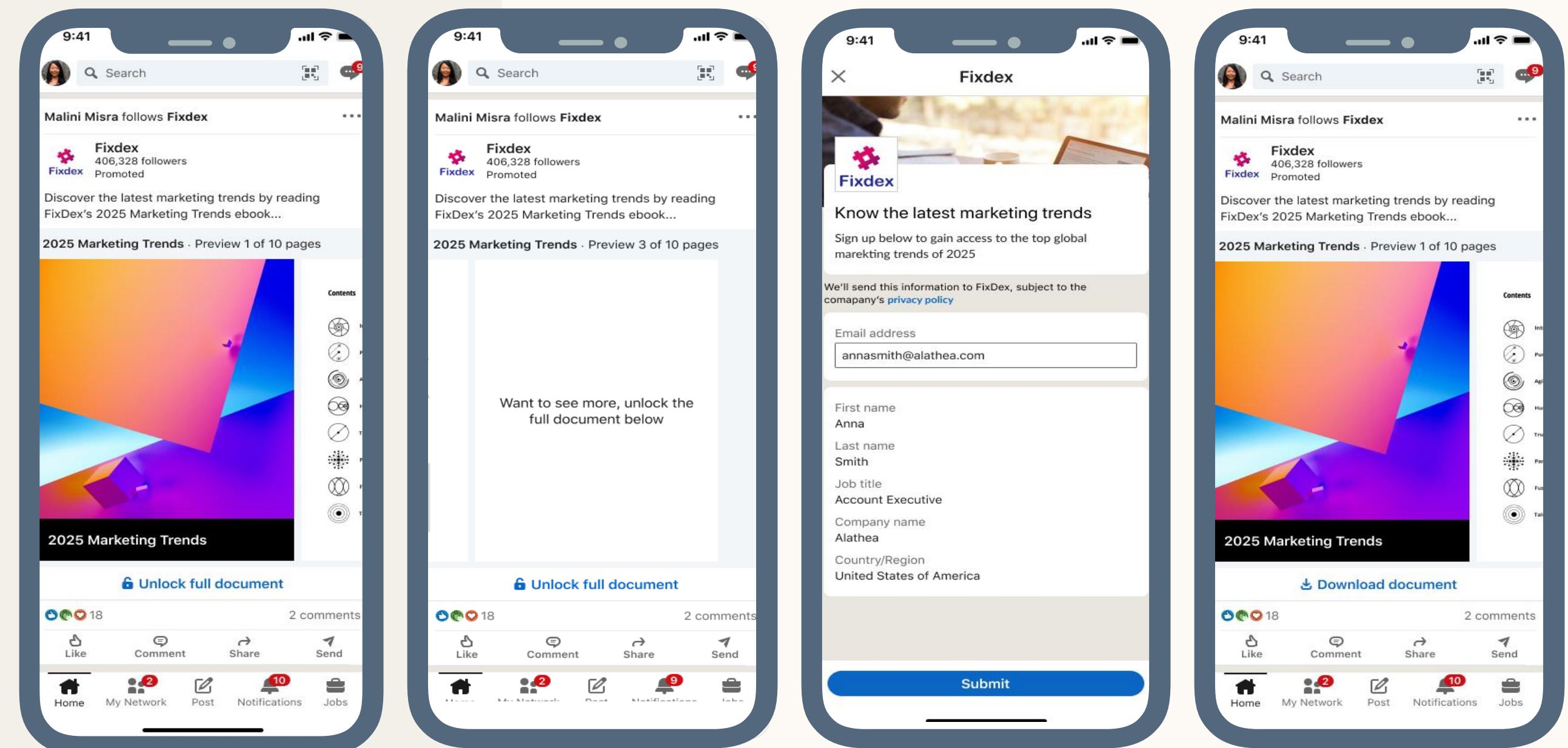
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What is the Lead Gen Form Experience?

Members will be served a preview of your Document Ad in the newsfeed.

Once they view the maximum number of pages, they will need to select the CTA and complete a Lead Gen Form to view the full document.

*For the website visits and website conversions campaign objectives, advertisers should provide the document on their landing page for members to download



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Document Ad Specifications

1

File Type:
PDF, DOC, DOCX, PPT, PPTX

2

Limits:
300 Pages or 1MM Words

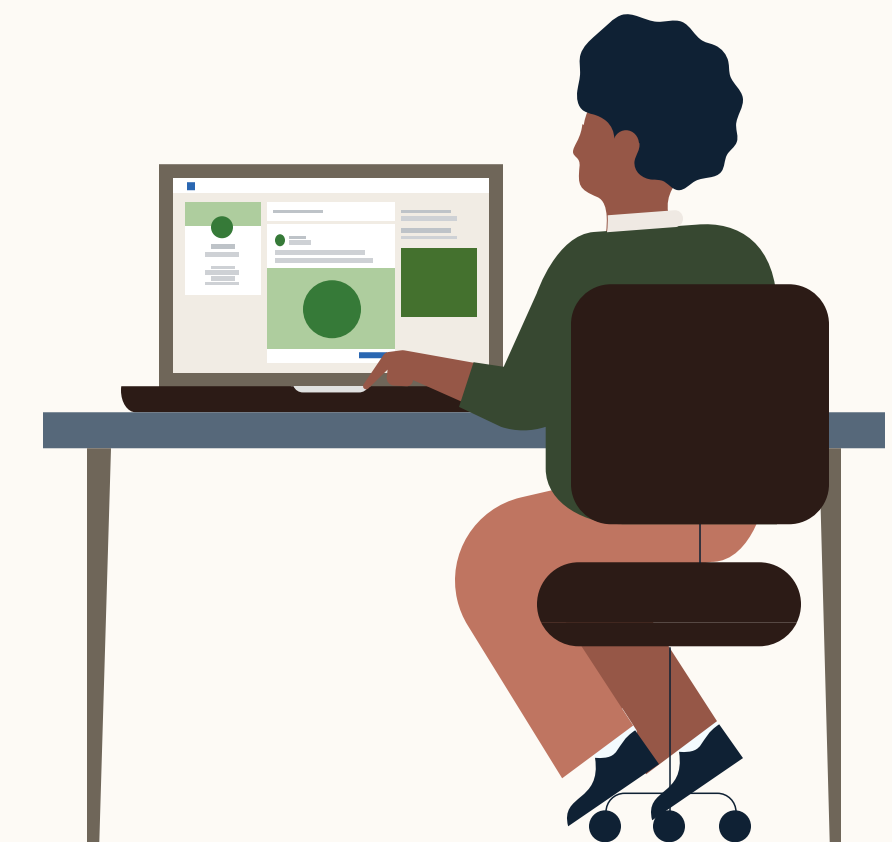
3

Aspect Ratio:
Vertical, Horizontal, Square

4

Size:
100MB

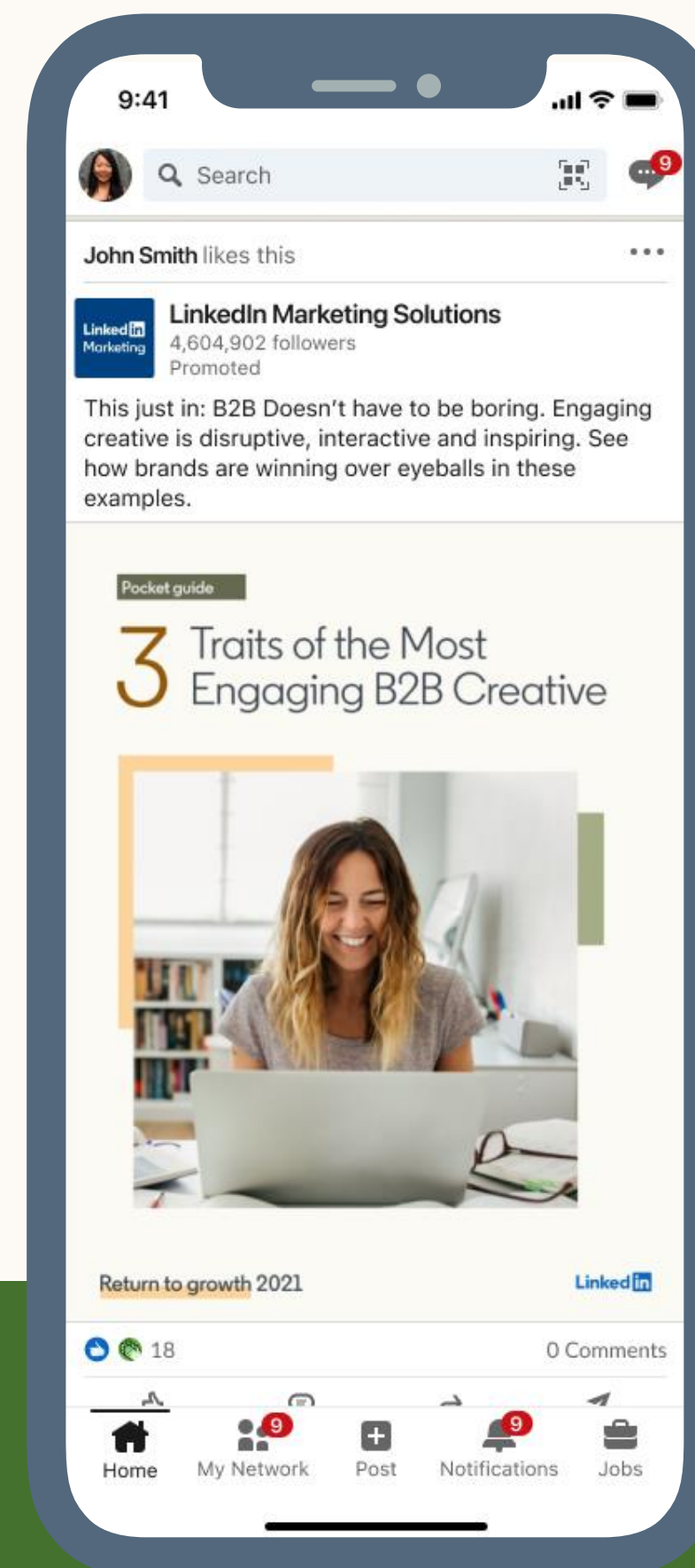
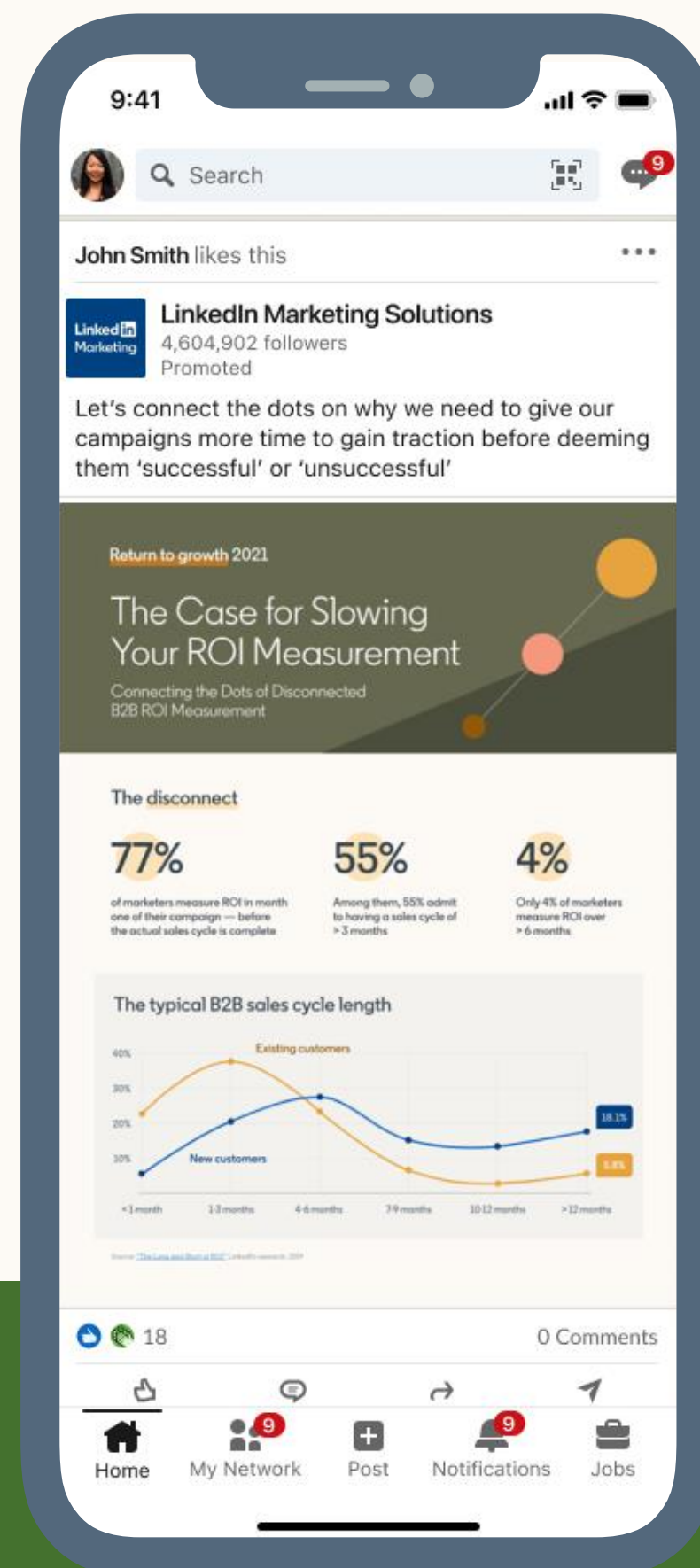
To see full specs, visit our help center article here:
[Document Ads – Advertising Specifications](#)



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Specifications:

LinkedIn Examples

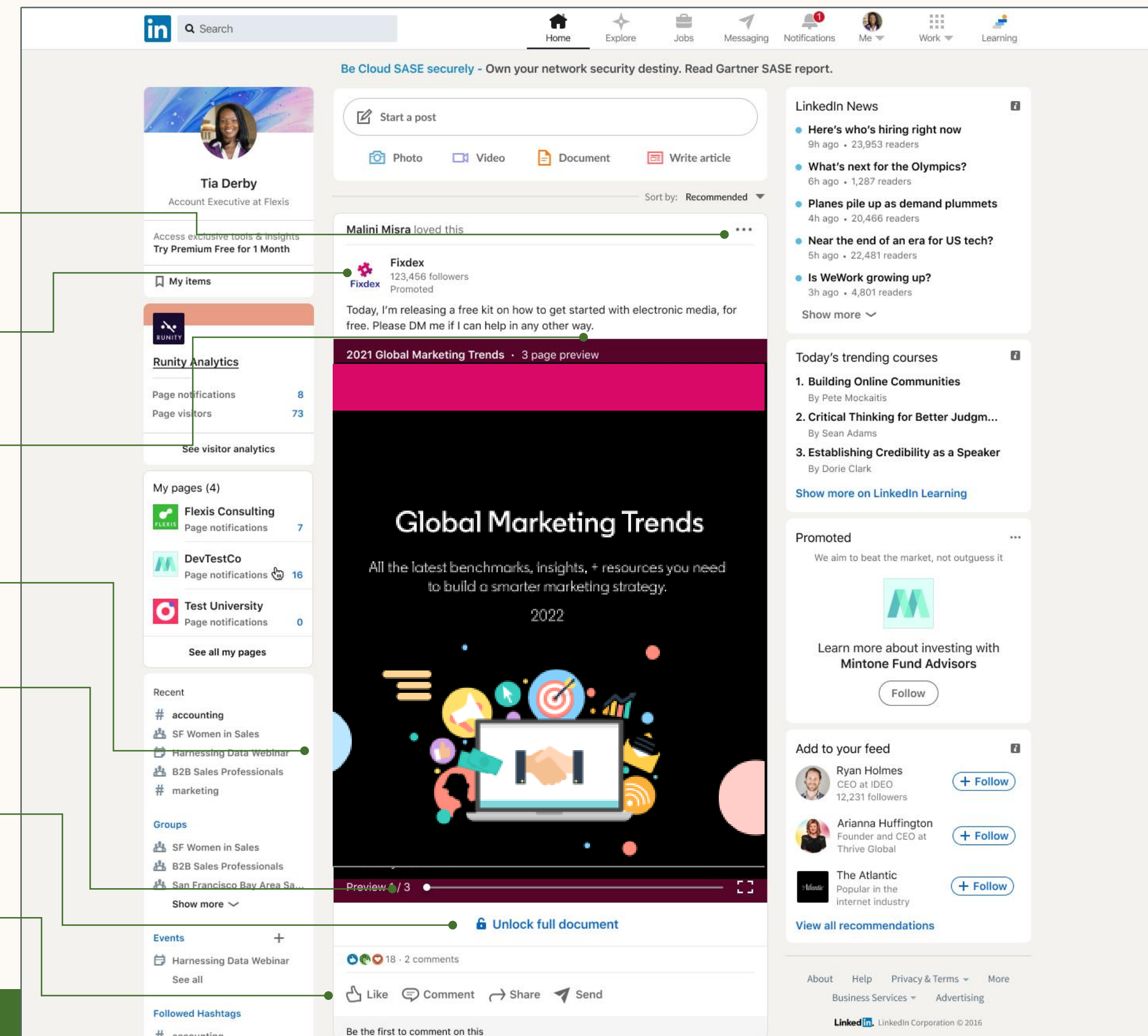


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- 1 For Engagement objectives
- 2 For Lead Gen objectives

What is the anatomy of a desktop Document Ad?

