The Agency Onboarding Guide

Getting Started with LinkedIn Marketing Solutions as an Agency

Why does LinkedIn matter?

For the first time in the history of media, you can reach the world's professionals—all in one place. As the largest global community of business professionals, LinkedIn is the premier destination for finding and sharing professional content. Members come with purpose - a very different mindset and intent from other social media platforms.

Platform Stats

As of mid 2019, LinkedIn is now over **660 million members globally**, and growing at a rate of 2 new members per second. These professionals worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter.

9 billion
content impressions per week

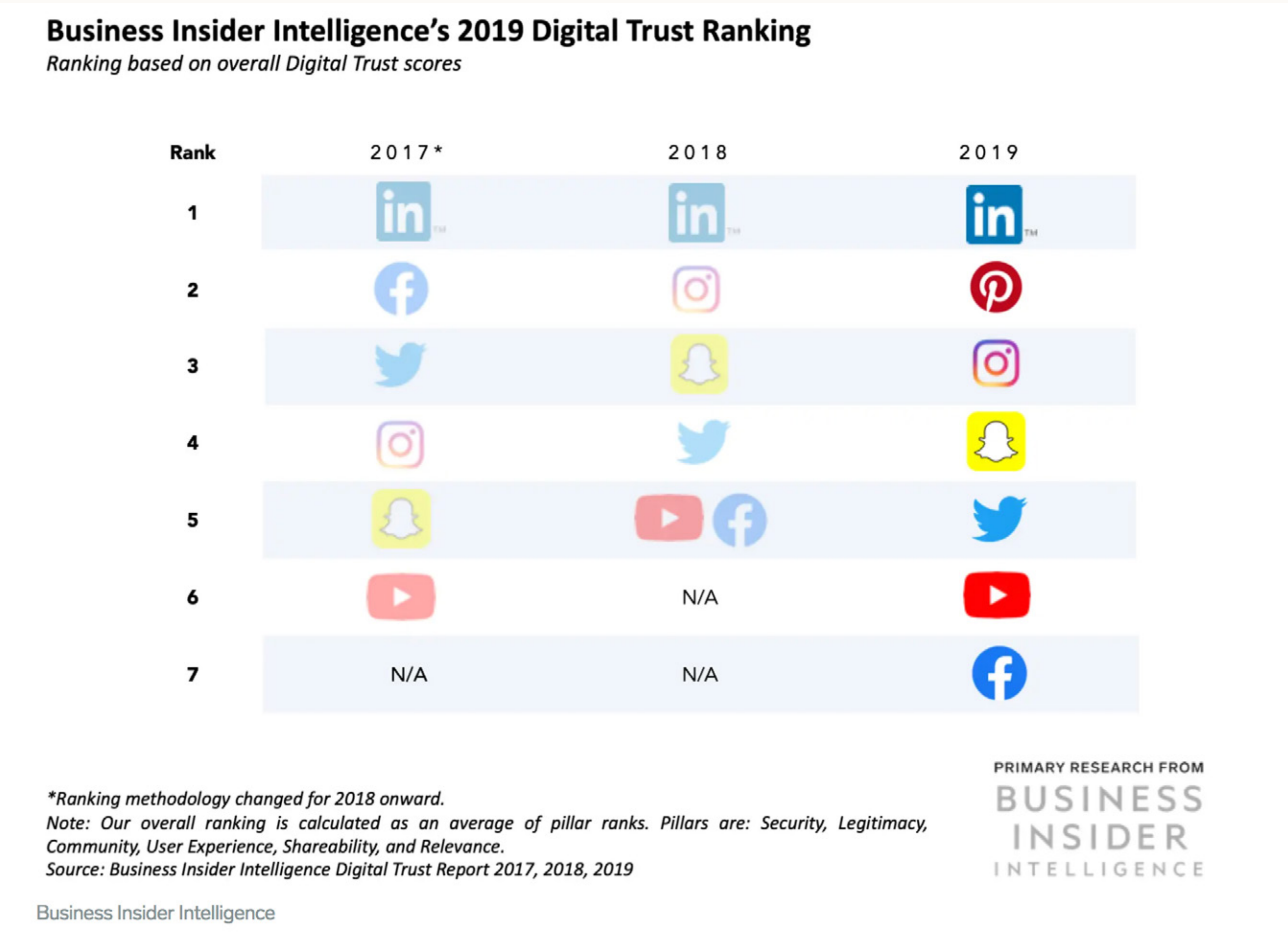
15x more
content impressions than job posts