- ✓ Save and Report Menu
Menu to save, share, report, and "Why am I seeing this ad".
- ✓ Click to LinkedIn Page
(chargeable click) ^{1,2} – Tracked under "Clicks to LinkedIn Page" ^{1,2}
- ✓ Intro Text
Include copy, hashtags, and/or shortened URLs (chargeable clicks) ^{1,2} URL clicks are tracked under "Clicks to Landing Page" ^{1,2} while hashtags and "see more" clicks are tracked under "Social actions" ^{1,2}
- ✓ Full Screen View
Click to open the document in Full Screen (chargeable click on first click) ¹
- ✓ Page Viewer
Navigate different pages with swipe/scrolling (chargeable click on first click) ¹
- ✓ Unlock Document
CTA for Lead Gen (chargeable clicks) ²
- ✓ Social Actions
Like, Comment, Share and Send to Connections (chargeable clicks) ^{1,2}



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What is the anatomy of a desktop Document Ad?

Note: This is full view



Download Button

Download document to device as a PDF



Next Page

Click to the next page of the document

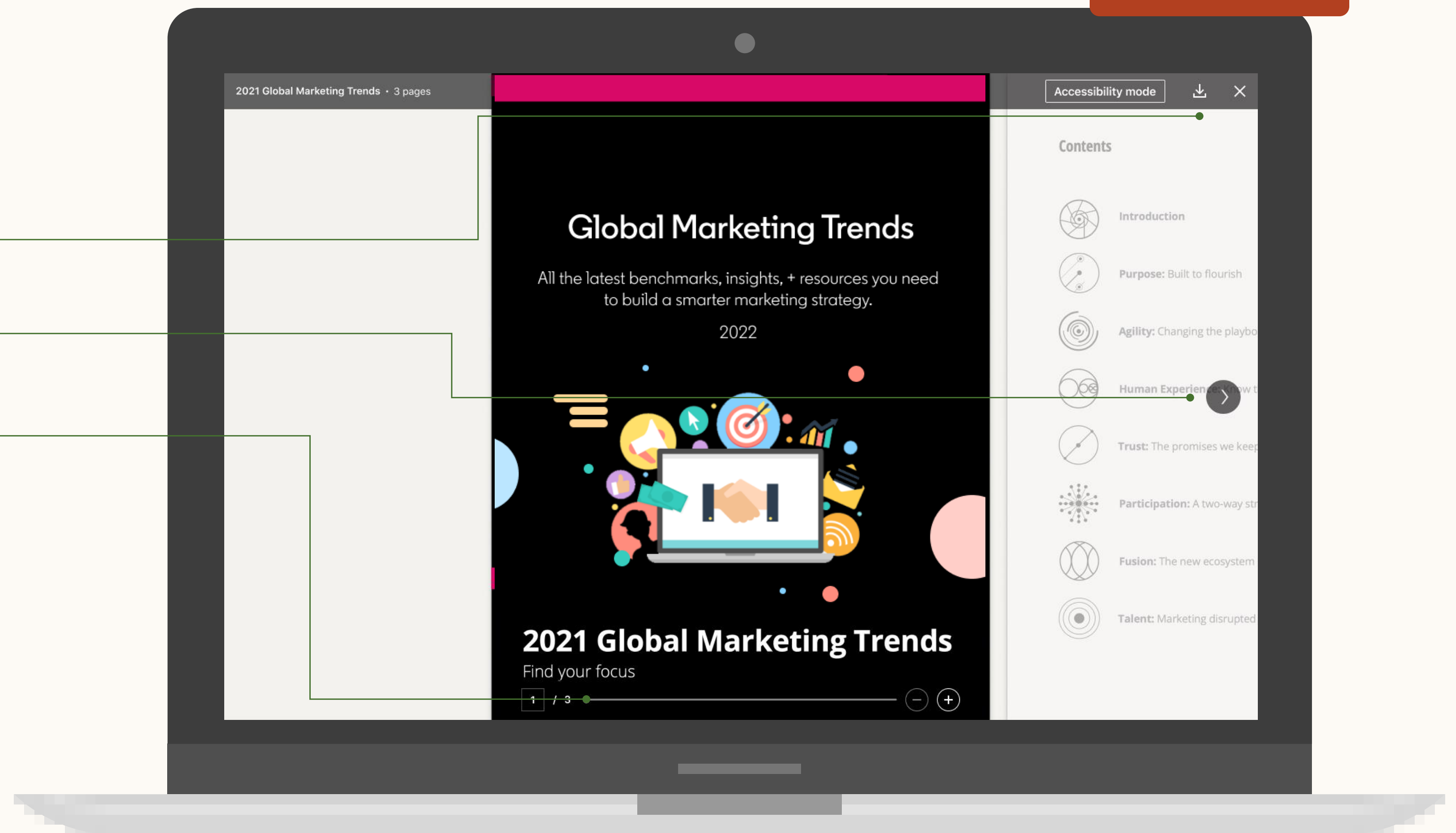


Page Viewer

Scroll/swipe through document with a page scrubber tool.



TIP: URLs links in the Document Viewer will not work; but URL links will work when PDF is downloaded.





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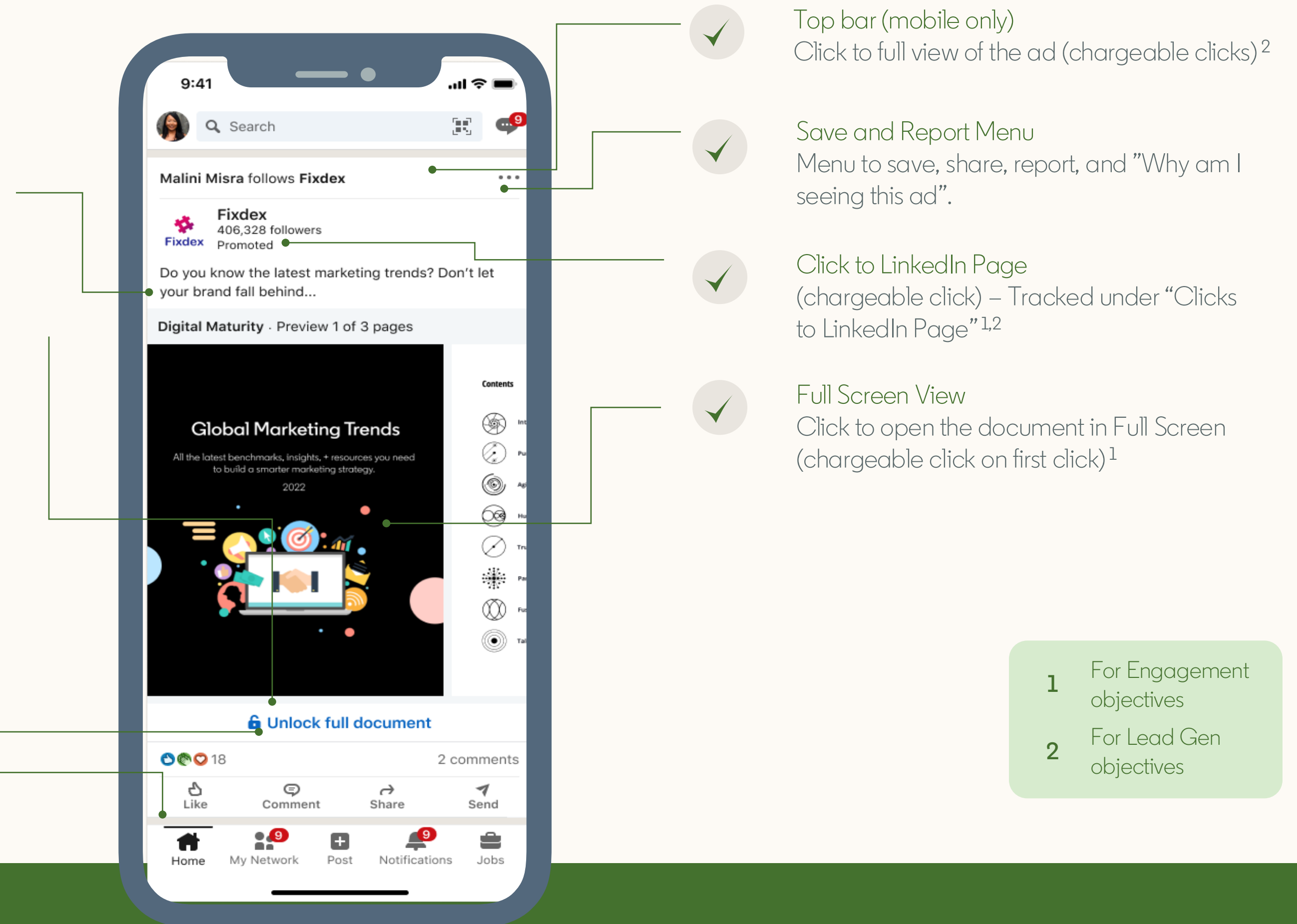


What is the anatomy of a mobile Document Ad?

- ✓ **Intro Text**
Include copy, hashtags, and/or shortened URLs (chargeable clicks)^{1,2} URL clicks are tracked under “Clicks to Landing Page”^{1,2} while hashtags and “see more” clicks are tracked under “Social actions”^{1,2}
- ✓ **Page Viewer**
Navigate different pages with swipe/scrolling (chargeable click on first click)¹
- ✓ **Unlock Document**
CTA for Lead Gen (chargeable clicks)²
- ✓ **Social Actions**
Like, Comment, Share and Send to Connections (chargeable clicks)^{1,2}



Note: [See example](#)



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What is the anatomy of a mobile Document Ad?

- 1 For Engagement objectives
- 2 For Lead Gen objectives

Intro Text

Include copy, hashtags, and/or shortened URLs (chargeable clicks)^{1,2} URL clicks are tracked under “Clicks to Landing Page”^{1,2} while hashtags and “see more” clicks are tracked under “Social actions”^{1,2}

Page Viewer

Navigate different pages with swipe/scrolling (chargeable click on first click)^{1,2}

Social Actions

Like, Comment, Share and Send to Connections (chargeable clicks)¹

TIP: URLs links in the Document Viewer will not work; but URL links will work when PDF is downloaded.

Download Button

document to device as a PDF

Note: This is full view

The image shows a mobile interface for a document viewer. At the top, there's a header with the Fixdex logo and the word 'Promoted'. Below that is a title 'Where do you stand?'. The main content is a table of contents with the following items:

Icon	Section	Page
	Introduction	2
	Purpose: Built to flourish	6
	Agility: Changing the playbook	16
	Human Experience: Know thyself	24
	Trust: The promises we keep—or don't	34
	Participation: A two-way street	44
	Fusion: The new ecosystem	54
	Talent: Marketing disrupted	64

Below the table of contents is a progress bar showing '2/22' and a 'Download document' button. At the bottom, there's a social interaction bar with icons for Like, Comment, Share, and Send, and a '2 Comments' indicator.

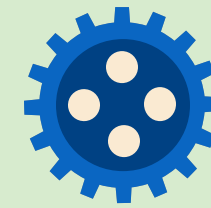
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Document Creation Tips and Tricks



Keep the file size under 100mb

Keep the file as small as possible for optimal download experience. You don't want members to undergo a timely process. It could risk abandoning the download.



Minimize the number of PDF layers

PDFs with multiple layer render poorly. For optimal experience, remember to flatten, use durable hyperlinks. Note: Videos and other animations in documents aren't supported and will display as static images instead.



Avoid using CTAs (including URLs) in your Document

Links and CTAs are not active when read within the LinkedIn platform. Once the document is downloaded, links and CTAs will become clickable.



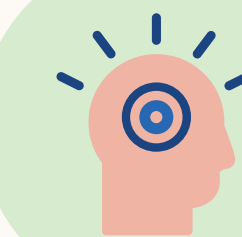
Keep length of document under 10 pages

Documents are read mostly on phone or tablet; so look to keep content short & snappy. Each page of your document is converted to an image on upload, so make sure your document isn't one continuous page. Remember, members don't have search functionality in the posts.



Use images, bullets, and graphics

Members are most likely to read when the design is image forward, scannable and visually appealing



Attention-grabbing cover page

Your document cover (e.g. 1st page) will be the first thing seen, so make sure it's visually appealing.



Note: Check out our [Best Practices Guide](#) for more tips and tricks

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Document Ads Limitations



Campaign Objectives:

Only available for Brand Awareness, Engagement, Lead Gen, Website Visits, and Website Conversions Objectives



CTA's:

The CTA "Unlock full document" is the CTA for Lead Gen campaigns. For Website Visits and Website Conversions campaigns, advertisers can select a CTA from a dropdown menu



Reporting:

No reporting on Page Views, View Time, Clicks to open the document, Clicks on the document



Placement:

Not available for Sponsored Messaging



Creative:

Hyperlinks are not clickable while viewing a document on platform. Links will be functional once the document has been downloaded.



Single Page Documents:

Single page documents will not be compatible with the Lead Gen experience since all creatives must have at least one previewable page. As a workaround, add a coverage page to single page documents to gate them behind a Lead Gen Form



Live Preview:

Not available but we will display an option to preview in feed with a QR code

How to set up LinkedIn Document Ads



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Your checklist for Document Ad success

Here are some things to consider before setting up your Document Ads:



Ensure you have the right Document Ad creatives.

Your documents must have the following:

- Less than 100MB file size
- Below 300 pages or 1MM words.
- Must be PDF, DOC(X) or PPT(X).



Determine your campaign objective.

This will help you decide what type of content to use and if you need to create a Lead Gen Form.



Confirm your document's layout creates a seamless member experience.

Ensure your document is easy to read, avoiding multi-column text and small fonts. Avoid documents over 10 pages and make sure it isn't uploaded as one continuous page.



Confirm who will follow up with leads.

You could get all the leads in the world but if you don't have a sales team following up, they go cold! For a lead generated online, waiting just five minutes will reduce the likelihood of contact by 10x factor*.



Set up a plan to manage your leads.

Are you setting up an integration with your CRM or marketing automation software? Are you going to manually download them?



Decide how you plan to evaluate success.

How will you evaluate the success of your document campaign? What are the key KPI's and metrics your team will use to evaluate performance?

*Based on a [study conducted by Hubspot](#)

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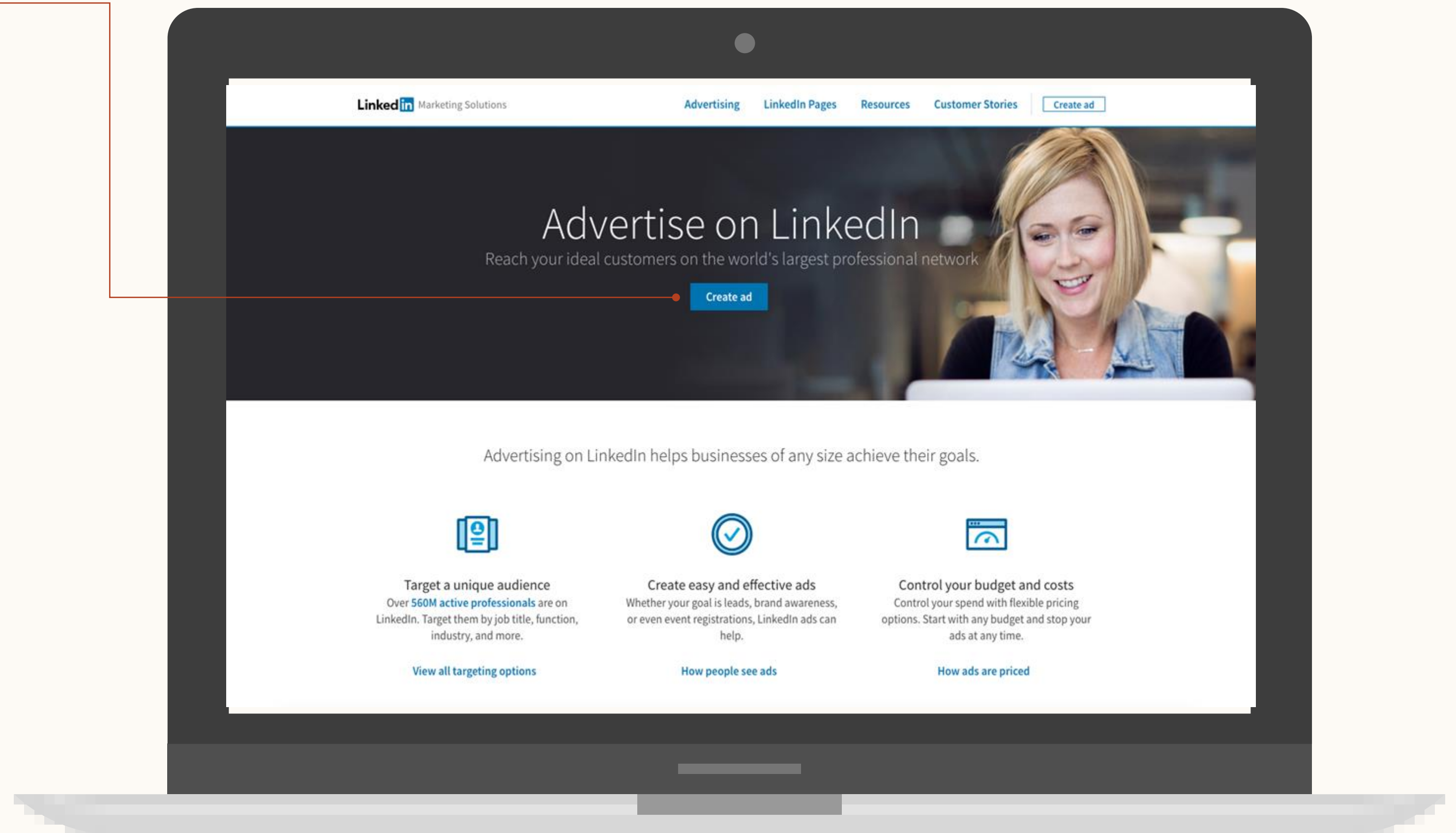
First, log into Campaign Manager

This is an online tool for creating and managing ad accounts and campaigns. There are two ways to log in:

1. Log into your LinkedIn account via the homepage. Under the 'Work' tab, select 'Advertise'
2. Log in via the [LinkedIn marketing site](https://www.linkedin.com/campaignmanager/accounts) and click 'Create ad' or directly go to www.linkedin.com/campaignmanager/accounts



TIP: You need permission from a Company Page Admin to post content



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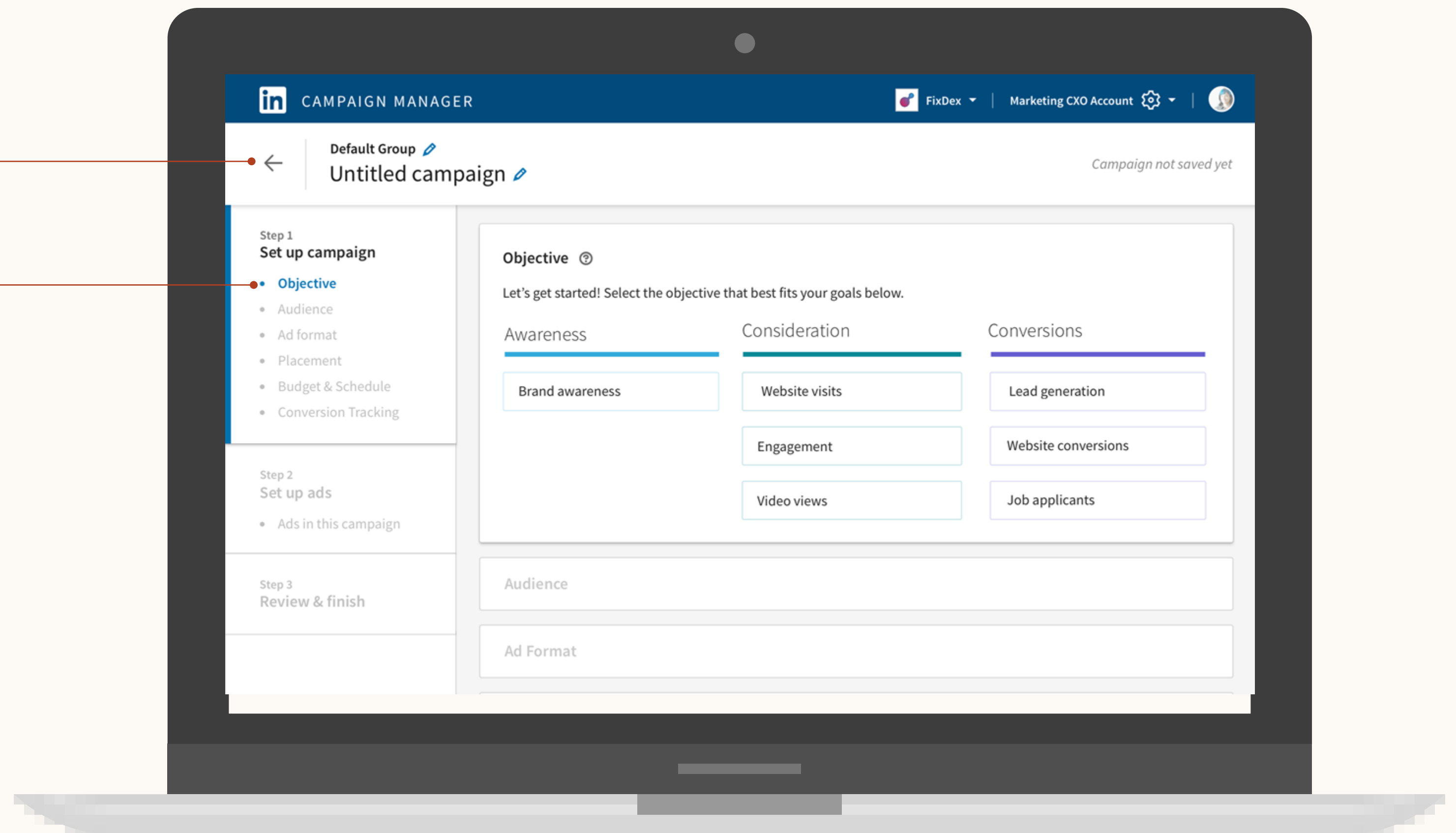
Then, name your campaign and select your objective

Document Ads are supported under the following objectives:

Brand Awareness, Engagement, Lead Generation, Website Visits, and Website Conversations



TIP: Your objective will determine the algorithm that our platform will use to run your ads. Ensuring that you pick the right one is key to maximizing your budget and results.



Curious about lead generation with Document Ads?
The next slide will tell you more.

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Selecting the 'Lead generation' objective allows you to add a Lead Gen Form to your Document Ad campaign



Drive up to **4x more leads** by gating your document with a Lead Gen Form.



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.

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Next, set up your targeting.

You can use any targeting feature, including retargeting & action-based retargeting.

←

Default Campaign Group
LinkedIn Document Ads Campaign [✎](#)


Step 1
Select Campaign Group

Step 2
Set up Campaign


- **Objective selection**
- Audience
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3
Set up Ads

Step 4
Review & Launch

Your objective is:
 **Brand awareness** [Change](#)
I want more people to learn about my business.

☒ Your campaign will be shown to people most likely to view your ads.

Audience [Saved Audiences](#) ▾ | [Audiences](#) ▾ 


Create a new audience

Where is your target audience?

Locations (Recent or Permanent) [✎](#)

United States

Exclude people in other locations

Your audience has their Profile Language set to [English](#) ▾ 

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

[Back to account](#)

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Then, select your ad format & placement

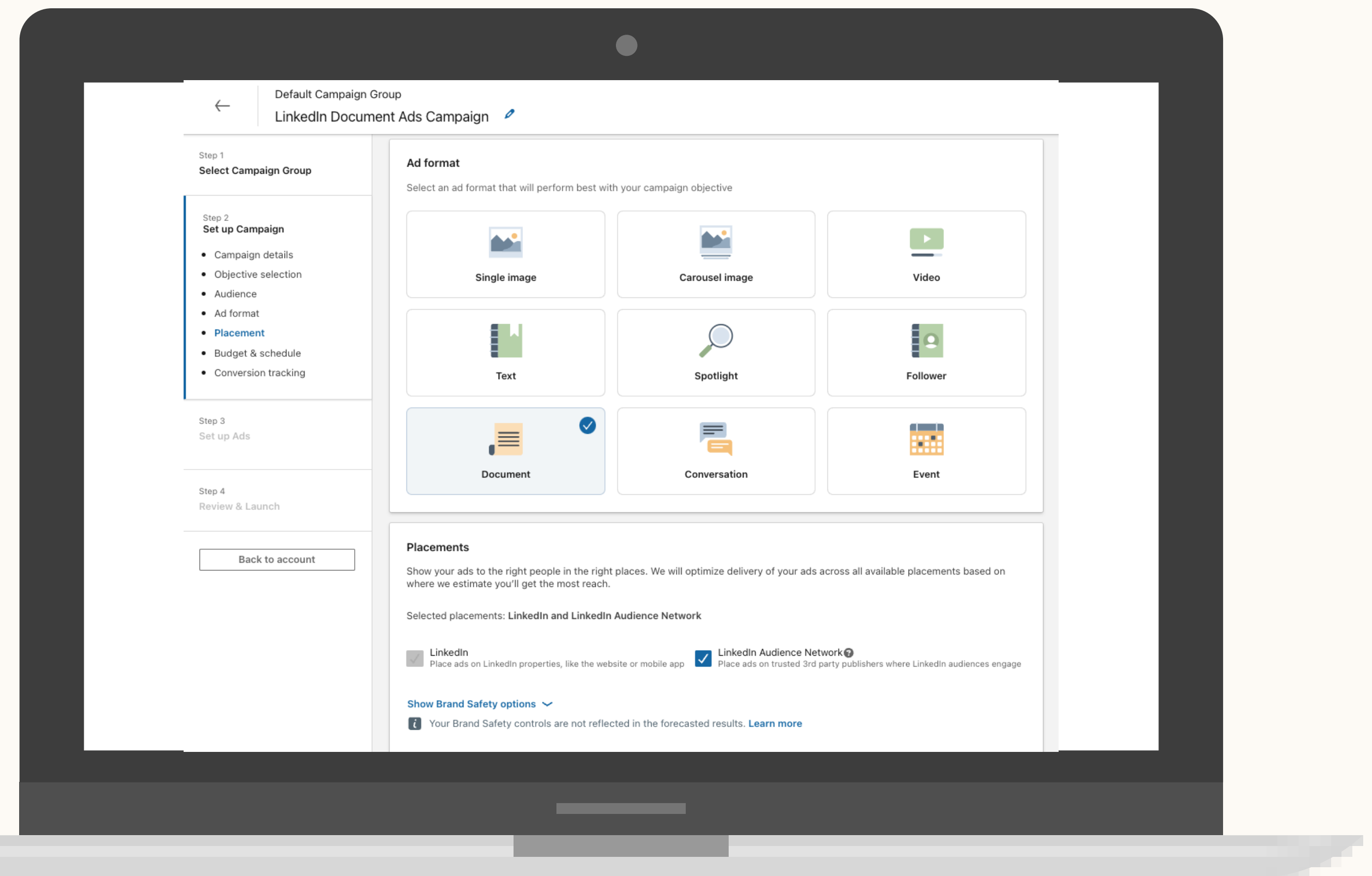
Select the Document ad format

Placement:

LinkedIn Audience Network is available as an additional placement for Document Ads using the following objectives: brand awareness, engagement, website visits, and website conversions



TIP: You can only do one type of format in one campaign:



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Once you select your ad format, set your budget, schedule and bid type.

Not sure? Click the circles below to learn more about bids, budget and schedule:

[Bid](#)[Budget](#)[Schedule](#)

Once you're done, click **'Next'**.

NOTE: Document Ads will be billed on a CPC or CPM basis. This is the same pricing model as all Sponsored Content.

The screenshot displays the LinkedIn campaign setup interface, specifically the 'Budget & Schedule' step. The interface is divided into three main sections: a left sidebar, a central main area, and a right sidebar.

- Left Sidebar:** Contains a progress indicator with three steps: 'Step 1: Set up Campaign' (active), 'Step 2: Set up Ads', and 'Step 3: Review & Launch' (marked with a 'NEW' badge). Below the steps is a 'Back to account' button.
- Main Area:**
 - Budget & Schedule:** Includes a note 'Your Campaign Group is scheduled to run from 1/16/2019'. It features a 'Budget' section with a dropdown for 'Set a lifetime budget' and a 'Lifetime Budget' input field set to '\$1,000.00'. The 'Schedule' section shows 'Start date' as 4/19/2022 and 'End date' as 5/19/2022, with a summary: 'Your campaign will run for 31 days starting from April 19, 2022. Your campaign will spend no more than \$1,000.00 total.'
 - Bidding:** Includes an 'Optimization goal' (Engagement clicks) and a 'Bidding strategy' section. The 'Maximum delivery (Automated)' option is selected, with a description: 'Get the most results possible with your full budget'. Other options are 'Target cost' and 'Manual bidding'.
 - Conversion tracking (optional):** Includes a note to 'Measure the actions members take on your website after clicking or viewing your LinkedIn ad.' and a '+ Add conversions' button.
- Right Sidebar:** Titled 'Forecasted Results', it shows 'Target audience size' as 160,000,000+, '30-day spend' as \$310.00 - \$900.00, and '30-day message sends' as 1,500 - 6,400. It also includes a 'Key Result' label and a note that 'Forecasted results are estimates and do not guarantee actual performance.'.