57%
of sessions from mobile devices

The Most Trusted Digital Platform

According to the Business Insider Intelligence survey, LinkedIn came in as the most trusted platform for the second year in a row (2019) - and an outlier in the overall survey results - LinkedIn took the top spot for nearly every pillar of trust — and there are a few reasons why:

- LinkedIn continues to benefit from the professional nature of its community — users on the platform tend to be well behaved and have less personal information at risk, which makes for a more trusting environment.
- LinkedIn Members are likely more selective and mindful about engagement when interacting within their professional network, which may increase trust in its content.
- Content on LinkedIn is typically published by career-minded individuals and organizations seeking to promote professional interests, and is therefore seen as higher quality than other platforms'. This bodes well for advertisers and publishers to be viewed as forthright, honest, persuasive, and trustworthy.



LinkedIn Business Lines

Although this book focuses on our Marketing Solutions business, it's important to understand the various business lines of LinkedIn and how it can help you or your customers.

Product		Description	User Cases
	Hire	Attract talent and recruit candidates from the world's largest talent pool	Recruiters, Human Resources, and Recruiting Agencies looking to build talent brand, post jobs, and source candidates
	Market	Market to the world-s largest professional audience (includes Elevate)	Marketers, Ad Agencies, PR/Communica-tions Teams looking to build their brand and promote their product or service through paid media efforts
	Sell	Power your social-selling efforts with real-time sales intelligence	Sales Team, Business Development, and Executives looking for a sales tool to target the right buyers, understand key insights, and engage with personalized outreach
	Learn	Develop talent and keep skills current with personalized eLearning	For individuals, Learning & Development, and Talent Development Teams looking for an online learning platform that enables individuals and organizations to achieve their objectives and aspirations through thousands of expert-taught online courses

How do I get started with LinkedIn Marketing Solutions?

1. Start with a LinkedIn Page

Start with a LinkedIn Page. LinkedIn Pages are a free and easy way to establish your brand on LinkedIn. All you need to get started is a LinkedIn account and a verified email address (we'll verify if you're eligible to create a page on your company's behalf). Having a LinkedIn Page is required to run ads on LinkedIn. Learn how to get started or access an existing LinkedIn Page.

See the LinkedIn Pages Playbook section for a more in-depth guide.

2. Determine your Objective

No matter your marketing objective, LinkedIn provides a full suite of products and features to allow you to reach those goals. Learn more about each Campaign Objective here.

The below chart outlines the appropriate ad products to deploy based on your campaign objective.

Objectives		Products
Awareness	Brand Awareness	Sponsored Content, Dynamic Ads
Engagement	Website Visit	Sponsored Content, InMail
	Post Engagements	Sponsored Content, Dynamic Ads
	Video Engagements	Sponsored Content
Conversions	Website Conversions	Sponsored Content, InMail, Text Ads
	Lead Generation	Sponsored Content, InMail, Text Ads, Dynamic Ads
	Job Applicants	Dynamic Ads

3. Get to know LinkedIn's Ad Product Solutions and Targeting

Below is our full suite of advertising solutions and capabilities:

- Sponsored Content (single image, carousel and video ads in the feed)
- Message Ads (message ads that show in LinkedIn inbox)
- Text Ads (right rail and top banner ads, desktop only)
- Dynamic Ads (follower, spotlight and content ads, desktop only)
- Targeting Capabilities + Targeting Playbook

Head over to the Marketing Solutions website and hover over "Advertising" to see the full list of products, features, and more.