At the bottom right of the main area, there are two buttons: 'Save and exit' and 'Next'. A red line from the text 'click **'Next'**' points to the 'Next' button.

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About scheduling

A **start date** cannot be in the past.

An **end date** is not required.

A campaign will end either when it hits the total budget or campaign end date.

Budget & Schedule
① Your Campaign Group is scheduled to run from 1/16/2019

Budget
Set a lifetime budget ▾

Lifetime Budget
\$1,000.00

Schedule
Start date 4/19/2022 — **End date** 5/19/2022

Your campaign will run for 31 days starting from April 19, 2022. Your campaign will spend no more than \$1,000.00 total.

Bidding
Optimization goal ②
Engagement clicks [Change](#)

Bidding strategy ②

- ☒ Maximum delivery (Automated) - Get the most results possible with your full budget
- ☐ Target cost - Get the most results possible while staying near your cost goal
- ☐ Manual bidding - Control your bids in the auction

[Hide additional options](#) ^

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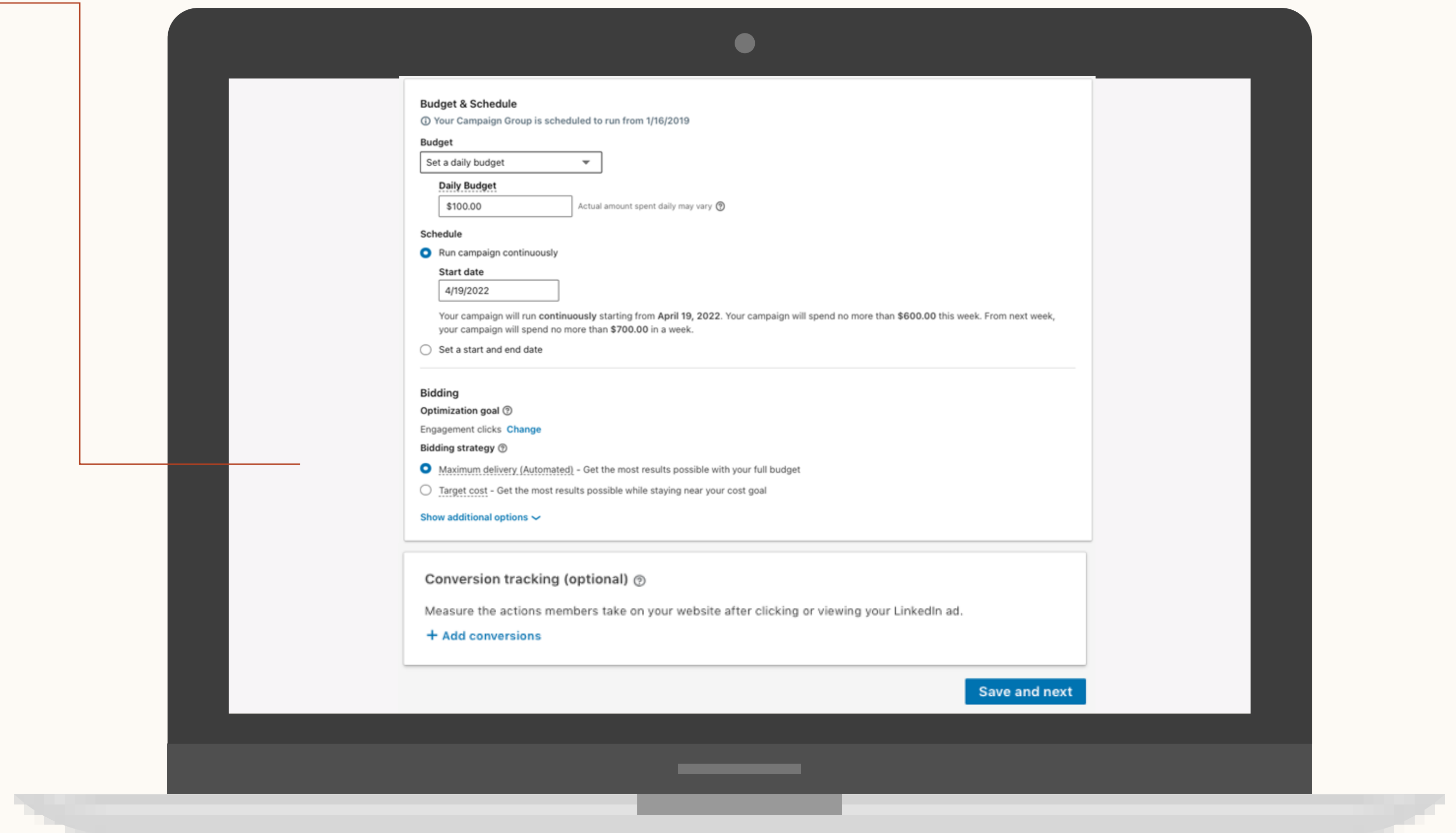
Add conversion tracking

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.

NOTE: Once you've completed the campaign setup, click 'Save and next' to continue to set up your ads..



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Nice work!

You now know how to create your campaign!
Next, we will guide you through creating your ad.



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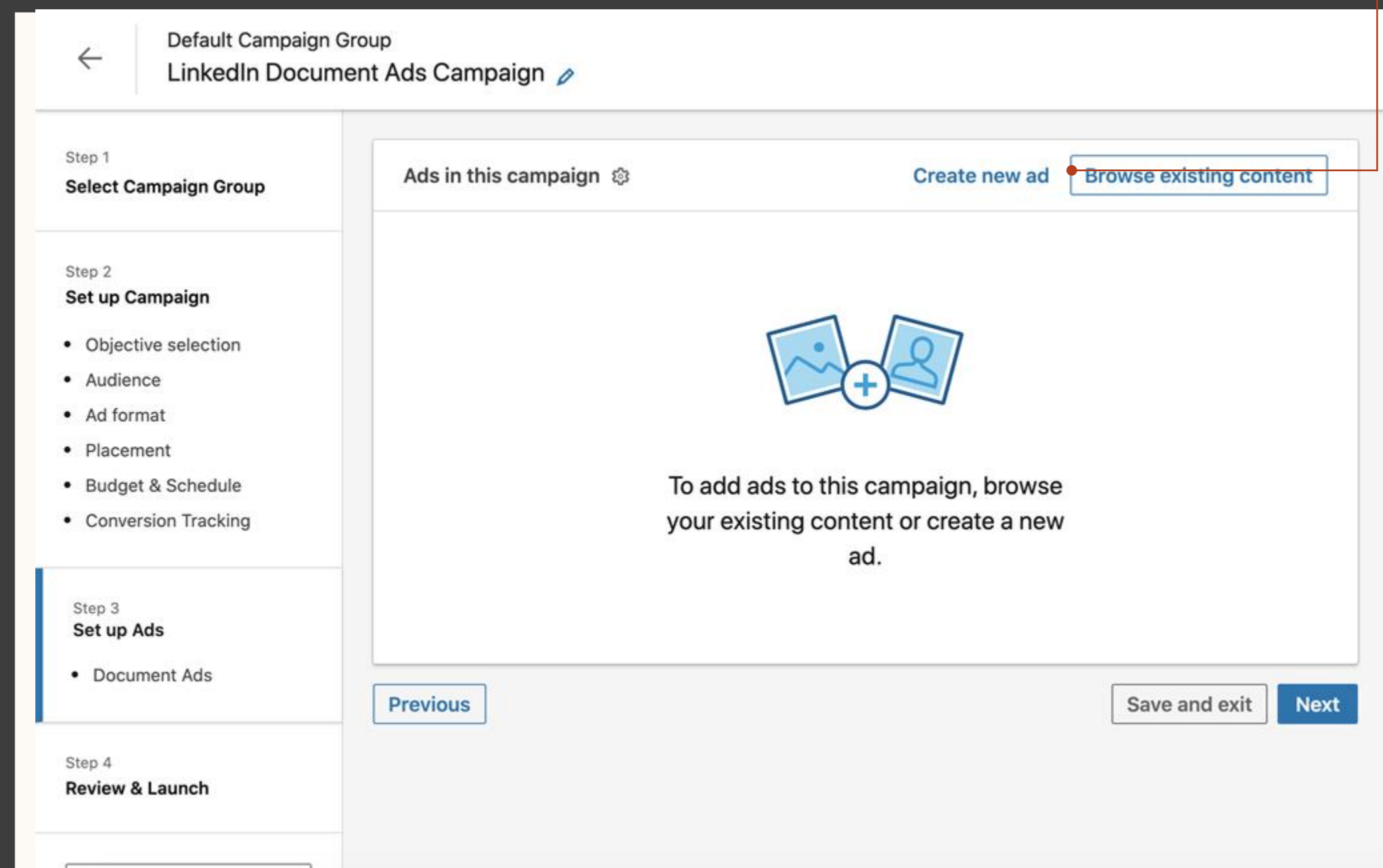
Select your ads for this campaign

For new document for this campaign, select 'Create new ad'.

For existing documents used in other campaigns or organic, select 'Browse Existing Content'.



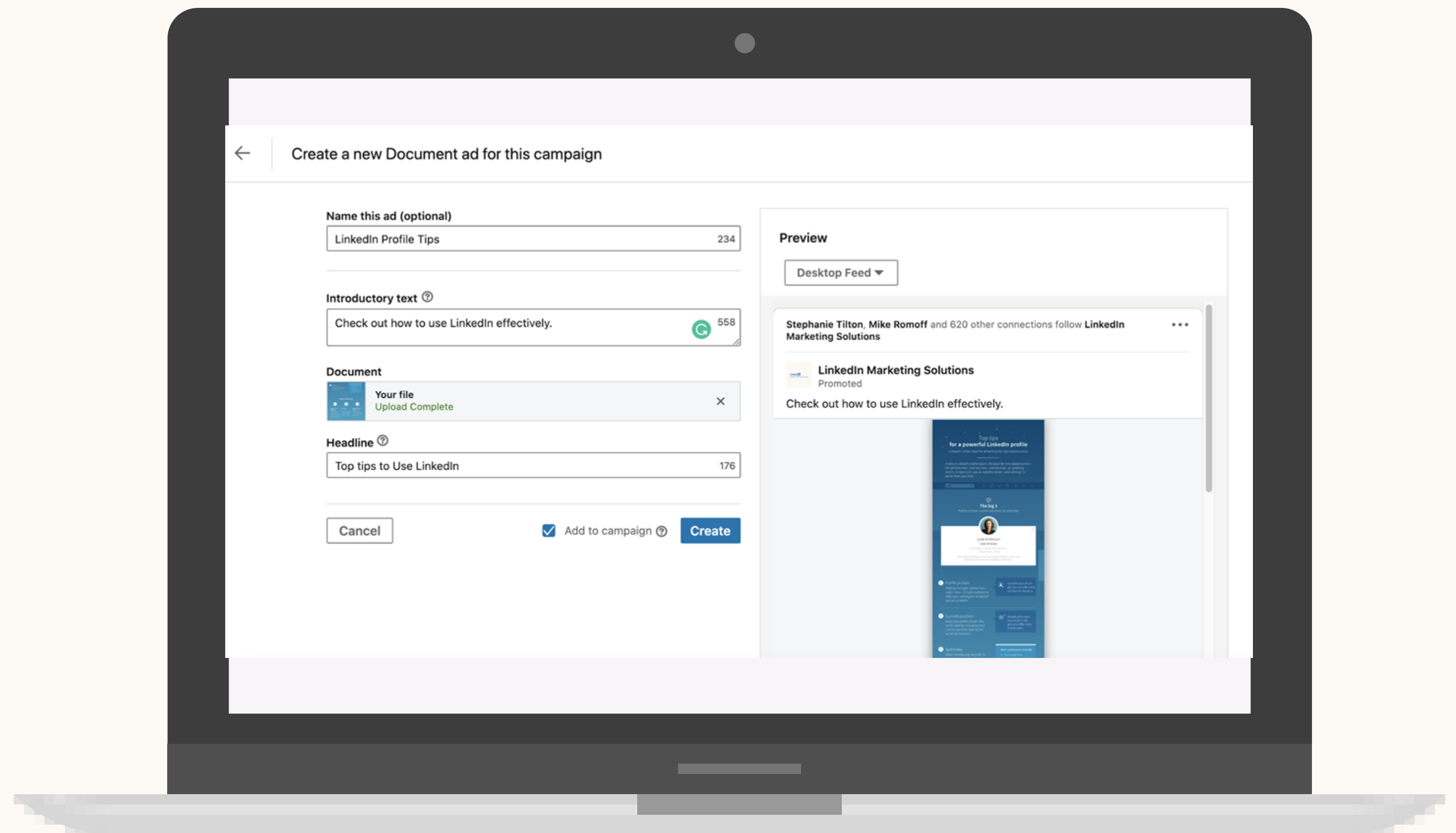
TIP: You can promote organic documents by selecting "browse Existing content" next to create new ad



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Building your ad – Awareness & Engagement objective

- 1 Name your ad
- 2 Intro text
Keep this under 150 characters to avoid truncation across most devices.
- 3 Document upload
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.
- 4 Headline
Will show at the top of the document

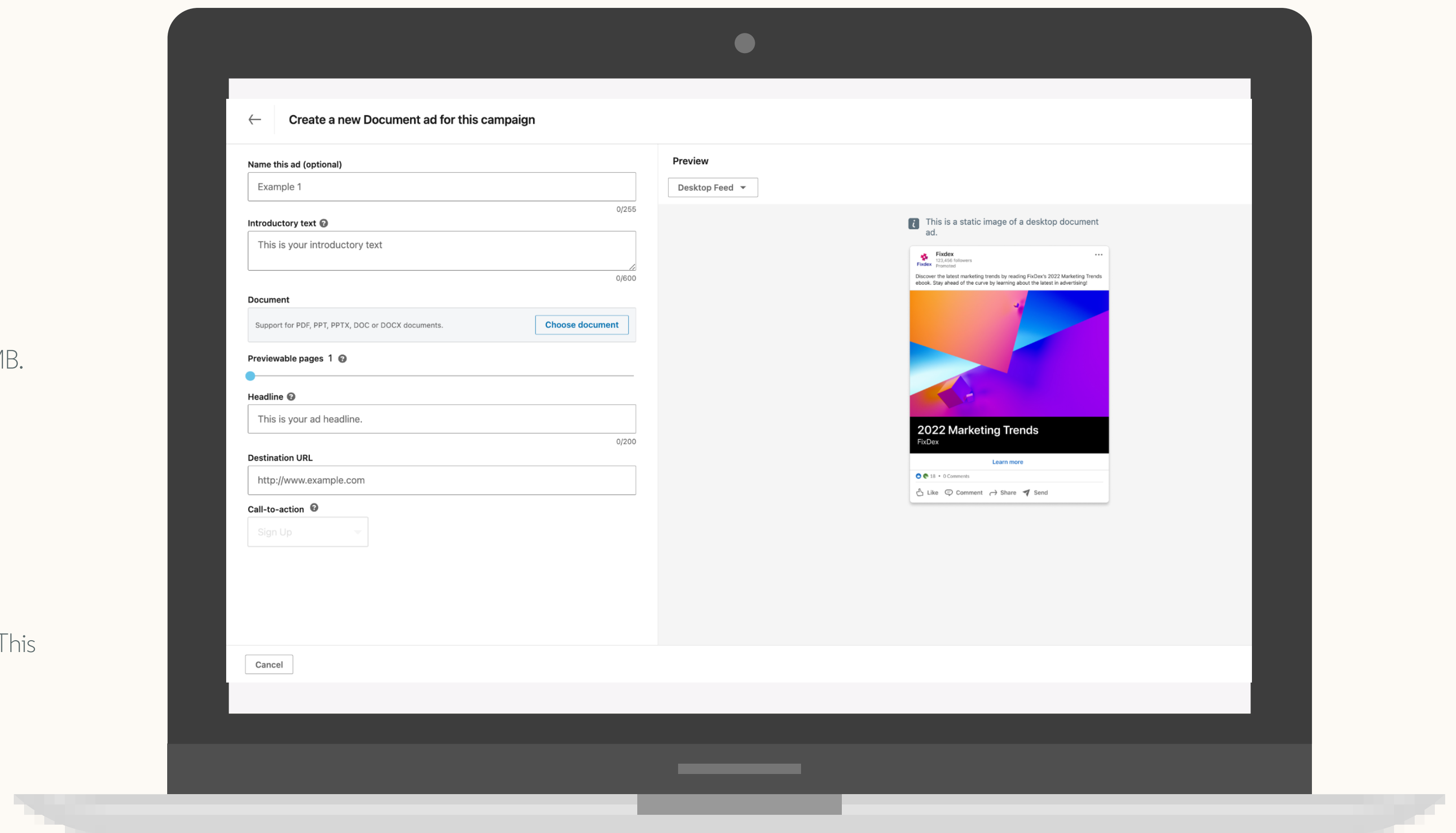


If you are using the Lead Gen Objective,
continue to the next slide for campaign set up details

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Building your ad – Website Visits & Website Conversions objectives

- 1 **Name your ad**
- 2 **Intro text**
Keep this under 150 characters to avoid truncation across most devices.
- 3 **Document upload**
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.
- 4 **Previewable pages**
Adjust the number of previewable pages by sliding the bar
- 5 **Headline**
Will show at the top of the document
- 6 **Destination URL**
Input the landing page where members will land after clicking your CTA. This landing page should allow members to download the full document
- 7 **Call-to-action**
Select the ad call-to-action



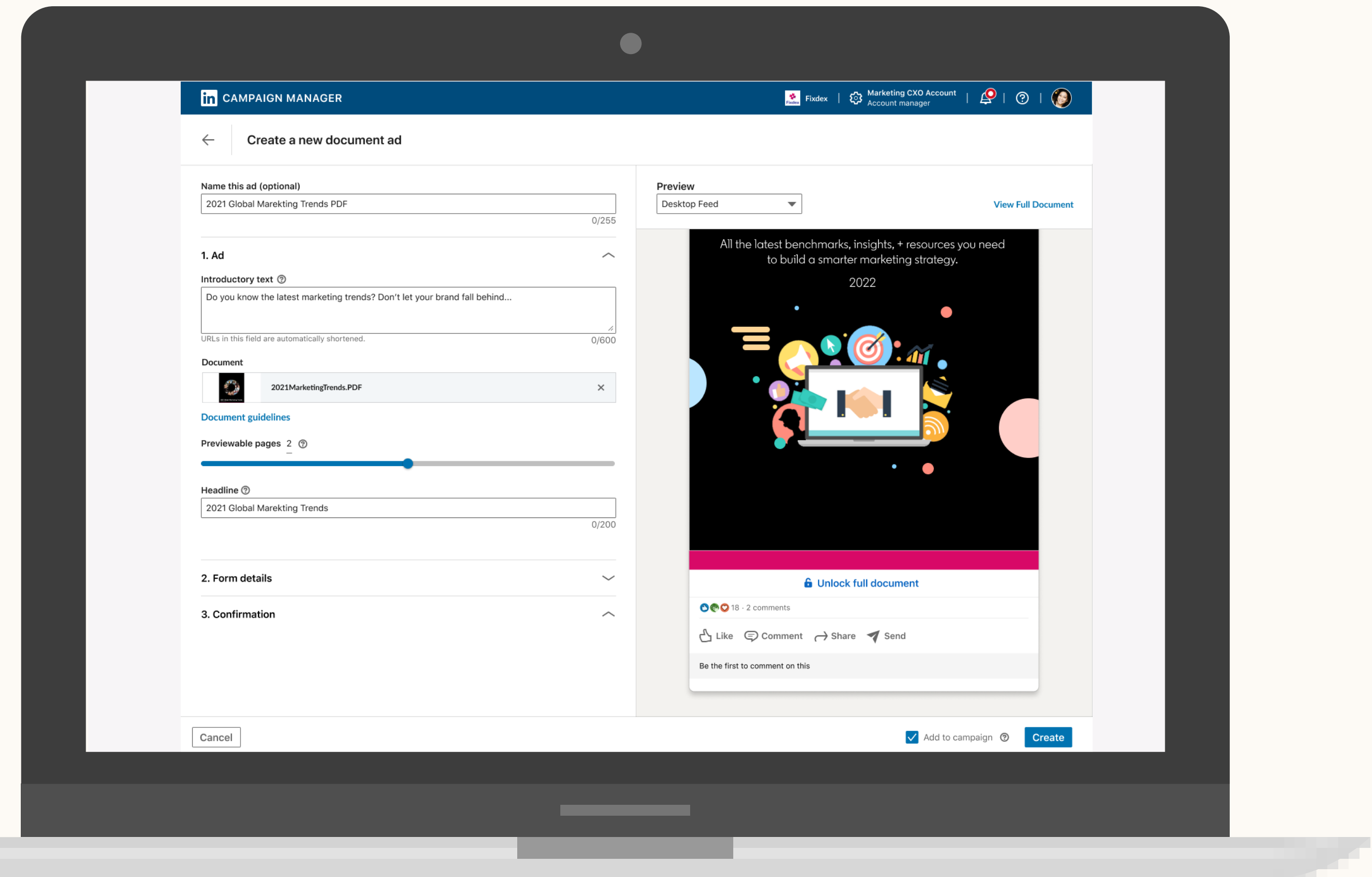
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Creating your ad – Lead Gen Objective

- 1 Name your ad
- 2 Intro text
Keep this under 150 characters to avoid truncation across most devices.
- 3 Document upload
Upload your document. Must be PDF, DOC(X) or PPT(X) and under 100MB.
- 4 Previewable Pages
Adjust the number of previewable pages by sliding the bar
- 5 Headline
Will show at the top of the document



TIP: Live preview is not available for Lead Gen. To preview, first save your ad, then select the three dots next to the creative, and hit "preview". Scan the QR code with your mobile device.



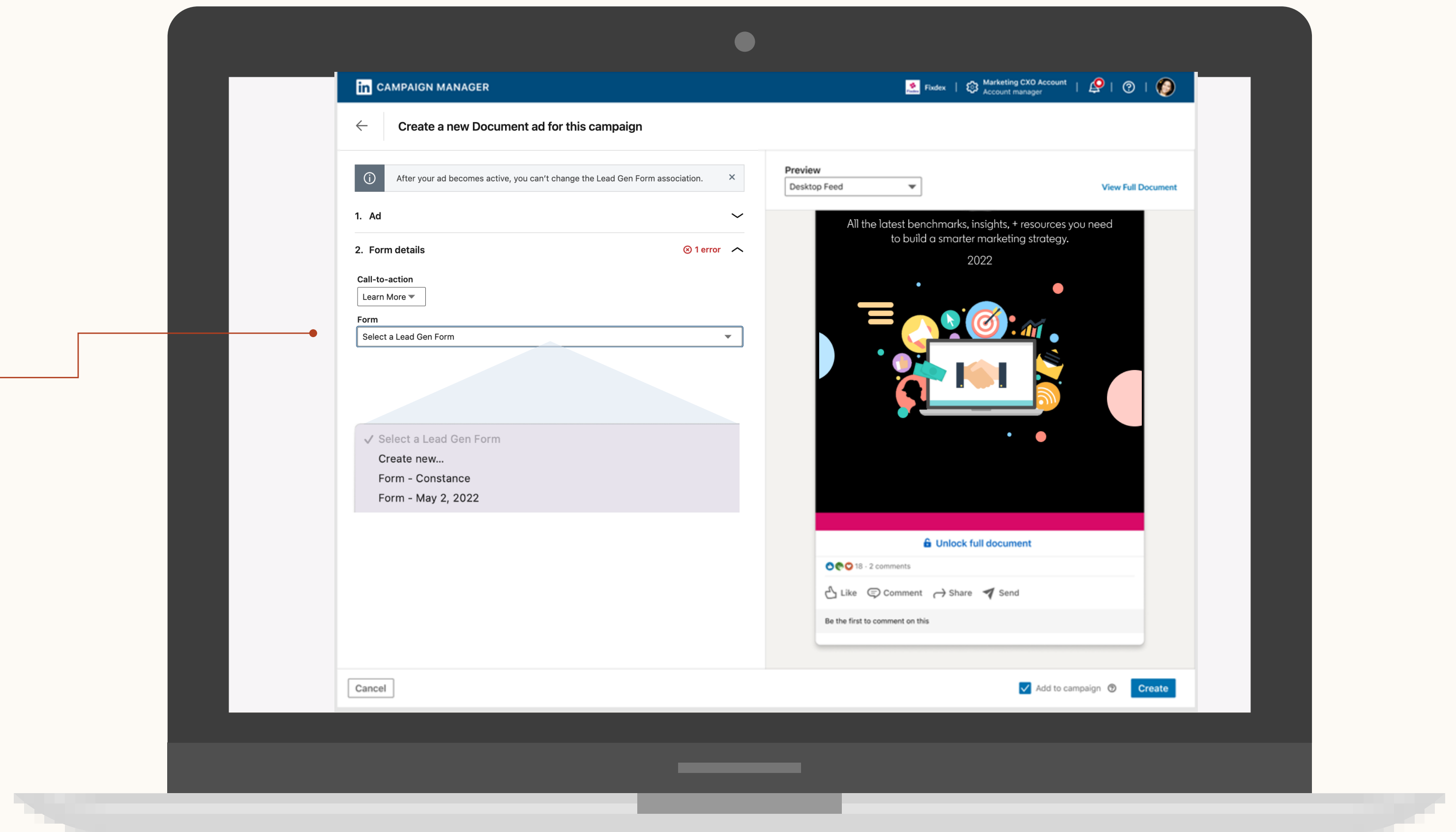
Continue to the next slide for instructions
to create a Lead Gen Form

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Lead Generation

If you are using the Lead generation objective, select the Lead Gen Form you'd like to use for this ad.

Select your Lead Gen Form from the dropdown, or create a new one by clicking 'Create a Lead Gen Form'.



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If you'd like to build a new Lead Gen Form, you'll do that now



TIP: Check out the [Lead Gen Getting Started Guide](#) and our [LinkedIn Lead Gen Form Playbook](#) for more information.

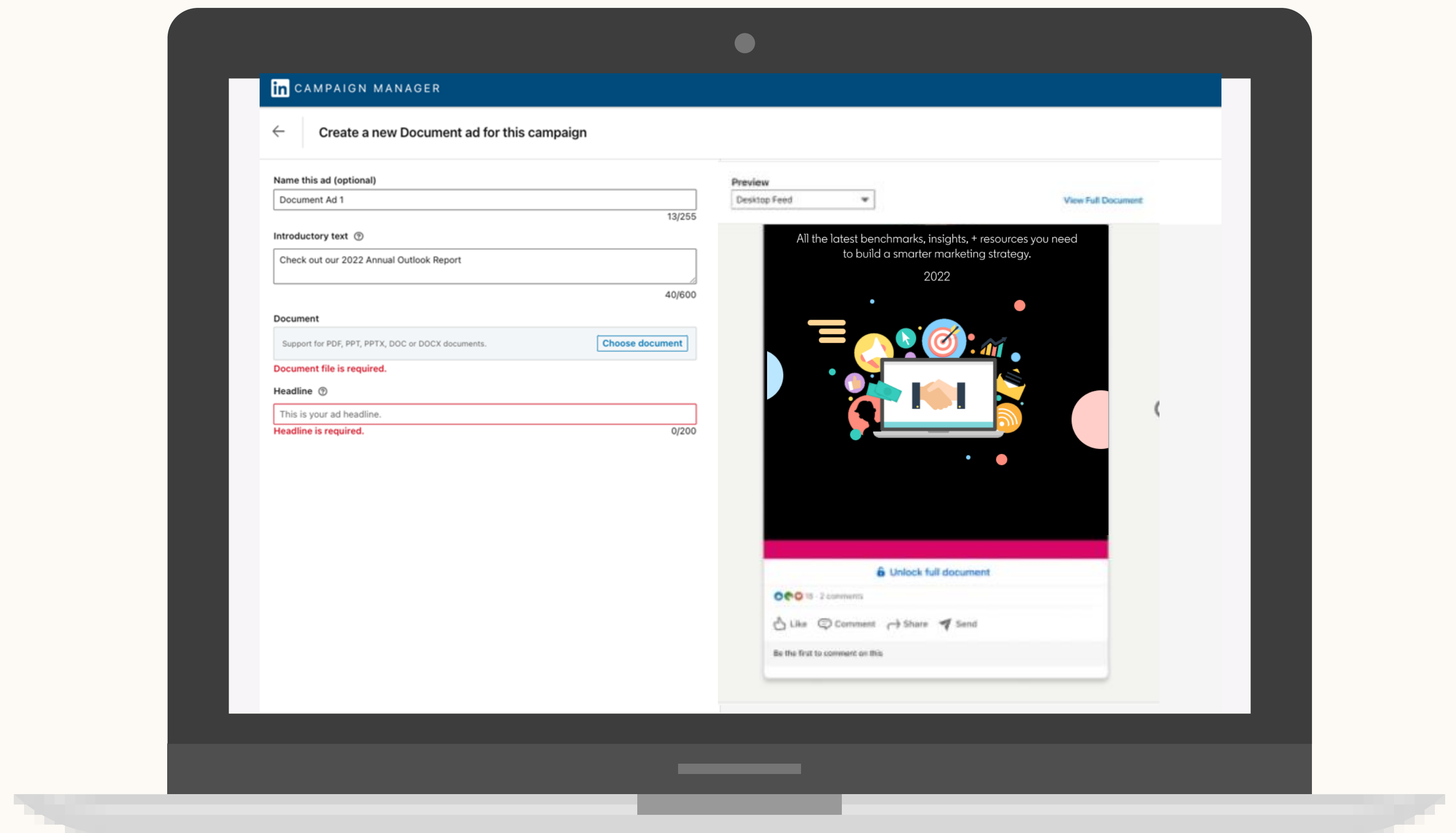
NOTE This creation flow will open in a new tab. Once you finish building your Document Ad, you can close the tab to go back to the Document Ad draft. Your form will appear in the dropdown once you hit 'Create' in the new tab.

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Check and resolve any errors before saving your ad

Before you're able to click 'Create ad', you must resolve all errors in red.

Once a Document Ad is saved, you cannot edit the document and will need to create a new ad.