	Sponsored Content	Dynamic Ads	Message Ads	Text Ads
Buy Type	CPC, CPM, CPV	CPC, CPM	CPS	CPC, CPM
Post Type	Single Image, Carousel, Video	300x250 Templated Banner, Spotlight, Follower, Job	Message Ad Sent from Company or User Profile, 300x250 Brand Banner	Text Ad
Placement	Desktop, Mobile	Desktop	Desktop, Mobile	Desktop
Targeting	LinkedIn Targeting Segments, LinkedIn Customer Audience, Axiom, Eloqua Marketo, Retargeting, Matched Audiences			
LinkedIn Measurement	CTR, ER, Lead Gen, Conversion Tracking, Video Views	CTR, ER, Lead Gen, Conversion Tracking	CTR, ER, Lead Gen, Conversion Tracking	CTR, ER, Lead Gen, Conversion Tracking
3rd Party Measurement	Google Ads Manager, Moat (Video Only)	Google Ads Manager		Google Ads Manager

4. Create a Campaign Manager Account

Campaign Manager is the all-in-one advertising platform on LinkedIn. You can set up ad accounts, run campaigns, and control your budget as soon as you sign in. All you need is a personal LinkedIn account to get started. See the next section for agency-specific instructions.

How do I run campaigns, as an agency?

Ad Account Setup for Agencies

As an agency, you can either create a new ad account in Campaign Manager to run campaigns on behalf of your client, or you can request access to your client's existing ad account (if they have one). The proper way to set-up your Campaign Manager is to grant individual agency employees access to each ad account using their LinkedIn profile URL. Campaign Manager does not currently offer an agency-wide login feature.

Do not create a shared agency profile, as this is against our terms of service and shared profiles will be deactivated. Once the fake profile is flagged, all ad accounts the profile has been permissioned on will be marked as spam, which will pause all active campaigns. LinkedIn will not reactivate the fake profile, however the ad account can be reactivated only after the fake profile is removed.

In case of agency employee turnover, we recommend making sure at least two agency employees have account manager access to every ad account to prevent getting locked out.

To create a new ad account

1. Sign in to your personal LinkedIn.com account.

2. Click the Work icon at the top of your LinkedIn homepage and select Advertise.

3. Click Create ad.

4. Select the type of ad you want to run. Click Learn more to see a description and image for each ad type.

5. Enter the new ad account name in the Account name field. The name can be changed later.

6. Select the currency to be used for billing from the Currency dropdown. The currency can't be changed once the account is created.

7. If you'd like to link a Company or Showcase Page to your campaign:

   - Select the icon next to Yes.
   - Select the icon next to Search by name or URL.
   - Enter the Company Page name or URL in the text field. (To link school/showcase page, please search for it by name and select the right one from the dropdown.)
   - Select your page from the dropdown.

Note: An ad account must be linked to a Company Page in order to run Sponsored Content and Sponsored InMail campaigns.

To add agency employees to an ad account

1. In campaign manager, within your selected account, click on the settings icon, top right hand corner, and select manage access.

2. Click on Edit to grant access. There are various User Roles and Functions in Campaign Manager to choose from. Note: You can only add people who are 3rd-degree connections or less.

Permissions Required by Ad Type

Depending on the type of ads you will be running, you may need to request additional access levels from the client. The below chart lists the access level required for each ad product:

Access Needed For	Sponsored Content Direct sponsored content access to be able to create ads on behalf of the company page, without this you can only sponsor what has been posted organically	Message Ads	Text Ads. Dynamic Ads	Lead Gen Forms Lead gen access to be able to download leads directly from campaign manager
Ad Account	Account Manager or Campaign Manager	Account Manager or Campaign Manager	Account Manager or Campaign Manager	Account Manager or Campaign Manager (to create lead gens forms)
Client's Company Page (only a current page admins can grant access)	Co. Page Admin or Sponsored Content Poster	Not required	Not required	Co. Page Admin or Lead Gens Forms Manager (needed to view/download leads data)
InMail Sender Access to be able to have an in-mail come from a specific person's profile to be able to have an in-mail come from a specific person's profile	N/A	Request client's permission to add them as the Sender's Name (detail's below)	N/A	N/A

If you will be creating Sponsored Content campaigns on behalf of your client, you will also need permission to their Company Page from the Page Admin. The Company Page admin must be a 1st degree connection with whomever needs access. Upon connecting with each other, the page admin grants the required access. Agencies can request "Sponsored Content Poster" access if full admin access is not needed.