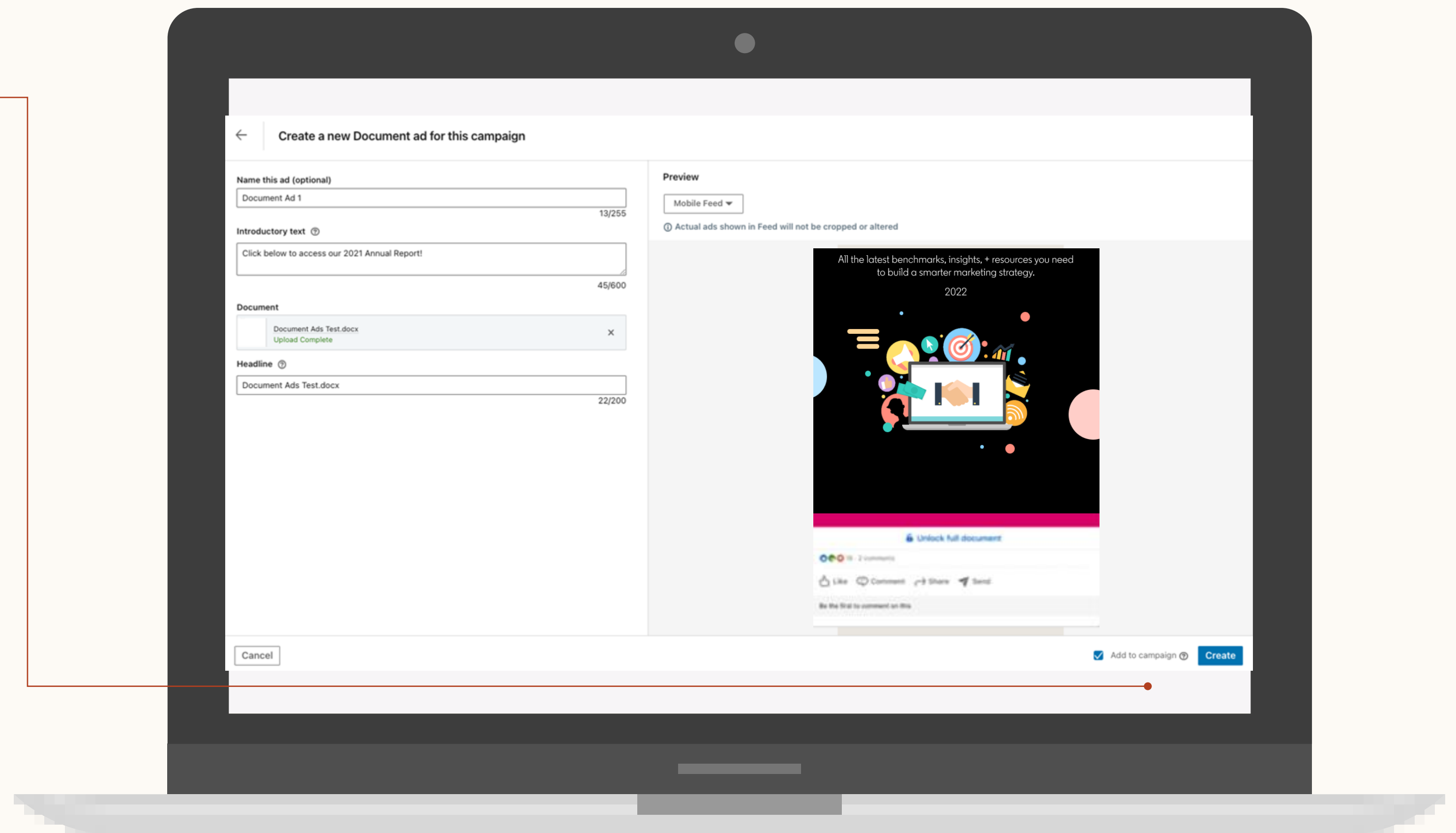


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Once you finish,
click 'Create' to
save your ad



TIP: This will not set your campaign live,
only save your ad as a draft.



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Confirm your ads in the campaign

Review your ads and add any additional ads.

Hit 'Next' when done.

up
it Ads Campaign

Ads in this campaign

[Create new ad](#)

[Browse existing content](#)

Search

FEED ADS



LinkedIn Profile Tips

Top tips to Use LinkedIn
Check out how to use LinkedIn effectively.

Document ad · Direct sponsored content · ID:
111196776

Billing information
needed

...

1

[Previous](#)

[Save and exit](#)

[Next](#)

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Review the campaign details and launch!

Make sure all the information looks accurate.



TIP: Once you set a Document Ad campaign live you will not be able to edit the document or LGF.

The screenshot shows the LinkedIn Campaign Manager interface for a 'Lead generation' campaign. The interface is divided into three main sections: a left sidebar with navigation steps, a central main content area, and a right sidebar with summary and forecast information.

Left Sidebar:

- Step 1: Set up Campaign
 - Objective selection
 - Audience
 - Ad format
 - Placement
 - Budget & Schedule
 - Conversion Tracking
- Step 2: Set up Ads
 - Conversation Ads
- Step 3: Review & Launch **NEW**

Main Content Area:

- Review & Launch** header with a sub-header: 'You're almost there! Let's review your campaign settings.'
- OBJECTIVE:** Lead generation. Subtext: 'I want more quality leads on LinkedIn.' and 'Clicking on your ads will lead customers to a lead generation form pre-filled with LinkedIn profile data.'
- AUDIENCE:** INCLUDE. Subtext: 'People with English as their profile language in:'. Locations: (Recent or Permanent) United States.
- AD FORMAT:** Conversation ad.
- PLACEMENT:** LinkedIn Audience Network. Status: Disabled.
- BUDGET & SCHEDULE:**
 - Daily Budget: \$25.00
 - Schedule: Run continuously starting 3/21/2020
 - Bid type: Maximum CPS Bid
 - Bid amount: \$0.20
- CONVERSIONS:** No conversions added.
- ADS IN THIS CAMPAIGN:** Sponsored Conversation. No image. Creative name: Elin.com Form - Jan 30, 2020. Status: Draft.

Right Sidebar:

- Payment method:** None.
- Launch Campaign** button.
- Forecasted Results:**
 - Target audience size: 160,000,000+
 - 30-day spend: \$310.00 - \$900.00
 - 30-day message sends: 1,500 - 6,400
 - Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)
 - Is this information helpful? Yes No

Bottom Navigation: Previous, Save and exit, Launch Campaign.

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How to edit a Document Ad

In this section, you will learn about the current editing capabilities within Document Ads.



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Editing a campaign

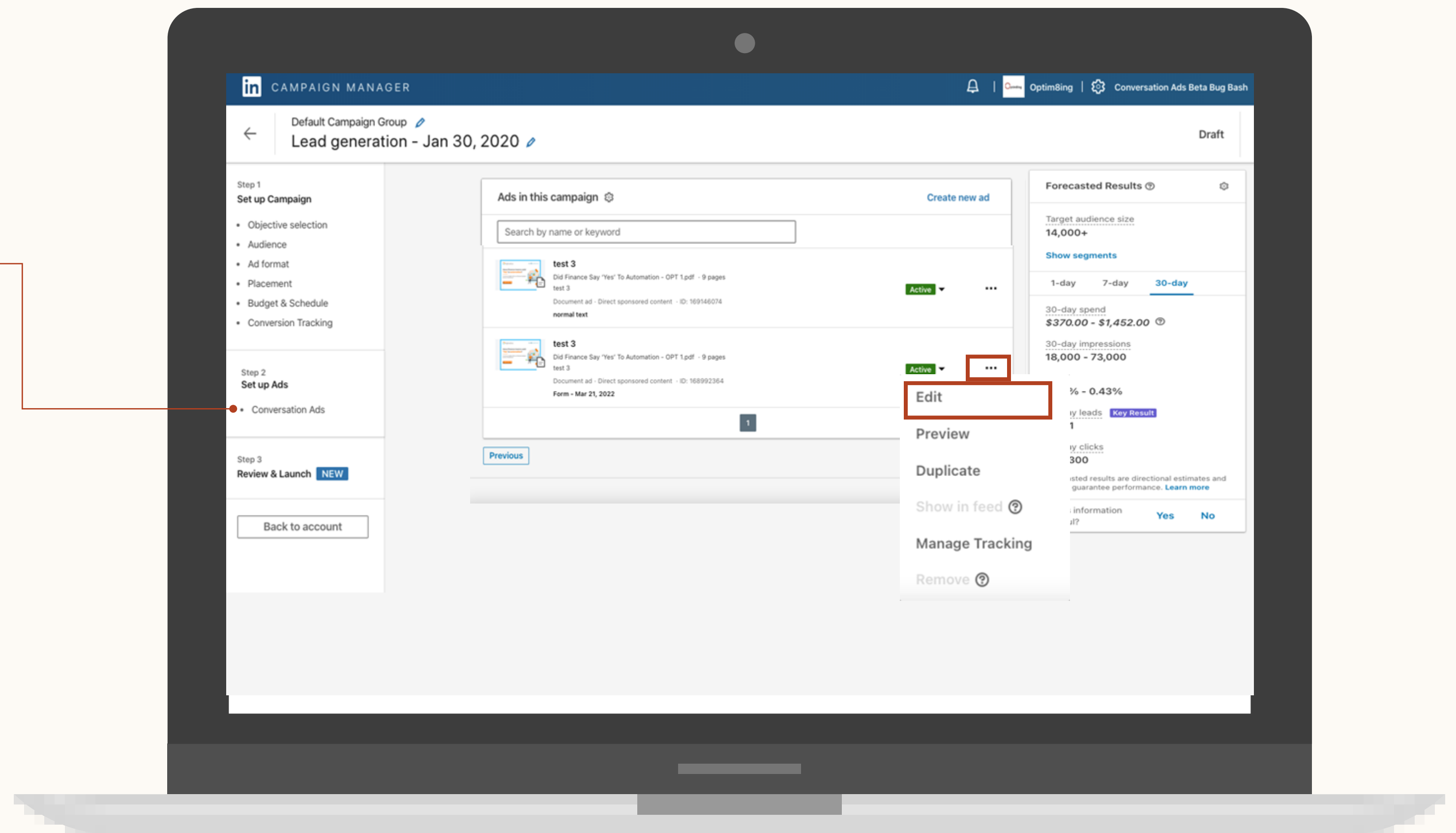
To make changes to the campaign in draft mode, click **'Edit'** in the ellipses on the **'Ads in this campaign'** screen.



TIP: You cannot edit a document once the ad has been saved.



TIP: You cannot edit a Lead Gen Form once it has been activated.

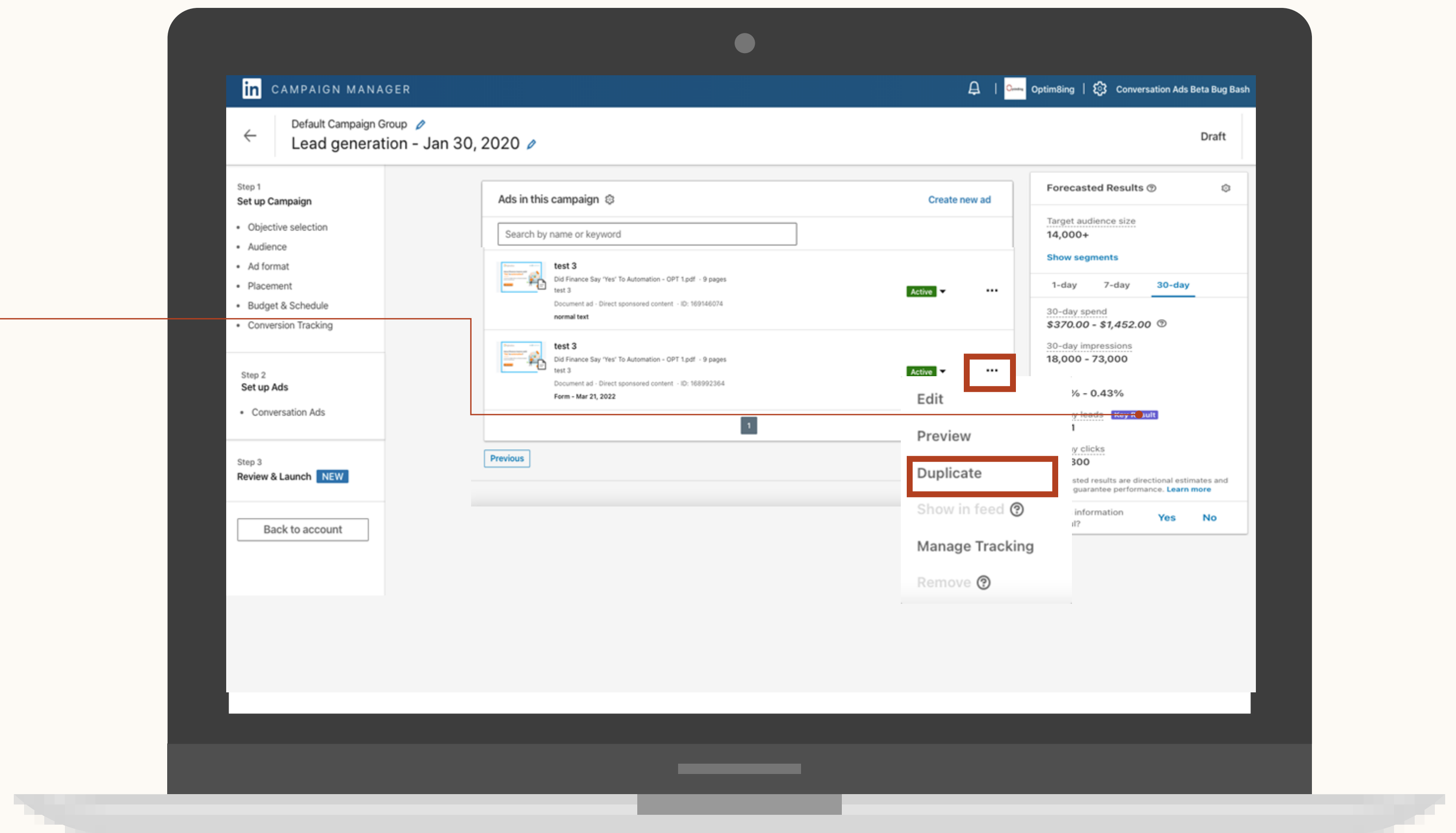


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Duplicating a creative

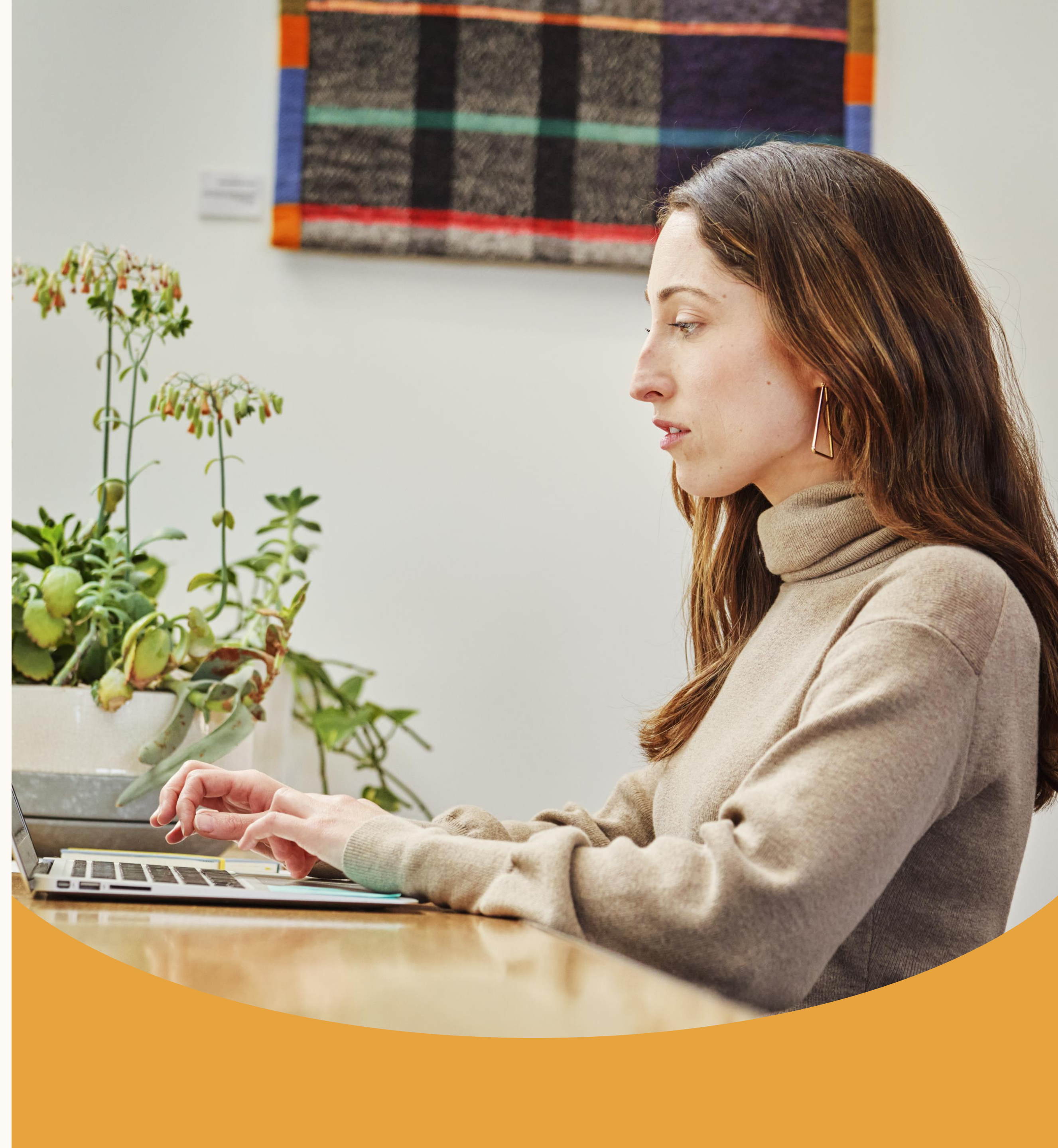
You are currently unable to edit a saved document in a campaign.

To make an edit the document, duplicate the existing live creative to make a new draft in the same campaign.



How to get reporting in Campaign Manager

In this section, you will be introduced to reporting within Document Ads.

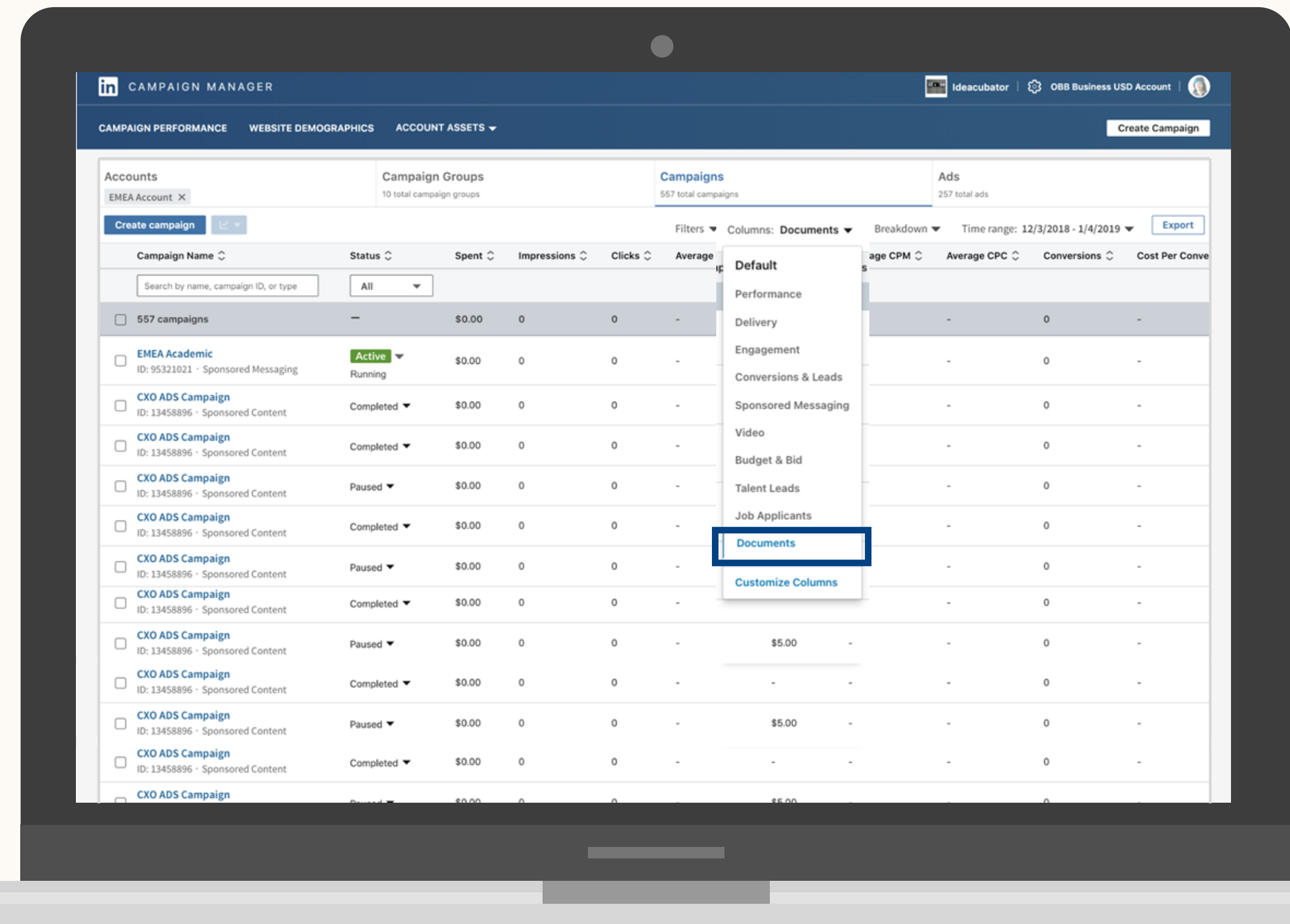


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You can view reporting in Campaign Manager

Total clicks and downloads are represented in the reporting dashboard

- ✓ Be sure to switch your view to 'Document Ads'
- ✓ To view Lead Gen Form performance, just switch your view to 'Conversions & Leads'



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Document Ads

Performance Reporting

- ✓ **Clicks:** Total clicks on the Document.
Clicks are de-duped.
- ✓ **CTR:** Total clicks divided by total impressions
- ✓ **Download Clicks:** See the number of clicks to the “Download” button
- ✓ **Viral Download Clicks:** Number of clicks on the “Download” button resulting from users sharing a Document ad to their own network of connections.

The screenshot displays the LinkedIn Campaign Manager interface for a 'Marketing CXO Account'. The top navigation bar includes 'CAMPAIGN MANAGER', 'Fixdex', 'Marketing CXO Account', and 'Account manager'. Below this, the 'CAMPAIGN PERFORMANCE' tab is active, showing filters for 'Accounts' (Marketing CXO Account), 'Campaign Groups' (123 total), and 'Campaigns' (Marketing Trends 2021). The 'Ads' section shows 123 total ads. The main table displays performance metrics for Document Ads, with columns for 'Ad Name', 'Cost Per Result', 'Impressions', 'Clicks', 'Average CTR', 'Download Clicks', and 'Viral Download Clicks'. A red box highlights the 'Documents' dropdown menu and the 'NEW' button. The table lists two ads: 'edited headline Just another document' and 'pdf_2_pages.pdf October demo of SCP'. The footer includes the LinkedIn logo, 'LinkedIn Corporation © 2020', and links to 'Help Center', 'Certified Partners', and 'Privacy and Terms'.

Ad Name	Cost Per Result	Impressions	Clicks	Average CTR	Download Clicks	Viral Download Clicks
2 ads	-	0	0	-	-	-
edited headline Just another document Creative name: Yet another document Campaign: Roman - test Doc campaign Ads review Creative ID: 130042643 - Sponsored Content - Document ad	-	0	0	-	10	5
pdf_2_pages.pdf October demo of SCP Creative name: Demo ad name 1 Campaign: Roman - test Doc campaign Ads review Creative ID: 130042663 - Sponsored Content - Document ad	-	0	0	-	30	0

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Document Ads

Performance Reporting

- ✓ **Displays:** Learn how much of your document is displayed to members (25%, 50%, 75%)
- ✓ **Completions:** Learn how many members completed your document
- ✓ **Viral Displays:** Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%)
- ✓ **Viral Completions:** Learn how many members not directly in your target audience completed your document

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with 'CAMPAIGN MANAGER' and user information. Below this, a sub-navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area shows a summary of 'Campaign Groups' (27 total), 'Campaigns' (1407 total), and 'Ads' (2333 total). A search bar contains the word 'document'. Below the search bar, there are buttons for 'Create', 'Set Status', 'Bulk Actions', and 'Performance Chart'. A table of campaign performance is shown, with columns for 'Campaign Name', 'Displays @ 25%', 'Displays @ 50%', 'Displays @ 75%', 'Completions', 'Viral Displays @ 25%', and 'Viral Displays'. The table is filtered to show 1 result out of 1,407 campaigns. The first row is for 'Document Ads' with ID 194445084, showing 0 for all metrics. The table is on page 1 of 1, with 15 items per page.

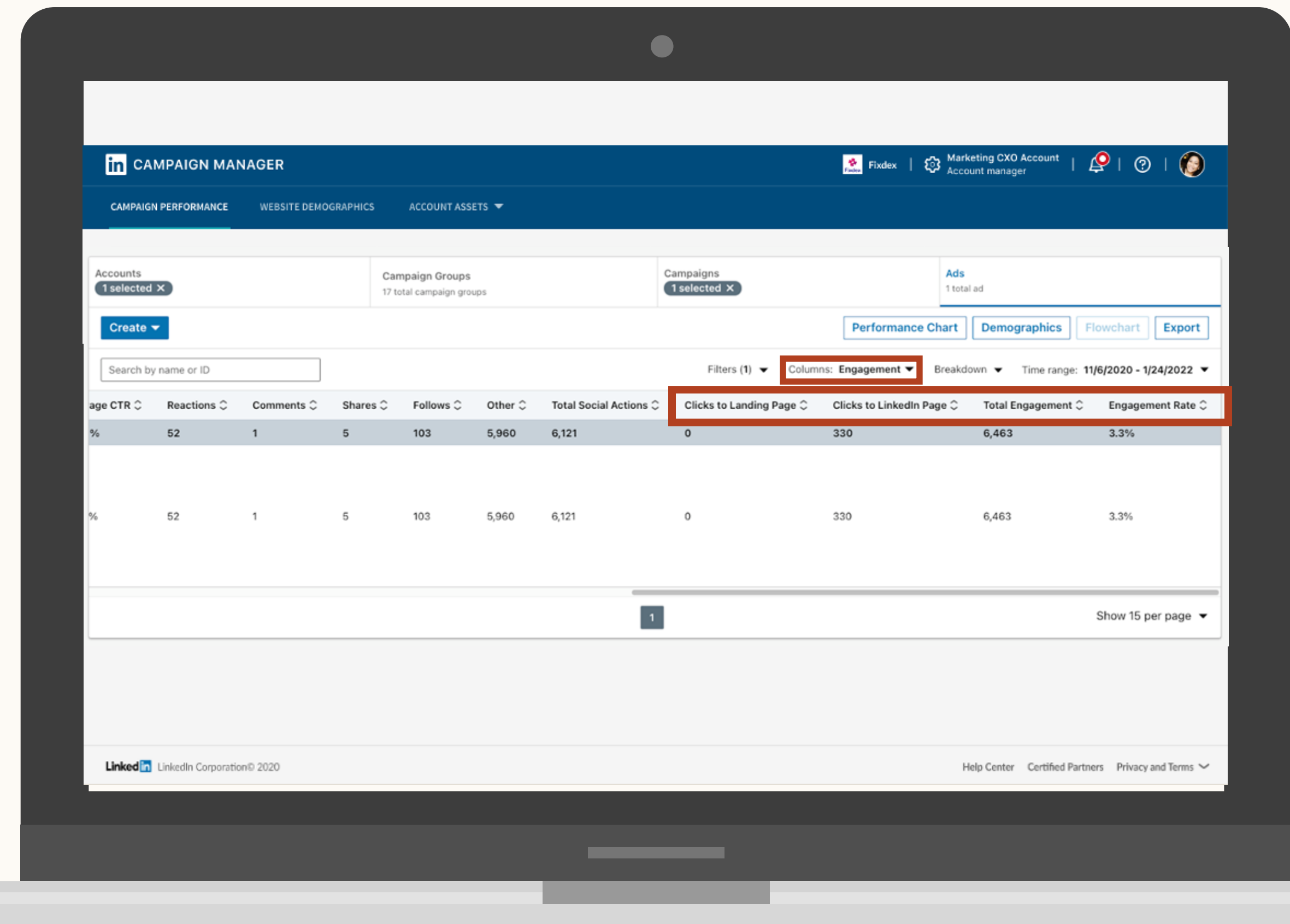
Campaign Name	Displays @ 25%	Displays @ 50%	Displays @ 75%	Completions	Viral Displays @ 25%	Viral Displays
1 filtered of 1,407 campaigns	0	0	0	0	0	0
Document Ads ID: 194445084 · Sponsored Content	0	0	0	0	0	0

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Document Ads

Engagement Reporting

- ✓ Be sure to switch your columns view to 'Engagement'
- ✓ **Clicks to Landing Page:** When members clicks URL in the intro text.
- ✓ **Clicks to LinkedIn Landing Page:** When member clicks Page icon & name
- ✓ **Total Engagement:** All clicks, both paid and free.
- ✓ **Engagement Rate:** Number of all clicks divided by impressions



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Document Ads **Lead Gen Forms** Reporting

- ✓ Be sure to switch your columns view to 'Leads & Conversions'
- ✓ **Leads:** Total number of leads collected from this campaign
- ✓ **Lead Form Opens:** Total number of unique members who opened a form
- ✓ **Lead Form Completion Rate:** Number of Lead Form submitted divided by Lead Form Opens
- ✓ **Cost Per Lead:** Total spend divided by total Leads

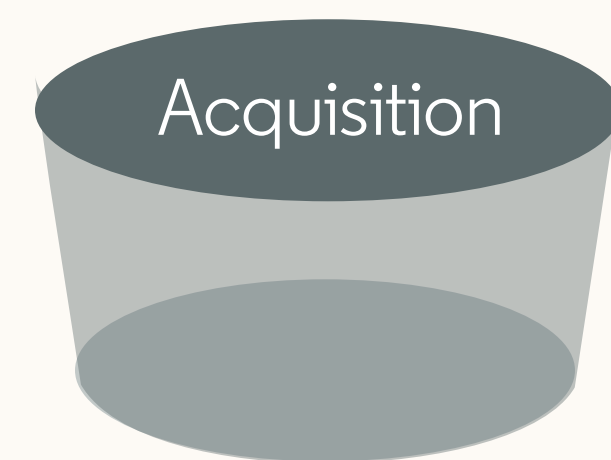
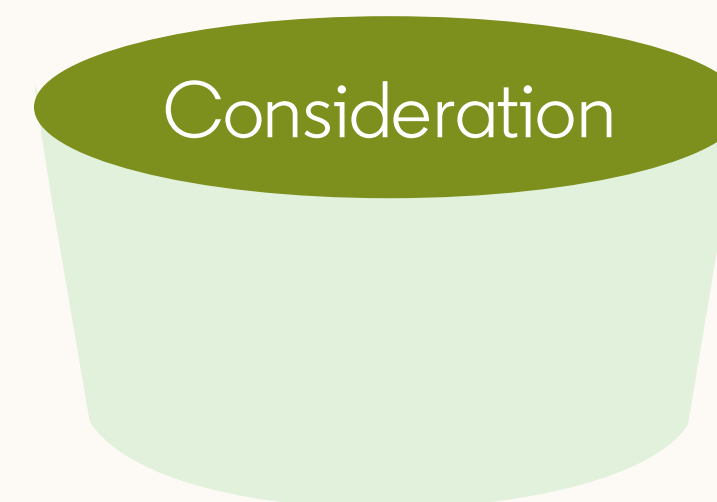
The screenshot displays the LinkedIn Campaign Manager interface. At the top, the 'CAMPAIGN MANAGER' header is visible, along with user information and navigation tabs: 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. Below the header, there are filters for 'Campaign Groups' (27 total), 'Campaigns' (1407 total), and 'Ads' (2333 total). A search bar contains the text 'document'. The 'Columns' dropdown is set to 'Conversions & Leads', which is highlighted with a red box. The 'Time range' is set to '3/21/2022 - 4/19/2022'. The table below shows the following columns: 'Campaign Name', 'Turn on Ad Spend', 'Leads', 'Lead Form Opens', 'Lead Form Completion Rate', 'Cost Per Lead', and 'Event Registrations'. The 'Leads', 'Lead Form Opens', and 'Cost Per Lead' columns are highlighted with a red box. The table data shows 1 filtered campaign, 'Document Ads' (ID: 194445084 - Sponsored Content), with 0 Leads, 0 Lead Form Opens, and a Cost Per Lead of -.