If you plan to send Sponsored InMail on behalf of an employee at your client's company, you will need to add that employee as a Sender to the Sponsored InMail campaign. You need to be 1st degree connections with that person. More on adding and changing senders to your campaign here. Note: Sponsored InMails can only be sent from a company name if you are working with a LinkedIn account executive.

How To Create Campaigns (Video Demos)

Please note that campaigns can be set up whilst waiting for invoicing to be set up should that be the desired payment option.

Campaign Manager is now using the objective-based advertising experience, a streamlined format for LinkedIn Ads campaign creation that leads with marketer's goals.

You can utilize the new objective-based campaign creation experience when you click the Create Campaign button in your Campaign Manager.

Below are links to key how-to videos from the LinkedIn Marketing Solutions YouTube Channel which guide you through various objectives and ad products in Campaign Manager:

Video Topic
How to Select Your Campaign Objective
How to Set Up Your Target Audience
SC Engagement (Follower) + Image
SC Lead Gen + Single Image
SC Lead Gen + Carousel
SC Lead Gen + Video
Insight Tag + Website Demographic
Conversion Tracking + Apply to Campaigns
InMail Lead Gen
Matched Audiences (Retargeting, List Uploads, Connecting to APIs)
Reporting - Dashboard Overboard

Pro Tip! Install the LinkedIn Insight Tag

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors.

The data collected from the Insights Tag powers:

- Conversion tracking
- Website re-marketing audiences
- Website visitor professional demographics
- Additional insights about members interacting with your ads

Learn how to set up the LinkedIn Insight Tag.

The event-specific image pixel tracks conversions without associated pages, such as through web forms that do not have thank you pages. You can also use the event-specific image pixel option to track on-click events. This method requires you to install code in the appropriate place for each conversion event that you would like to track. Learn more about setting up an event-specific image pixel.

The LinkedIn Insight Tag is supported by many tag management systems. Check with your tag management vendor to ensure that the LinkedIn Insight Tag is compatible, or follow the instructions in the articles below:

- Google Tag Manager
- Tealium Tag Management
- Adobe Tag Management
- DDX/Coremetrics
- Ensighten/TagMan
- DFA Floodlight

Do you have case studies?

Please see our online library of case studies where you can filter by industry, region, product and more.

What are LinkedIn's Advertising Guidelines?

These Advertising Guidelines will help you to determine whether your Ad is appropriate for LinkedIn. Any Ad that violates any of the guidelines below may be removed from LinkedIn and in some cases further action may be taken. If you are unsure whether your Ad is acceptable, you may contact us.

Forecasting Tool

Forecasted Results in Campaign Manager

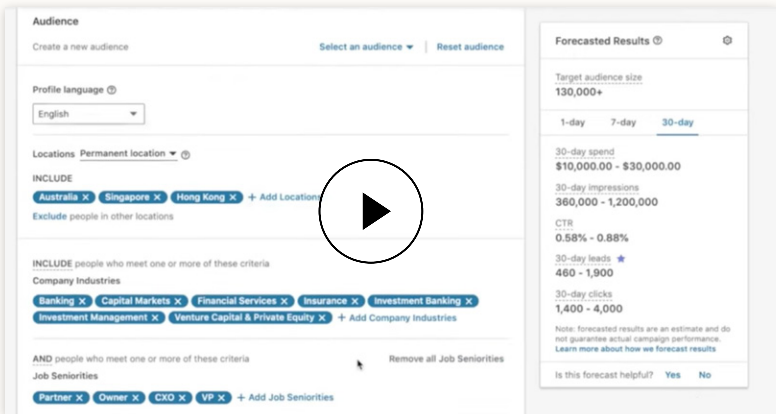
The Forecasted Results window appears on the right side of the page when you create a new campaign in Campaign Manager. The Forecasted Results window generates expected campaign performance details in real time as you select various campaign details during set-up, including audience, ad type, budget, and more.