Campaign Name	Turn on Ad Spend	Leads	Lead Form Opens	Lead Form Completion Rate	Cost Per Lead	Event Registrations
1 filtered of 1,407 campaigns		0	0	-	-	-
Document Ads ID: 194445084 - Sponsored Content		0	0	-	-	-

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What metrics should you use to evaluate campaign performance?

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



	Brand awareness objective	Engagement objective	Lead generation objective	Web visits & conversions objectives
Reach	Yes	Yes	Yes	Yes
% Document Viewed	Yes	Yes	Yes	Yes
Click Through Rate	Yes	Yes	No	Yes
Engagement Rate	Yes	Yes	Yes	Yes
LGF Open Rate	No	No	Yes	No
Document Downloads	Yes	Yes	No	Yes
Lead Fill Rate	No	No	Yes	Yes
Cost Per Lead	No	No	Yes	No
Conversions	Yes	Yes	No	Yes

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Definitions of reporting metrics



PLEASE NOTE: Currently, displays only tracks % of your document viewed in feed. We cannot track once the document is downloaded and read off-feed.

Metric	Definition
Clicks	Total clicks on the Document. Clicks are de-duped
Download Clicks	See the number of clicks to the “Download” button
Viral Download Clicks	Number of clicks on the “Download” button resulting from users sharing a Document ad to their own network of connections.
Clicks to Landing Page	Click on URLs in the intro text and CTA buttons in Website Visits and Website Conversion objectives
Clicks to LinkedIn Page	When member clicks Page icon & name
Total Engagement	All social actions and clicks, both paid and free.
Engagement Rate	Number of all engagements divided by impression
Displays	Learn how much of your document is displayed to members (25%, 50%, 75%). Display is calculated by the total number of pages viewed divided by the total number of pages in the document
Viral Displays	Learn how much of your document is displayed by those not directly in your target audience (25%, 50%, 75%). Display is calculated by the total number of pages viewed divided by the total number of pages in the document
Completions	Learn how many members reached 100% of your document

Frequently Asked Questions





For best quality document, we recommend using a PDF file.

For accessibility purposes, members who view your ad can download your document as a PDF regardless of the original file type. Converting a different file type into a PDF reduces the quality of the original document.

Use one of the standard layouts:

- Letter: 8.5 by 11 inches
- Tabloid: 11 by 17 inches
- Legal: 8.5 by 14 inches
- Statement: 5.5 by 8.5 inches
- Executive: 7.25 by 10.5 inches
- Folio: 8.5 by 13 inches
- A3: 11.69 by 16.54 inches
- A4: 8.27 by 11.69 inches
- B4: 9.84 by 13.90 inches
- B5: 6.93 by 9.84 inches
- Letter: 21.59 by 27.94 centimeters
- Tabloid: 27.94 by 43.18 centimeters
- Legal: 21.59 by 35.56 centimeters
- Statement: 13.97 by 21.59 centimeters
- Executive: 18.41 by 26.67 centimeters
- Folio: 21.59 by 33.02 centimeters
- A3: 29.69 by 42.01 centimeters
- A4: 21 by 29.69 centimeters
- B4: 24.99 by 35.30 centimeters
- B5: 17.60 by 24.99 centimeters

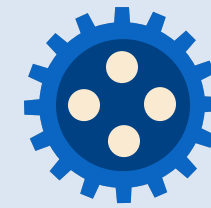
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Document Creation Tips and Tricks



Keep the file size under 100mb

Keep the file as small as possible for optimal download experience. You don't want members to undergo a timely process. It could risk abandoning the download.



Minimize the number of PDF layers

PDFs with multiple layer render poorly. For optimal experience, remember to flatten, use durable hyperlinks. Note: Videos and other animations in documents aren't supported and will display as static images instead.



Avoid using CTAs (including URLs) in your Document

Links and CTAs are not active when read within the LinkedIn platform. Once the document is downloaded, links and CTAs will become clickable.



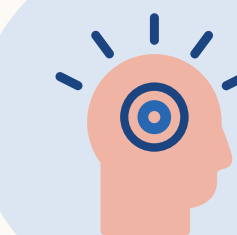
Keep length of document under 10 pages

Documents are read mostly on phone or tablet; so look to keep content short & snappy.



Use images, bullets, and graphics

Members are most likely to read when the design is image forward, scannable and visually appealing



Attention-grabbing cover page

Your document cover (e.g. 1st page) will be the first thing seen, so make sure it's visually appealing.



Keep to 3-4 Enticing Preview Pages

Include helpful stats or a table of contents that leaves the viewer wanting to see more. Personalize content by calling out key audience traits such as industry, function, or topic.



Note: Check out our [Best Practices Guide](#) for more tips and tricks

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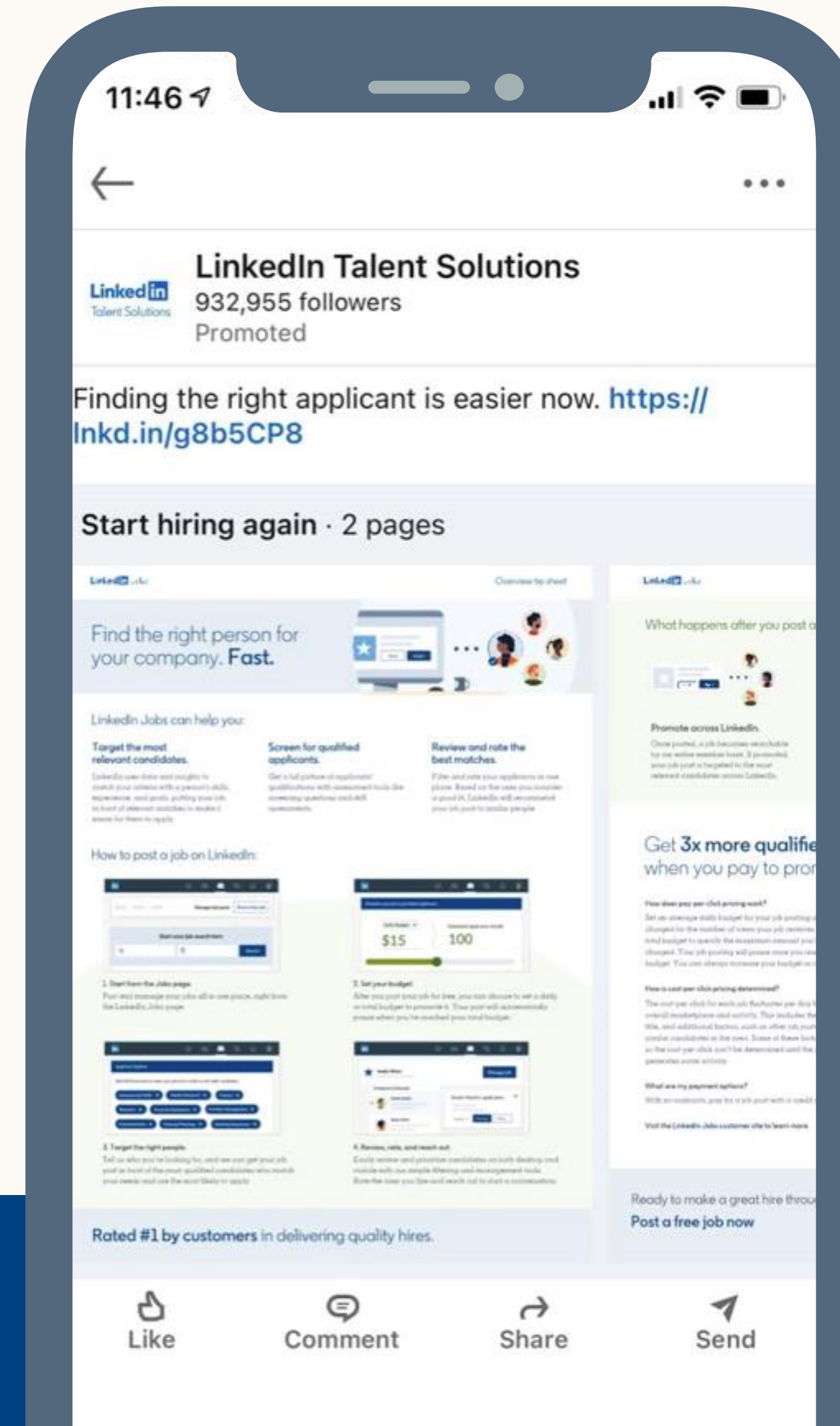
Ensure a **positive** member experience

Avoid using multiple columns of text and small font sizes. Multicolumn text is harder to read and scan when printed out and small font sizes cause readers to strain their eyes.

- ✓ Check for accessibility-compliant color combinations. Many free tools will check if color combinations have sufficient contrast. Be sure to check those combinations paired with your font size, as some combinations become compliant when the font isn't large enough.
- ✓ Best practice is to embed fonts into the PDF itself and use at least 8pt- font.



To see examples of different text sizes on a LinkedIn post, check out [this example here](#).

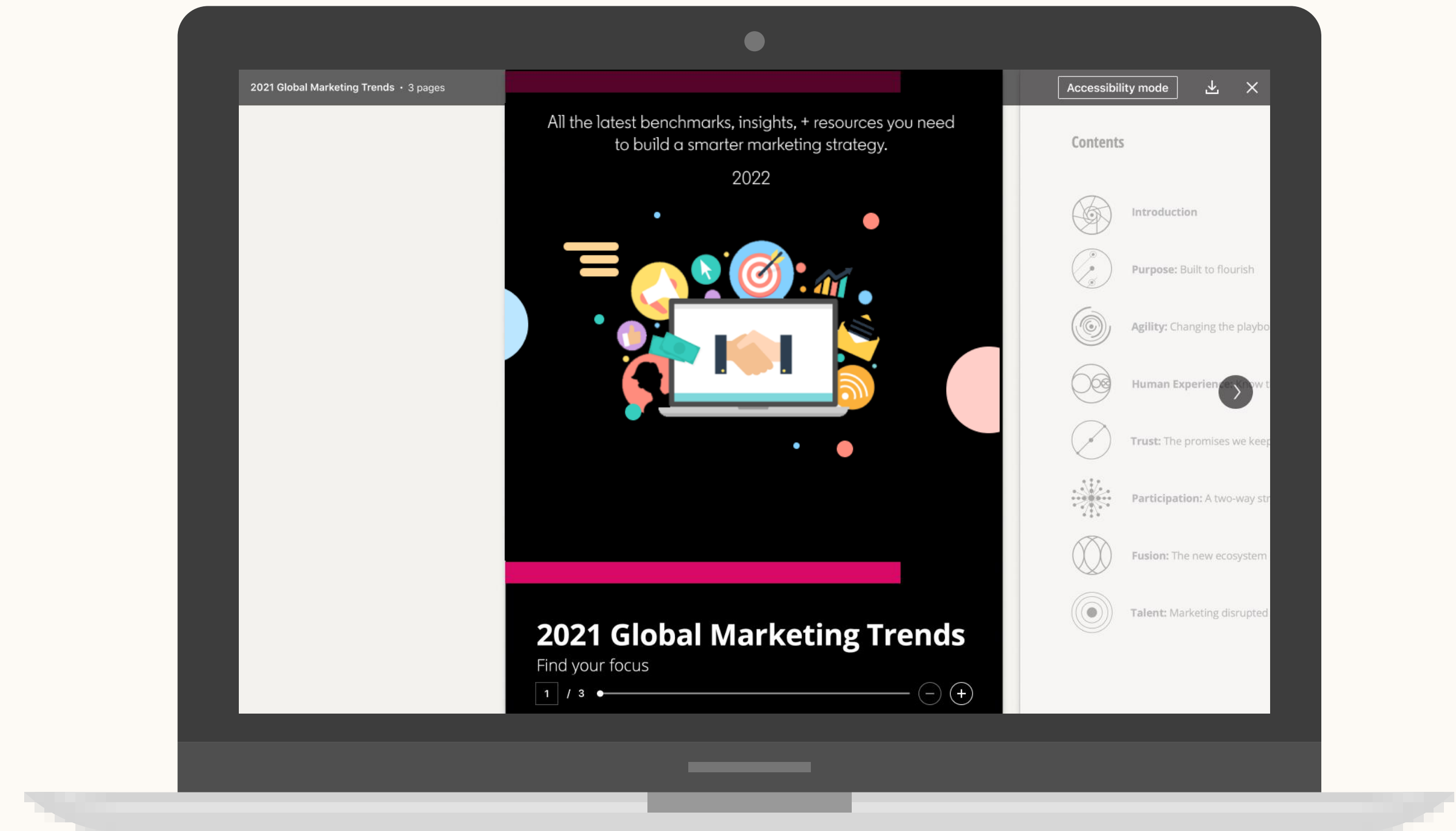


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How to gate a one-page document

Currently, the Lead Gen Objective is not compatible with one-page documents since it requires at least one page to be previewed in the member's feed. If uploaded, the UI will show an error.

As a workaround, we recommend adding a cover page to your single-page document, so it shows as a two-page document. The coverage page will become the “previewable page” members see in their feed, and they will only see the second page once they complete the Lead Gen Form.



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Product questions

What if my Document Ad has video or animations?

Videos and other animations in documents aren't supported and will display as static images instead.

What if my PDF has multiple layers?

PDFs with multiple layers must be flattened or merged.

How will the Document ads be charged / billed?

They will be charged / billed the same way as normal image Sponsored Content. It will use CPM or CPC.

What will viewability standards be for Document Ads?

Viewable impressions are 100% in view for at least 200ms.

Will I be able to see conversions on Document Ads?

You can enable conversion tracking for any campaign, but it will only track website visits to an off-site URL.

Will third-party tracking tags work with Document ad?

Yes, manage tracking in CMT is available for Document Ads when using approved trackers.

Are multiple clicks in the document counted to the CTR?

Clicks are de-duped.

How will viral actions impact the Lead Gen Form experience?

As with all Lead Gen posts, viral impressions will only see previewable pages and won't have the option to complete a Lead Gen Form to download or view your full document. Post GA adding controlled viral actions.

Will clicks on the documents counted as engagement and therefore impact the engagement rate?

Every click will be counted as an engagement and impact the engagement rate. However, chargeable clicks will only be the first click, other clicks will be not charged.

Helpful resources



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Learn more with these useful resources



- [LinkedIn Campaign Manager](#)
- [Organic Document Ad Specs](#)
- [Document Ad Best Practices](#)



Congratulations!

You have now completed this guide
to Document Ads on LinkedIn.

Thank you