The Forecasted Results provide an estimate of:

- Target audience size
- Breakdown of target audience by segment
- Projected spend
- Projected number of impressions
- Projected number of clicks
- Estimates for the KPI related to your selected objective (such as clicks)

While we aim for utmost accuracy in our forecasts, it's important to remember that forecasted results are an estimate and do not guarantee the actual performance of your campaign.

You can check our video about Forecasting Tool in this link.



Are there any minimum spend requirements?
How do I get support?

There are no minimum spends for advertising on LinkedIn. We believe that as the value of the platform is realised the budgets will increase. However account support generally is available when clients are spending at over $15k/Q .

For additional enquiries, please reach out to your account team. If you do not have an account team assigned please reach out to a Dublin based Marketing Solutions rep via LinkedIn and reach out for support.

Our new business account teams can assist you in set up, strategy and unlocking additional functionality on the platform where appropriate.

What are my billing options?

As an agency, we recommend setting up your ad account with monthly online invoicing.

Monthly Invoicing (online accounts)

This is the recommended billing method for most account types. Invoicing can be set up for any individual ad account by filling out this web form. Note that this is not an agency credit line. You need to complete this form for each new advertiser your agency onboards. Example of an invoice here. Detailed steps on filling out the webform can be found here starting at "Invoicing Application Definitions" at the bottom.

With invoicing, you have the option to bill the client direct or to bill the agency. Approval is based on credit history. To be eligible, the client must have spent a minimum of $3,000 USD in two consecutive months over the last 12 months. If the agency is the bill-to and/or the client has spent this amount in a separate Ad Account, the minimum may be waived

This form will go directly to our credit and billing team for processing. If additional information is needed, they will follow up with the contact listed on the webform.

If you would like to explore pre-payment please reach out to your LinkedIn rep.

Cheat Sheet

Online Account

Benefits of Online accounts:

The account and invoicing is set up by the client and generally takes 2-5 days

There is no upfront contract/commitment. We simply bill based on actuals from the prior month.*

Early access to betas and pilots as online customers are prioritized in these offerings

More detailed invoicing which includes breakout of campaign spend

Online provides you (the advertiser) the greatest level of flexibility because you can run all products out of one account and see all campaigns and data in one place. (i.e. Sponsored Content, Sponsored InMail, Text ads and Dynamic Ads)

You can run campaigns (all products) in one single Campaign Manager account (Master Account) across multiple POs - provided the PO number is included in the campaign name

You can create separate "campaign groups" for each of your different initiatives, which will make managing your campaigns MUCH easier

*Online is the same Campaign Manager User-Interface and has the same products and functionality as an IO managed account. This option is a different way to buy media that eliminates the need for paperwork. You will still have the same high-level customer service/support from LinkedIn.

Considerations of Online accounts:

- We cannot pre-bill
- We cannot offer added value within the online account. If added value is granted, it would reside in a separate field account
- Once monthly invoicing is set up, we cannot go back to credit card payments
- If moving to an Online account, we will have to re-build campaigns/creative. However, your LinkedIn team is here to help!

Credit Card

This is the quickest way to go live when you create an ad account online. You'll be prompted to enter your billing information as you create a new ad account. Paying with a credit card has no minimums, charges are applied daily if spending more than $100 USD/day; weekly if your balance is $20 USD or more; first of the month if your balance is $.01 USD or more. There is no flexibility to change the frequency of charges.

To edit existing billing information:

- Sign in to Campaign Manager.
- Click the correct account name.
- Click the Settings icon next to the account name in the upper right corner of the page and select Billing center from the dropdown.
- Click Manage next to your payment method on the Billing center page.
- Click Edit and enter your new billing information.
- Click Change.

If your account has been placed on hold, follow these steps to remove the hold status.

How do brands build an organic presence on LinkedIn?

Social Media Manager's Guide to LinkedIn

How will you drive the business outcomes you want to see through social? How can you strike the right balance between being witty and serious? And finally, how do you choose the right social media platforms to partner with to help amplify your voice?

This Social Media Manager's Guide to LinkedIn will cover:

- Why there's never been a more exciting time to be in social media
- How to tell your brand's story on LinkedIn
- Social media management tips, taken from years managing our own LinkedIn Page
- How to drive real business impact with your LinkedIn Page

LinkedIn Pages empower your organization to engage the world's professional community. Learn more about what a LinkedIn Page has to offer and how to create a Page.

LinkedIn Pages Playbook

There are over 30 million Pages on LinkedIn. If yours isn't one of them, you're missing opportunities to get your content in front of the audience that matters most to your business. That's why we've created this guide packed with simple step-by-step how to's and best practices on building an audience and a content strategy for your Page. We're also including insider tips the LinkedIn Marketing Solutions team has gathered from years of testing and iterating.

Organic + Paid Playbook

This playbook, provides a simple 1-2-3 plan for cultivating an integrated organic + paid strategy on LinkedIn. In it, you'll learn how to:

- Build a compelling organic presence
- Boost your reach + engagement via paid
- Measure, learn + optimize to drive more impact

Requesting access to your client's LinkedIn Page

If you're an agency, social media partner, or a third-party working for a LinkedIn Page customer, we encourage you to reach out directly to the company or school administrator to determine the LinkedIn Page or Showcase Page admins. You may want to send them instructions for how to add or remove admins.

Important: LinkedIn can't provide Page admin information to members or replace or remove admins. We recommend keeping records of your Page admins and sharing this information with your company's or school's Human Resources department, in case a former admin needs to be removed or a new admin needs to be added.

Contact Pages Support Team

Is your client looking to merge, rebrand, migrate, or change their Page? Review these guidelines first, then contact the Pages support team with your request or question using the link above.

- Rebranding or Changing the Name of Your LinkedIn Page or Showcase Page
- Deactivating a Page or Showcase Page
- Pages of Acquired Organizations

How do I amplify my brand's executive or employee voice?

LinkedIn Executive Playbook

10 Steps for Leading in a Digital Age -This executive playbook is based on our deep understanding of executives' priorities and constraints, and outlines key ways of leveraging the platform based on your needs.

Employee Advocacy (Blog Post)

What is Employee Advocacy and How Do Marketers Win With It?

The Network Effect of Employee Advocacy (Guidebook)

Employees are every brand's greatest asset with the power to build your brand and attract and retain the best talent. But only when they are encouraged to share their passions and expertise within their connected worlds. Your employees want to advocate for you. Learn how to harness the influence of employee sharing in this guide.

Rock Your Profile

Learn how to build a stellar profile and have a strong presence on LinkedIn through your own profile page. Great for all LinkedIn users, from executives to students.

How can I continue to grow my knowledge of LinkedIn Marketing Solutions?

Success Hub

This online resource walks through the set-up for all campaign types and covers: creating effective ads, targeting, bids and budgeting, and measuring results.

Marketing Solutions Help Center

Your one-stop shop for product info, best practices, step-by-step guides, and FAQ's on all LinkedIn marketing products and features

Marketing Webinars

Accelerate the success of your advertising campaigns and sign up for an upcoming live webinar or watch on-demand.

Fundamentals of Advertising on Linkedin	Building a Content Marketing Stragey on LinkedIn	Advanced Strategies on LinkedIn	Using LinkedIn for Lead Generation
Ideal if you-re just getting started with LinkedIn Ads or want a refresher on the basics of the ads platform. - Explore best practices for marketing on LinkedIn - Get tips on how to implement, optimize and measure utilizing LinkedIn's powerful targeting facts - Campaign Manager overview	Ideal if you're looking to improve your content marketing efforts. - Learn how to map content to all stages of the funnel: from awareness to advocacy - Learn strategies for effectively distributing content on LinkedIn	Ideal if you're already familiar with LinkedIn ads and want to learn tactics to take your campaign to the next level. - Showcase possibilities to improve ROI when pairing LinkedIn products for impact - Utilize Insights tag for retargeting and demographic information	Ideal if you-re familiar with LinkedIn ads and want to learn more about lead generation. - Drive more qualified leads, opportunities, and ultimately revenue using LinkedIn - Optimize your demand generation efforts with conversion tracking

Webinars

LinkedIn Ads: Set Up and Basics

Join marketing experts for a webinar on the basics of running successful LinkedIn ad campaigns. This is ideal for customers kicking off their first ad campaign or want a refresh of the ads platform. This is a recurring monthly webinar.

On-Demand Marketing Labs

A library of recorded Marketing Labs. These on-demand recordings cover a variety of topics to help you optimize your strategy on the platform. Check out our main hub to watch all our live webinars.

Newsletter

Subscribe to the LinkedIn Marketing Solutions blog to receive new guides, infographics, videos, insider tips & tricks, and product release information.

Subscribe to Our Channels

- LinkedIn Marketing Solutions Showcase Page
- YouTube Channel
- Instagram

What Success Looks Like

Analyze your campaign performance

Campaign Manager, the advertising platform on LinkedIn, reports a wide range of metrics for every campaign you run. Learn how to use that info to measure ad performance and identify opportunities to improve your ROI.

1. Choose your objective

Three common goals of marketing campaigns are to:

- Build brand awareness (upper funnel)
- Drive consideration and engagement (mid-funnel)
- Generate leads and conversions (bottom funnel)

2. Identify your key metrics based on the campaign goal

If you want to build brand awareness, you'd want a lot of views and interest (indicated by clicks on ads). Focus on these metrics:

- **Clicks:** The number of clicks on links in your ad.
- Impressions: The number of times people saw your ad.
- **Click-through rate (CTR):** The number of clicks divided by impressions.
- **Average engagement:** Total engagement (paid and free clicks) divided by impressions. Engagements can include social actions such as likes, comments, or shares.

If you want to drive leads and conversions, you'd want to see how many people complete a signup, download, or purchase. Focus on these metrics:

- **Conversions:** The number of times someone took an action after clicking on or seeing your ad. This metric applies to campaigns using LinkedIn conversion tracking.
- **Conversion rate:** How often your ads result in conversions on your website.

- **Conversion rate:** How often your ads result in conversions on your website.
- **Cost per conversion:** Ad spend divided by conversions.
- **Leads:** the number of leads you get from your ads. This metric applies to campaigns using LinkedIn Lead Gen Forms.
- **Cost per lead (CPL):** Ad spend divided by leads.

You can also track more video metrics using third-parties like Moat. Learn more about third party tracking.

- **Impressions Analyzed:** Total impressions analyzed filtered for IVT
- **Valid and Viewable Rate:** The percentage of valid impressions that were viewable under the MRC standard (50% of pixels in-view for at least 2 continuous seconds)

3. Set up conversion tracking and Lead Gen Forms

These features will help you measure bottom-of-funnel lead gen metrics.

Set up conversion tracking to measure:
- Conversions
- Conversion rate
- Cost per conversion

Set up Lead Gen Forms to measure:
- Leads
- Cost per lead

4. Evaluate ad performance

Access your campaign data and download reports all in Campaign Manager. Focus on the metrics that map to your campaign goals.

How to view campaign metrics.
How to download campaign reports.

Establish your baseline by noting the key metrics on your initial ad campaigns. This sets you up to report growth based on past performance.

Set goals for improving on your baseline numbers. Use the optimization tips below to test, monitor your key metrics, and learn what works best for your business.

How to create an A/B testing strategy.

5. Optimize with demographic insights

Use the professional demographic data on LinkedIn to discover and target new audiences.

Start by viewing who engages the most with your ads. Sort by your key metrics.

How to view demographic data

Once you understand which audiences respond best to your ads, create new targeting audiences based on your findings.

You can also use Audience Expansion to reach new audiences who are similar to your target audience. Just check the box underneath targeting criteria to enable this feature.

6. Optimize with performance insights

Access your campaign insights to understand how your ads are performing and get recommendations to improve bids and budgets.

Learn more about campaign insights

Test variations of your ad creative within each campaign. As you learn which versions of your ads perform best in your key metrics, adjust your ads to improve performance.

Sponsored Content tips
Sponsored InMail tips
Text Ads tips

You can also improve ROI by optimizing your targeting and bidding. Use these tips to get started, and then test to learn what works best for your business.

Use ad targeting best practices
How to set the right bids for your ads

Track conversions and leads from your ads

Understand your advertising ROI

Conversions are actions that you've defined as valuable to your business, like submitting leads, downloading content, making purchases, or registering for events.

Conversion tracking shows how many people took those actions after clicking on or viewing your LinkedIn ads. This helps you measure the ROI of ad campaigns by their impact on your business. Plus it unlocks a slew of advanced tools to help you optimize your campaigns further, like automated bidding and demographic data.

Get started with conversion tracking

How to set up conversion tracking

Setting up conversion tracking is easy:
1. Add a line of code (LinkedIn Insight Tag) to your website. You only need to do this once.
2. Create new conversions.
3. Add conversions to your campaigns.

Follow these tips to get the most out of conversion tracking:

- Install your LinkedIn Insight Tag in the global footer of your website. Place the code just before the <body> tag in your site's HTML. This tags every page in your domain. If you cannot install a JavaScript Insight Tag, you can also use an event-specific image pixel to track conversions.

- If you already have an Insight Tag installed on a website, do not install another one.

- It may take up to 24 hours after installation before your new Insight Tag is verified. If it's been longer than that, use these troubleshooting tips.

- Create conversions based on actions that are meaningful to your business. For example, when a user downloads a whitepaper or registers for an event.

- Add conversion actions to each campaign. Choose the actions that match your objective for the campaign.

- As you create new conversions, label them by type (like lead, signup, or purchase). You'll be able track groups of conversions, in addition to individual conversions.

- Assign a dollar amount to each conversion. The conversion value will help you calculate ROI based on the different types of conversion you have.

Optimize by conversion type

After selecting your objective, enable Automated Bid when creating a new campaign. Choose the most important conversion type for that campaign, and Campaign Manager will optimize your bid based on your selection to get you more conversions.

Optimize your targeting

- Use demographic reporting to view the actions of specific audiences. You can segment your audience by Seniority, Industry, Job function, Job Title, Company size, Company, and Location.
- See which audiences are generating strong conversion results. Adjust your ad targeting to more of the people who respond well to your ads.
- Learn which audiences are underperforming. Target these people with tests (tips below) to improve conversion rates.

Optimize your content

- Within campaign metrics, click on the Column: Conversions & Leads to view the cost per conversion (CPC) or conversion rate.
- Compare different ads in the campaign to see which have the lowest CPC or highest conversion rate.
- Use your best performing ads to A/B test different elements, so you can build on your success.
- Check the content of your least successful ads to learn what to avoid.
- If performance metrics (like click-through rate) are high for an ad, but you have a lower conversion rate, check your landing page and website for opportunities to improve.
- Use demographic insights to see which types of content resonate best with different audiences. Tailor ad content to each target audience. Select your campaign, click the Chart button, and select “Demographics.”

I need help with... who should I contact?

Marketing Solutions Support Team Contact Us

Use this link if you have questions or issues with anything related to Campaign Manager, ad products, campaign set up, optimizations, or troubleshooting.

Billing Team Contact Us

Use this link for any and all requests or questions related to billing, invoices, changing billing admin, requesting receipts, questions about charges, invoicing set up, etc.

LinkedIn Pages Contact Us

Use this link for any questions or requests related to LinkedIn Pages and Showcase Pages such as - rebranding a page, merging pages, sunsetting pages, what to do with an acquired company, and more.

What other resources are available for agencies?

Marketing Partner Program

The LinkedIn Marketing Partner Program is a global community of LinkedIn-approved technology and service providers that marketers can leverage to save time and improve campaign performance. Partners have been qualified in one or more of the following categories, to simplify the selection process:

- Technology Partners
  - Community Management
  - Ad Technology
  - Audience Management
  - Analytics and Measurement

Learn more about the program and partners here. Note that this is not an agency certification program but a classification of Integrated Marketing Partners that have achieved excellence in one or more marketing categories and are meant to be utilized as 3rd party vendors by LinkedIn Marketing customers.

LinkedIn Marketing Developer Program

LinkedIn offers four types of Marketing APIs to help developers build their business through our platform and reach more of the audiences that matter: Ad Tech, Marketing Analytics, Audience Management, Company Pages. Learn more about the developer program here. For any questions, please contact LMSdeveloperteam@linkedin.com and include "LinkedIn Marketing Developer Program Terms" in the subject line.

LinkedIn