

Here's Sample Company's complimentary  
LinkedIn Ads audit.

<https://www.loom.com/share/15be3041edaa40c28e760da88c250edf>

# Best Practices for LinkedIn Ad Accounts

There are best practices for each dimension of running a successful LinkedIn Ads account:

1. **Conversion & UTM tracking**
2. **Retargeting set-up**
3. **Audience targeting**
4. **Bidding & creatives**

We dive into each of them with best practices below. Then, in the Analysis section, we see what best practices had been implemented and which had not.

## 1. Conversion & UTM tracking

The first step for making sure your LinkedIn ads account is set up properly is to ensure that you're able to track its results. Otherwise, we're spending money without seeing what return on investment we're getting.

Best practices for UTM tracking: making sure you have global UTM parameters in place, so that when looking into your site's analytics provider, you can see the user journey from LinkedIn ads to your site and what they do on your site.

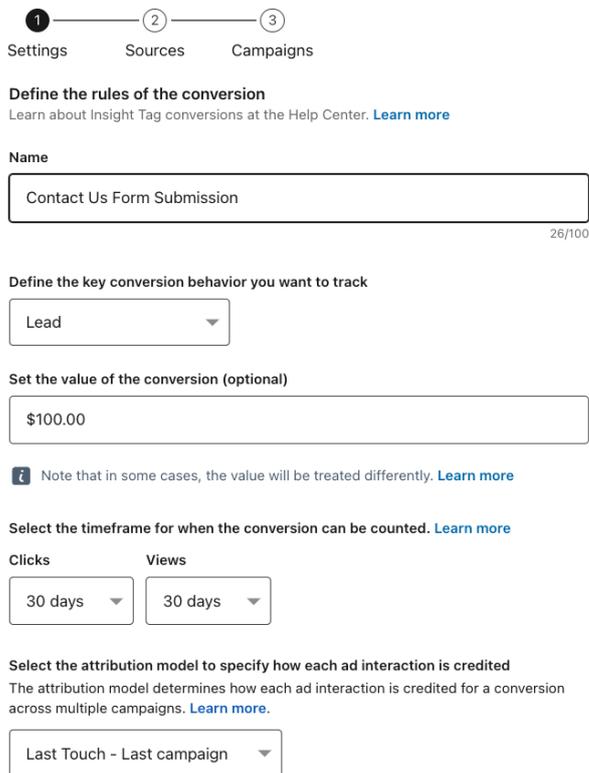
These parameters may look like

```
this: utm_source=linkedin&utm_medium=paid-social&utm_campaign={{CAMPAIGN_NAME}}&utm_content={{CREATIVE_ID}}
}
```

Best practices for conversion tracking: making sure that you've added the LinkedIn Insight Tag to your website's global footer and that you have set up conversion events, such as someone filling out a contact us form or scheduling a call on your site.

When we see that someone's done one of these events after seeing an ad, we know that the ads are generating quality events and we can then see if we're earning a positive ROI or not.

A conversion event in LinkedIn may look like this:



The screenshot shows a three-step process for setting up a conversion event in LinkedIn. Step 1 is 'Settings', Step 2 is 'Sources', and Step 3 is 'Campaigns'. The 'Settings' step is active. The form includes a 'Name' field with the value 'Contact Us Form Submission' (26/100 characters). The 'Define the key conversion behavior you want to track' dropdown is set to 'Lead'. The 'Set the value of the conversion (optional)' field is set to '\$100.00'. A note states: 'Note that in some cases, the value will be treated differently. Learn more'. The 'Select the timeframe for when the conversion can be counted' section has 'Clicks' and 'Views' both set to '30 days'. The 'Select the attribution model to specify how each ad interaction is credited' dropdown is set to 'Last Touch - Last campaign'. A link to 'Learn more' is provided for the attribution model.

## 2. Retargeting set-up

Next, we'll want to make sure the following retargeting audiences are set up – this way, we can differentiate the ads that we're delivering to people based on their own user experience with our brand.

Best practice for Retargeting audiences: Setting up all of the following, before you've launched your first ad:

- Company page visitors
- Website Visitors
- Specific, key webpage visitors
- Single image ad interactions
- Video views (say someone who's watched 50% of a video)
- Document ad interactions
- Lead generation form opens & submissions
- Lead generation form submissions (to set as an exclusion, because we don't want to advertise demo ads to people who have already requested a demo, for example)

Your audience section, once set up, may look something like this:

## Audiences

Matched Saved

<input type="checkbox"/>	Audience name ↕	Status	Source
	<input type="text" value="Search by audience name"/>	<span>1 selected</span>	<span>All</span>
<input type="checkbox"/>	<a href="#">Target Contacts Upload 9.26</a>	...	Ready
			Contact List
<input type="checkbox"/>	<a href="#">Apollo Marketing with CIO</a>	...	Ready
			Contact List
<input type="checkbox"/>	<a href="#">3 Pillar Competitor List.csv</a>	...	Ready
			Contact List
<input type="checkbox"/>	<a href="#">Top Funnel Document Ads (90 Days)</a>	...	Ready
			Document
<input type="checkbox"/>	<a href="#">Top Funnel Lead Gen Submissions (90 Days)</a>	...	Ready
			Lead Gen Form
<input type="checkbox"/>	<a href="#">Top Funnel Lead Gen (90 Days)</a>	...	Ready
			Lead Gen Form
<input type="checkbox"/>	<a href="#">Event Ads (90 Days)</a>	...	Ready
			Event
<input type="checkbox"/>	<a href="#">Single Image Ads (90 Days)</a>	...	Ready
			Single Image
<input type="checkbox"/>	<a href="#">Top Funnel Video Ads (50%, 90 Days)</a>	...	Ready
			Video
<input type="checkbox"/>	<a href="#">Company Page Visitors (90 Days)</a>	...	Ready
			Company page
<input type="checkbox"/>	<a href="#">Website Visitors (90 Days)</a>	...	Last signal received: ● 20 minutes ago
			Website

### 3. Audience Targeting

Now that the retargeting audiences are set up, we can begin with our audience targeting. The audience targeting section has several dimensions to choose from and we want to make sure that we're setting not only inclusions for the ads, but also exclusions, such as our competitors and customers who already have our offerings that we don't need to advertise to.

Best practices for audience targeting:

- Uploading the following lists, if available:
  - Current customers
  - Past customers
  - Leads
  - Target accounts
- Including or excluding your retargeting audiences, based on the goals of the campaign
- Ensuring you've disabled LinkedIn's Audience Expansion
- Ensuring you've disabled LinkedIn's Audience Network
- Having an audience size that is in-line with your budget - if the audience is too small, then we will likely deliver too many ads to the same people. On the counter side, if the audience is too large, we won't

deliver the users enough ads to be memorable or familiar.

Once set up properly, your Top Funnel audience targeting may look something like this:

**Audience summary** ×

100,000 potential LinkedIn members reached

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**INCLUDE**  
People with **English** as their profile language in:

**Locations (Permanent)**  
United States

AND who meet ANY of the following criteria:

**Job Titles (Current)**  
Owner, Co-Founder, Director Customer Experience, Senior Vice President Client Services, Board Member, Vice President Client Services, Vice President Customer Experience, Head of Customer Experience, Co-Owner, Chief Customer Officer, Director of Customer Success, Vice President of Customer Success, Chief Operating Officer, Head of Customer Success, Founder, Executive Board Member, Vice President of Account Management, Chief Executive Officer

AND who meet ANY of the following criteria:

**Company Industries**  
Technology, Information and Media, Professional Services, Marketing Services, Technology, Information and Internet, Advertising Services, Public Relations and Communications Services

**Third Party Company**  
Prospect List - Companies - 05.06.2024

**Contact List**  
Target Contacts Upload 9.26

AND who meet ANY of the following criteria:

**Company Size**  
51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees

AND who meet ANY of the following criteria:

**Company Revenue**  
\$10M-\$100M, \$100M-\$1B

AND who meet ANY of the following criteria:

**Member Age**  
35 to 54

**EXCLUDE**  
People who meet ANY of the following criteria:

**Company Size**  
Myself Only, 2-10 employees, 11-50 employees, 5001-10,000 employees, 10,001+ employees

**Company Revenue**  
Under \$1M, \$1M-\$10M

**Job Titles (Current)**  
Member, Chief Technology Officer, Member of the Board of Advisors, Consultant, Customer Success Specialist, Adjunct Professor, Principal, Chief Human Resources Officer, Advisor

## 4. Bidding & creatives

Lastly, we have setting up the bidding for the ads to deliver affordably without sacrificing audience reach as well as the ads themselves.

Best practice for bidding: Manual bidding > Maximum delivery in 99% of cases. Start at the lower number of the recommended bid size and monitor your cost per click. If you find that your ads aren't delivering, increase the bid then.

Best practice for ads: Typically, you want 2 ads running in a campaign / one

A/B test at a time, but no more than 2 A/B tests running at once.

LinkedIn's ad frequency cap is:

- Up to a max of 2 creatives / ads in a campaign shown to a person within a 24hr time period
- Up to a max of 5 creatives / ads in a campaign shown to a person within a 48hr time period

Meaning that in point 1, if someone logs into LinkedIn 3 times in a day, they'll just see a given ad in a campaign on two of the logins, then will have to wait until the next day to see more.

The issue with having a ton of creatives in a campaign is that if someone logs into LinkedIn 5x in a day, which can happen between desktop and mobile, they're essentially being beaten over the head with the same ads + that's 5 impressions that this person didn't interact with, thereby lowering engagements and relevancy score, making for both an annoyed user as well as higher CPCs as our relevancy is lower.

"We have had great results working with Chris to generate B2B leads for our consulting services! Thank you Chris for your professional approach! We will be happy to continue working together."



- Dmitri Rodenko, SaaS Founders

# Here's What We Found in Sample Company's Account in the Past 90 Days

- **Conversion & UTM tracking:**

- You have the Lead Form Submission conversion event set up, but with a Last Touch - Each Campaign attribution, which means a conversion event will fire for every campaign that a person saw an ad in, meaning you're likely double, triple, etc. counting conversion events.

The screenshot shows a three-step process: 1. Settings, 2. Sources, 3. Review. The current step is 'Settings' under the heading 'Define the rules of the conversion'. The 'Name' field contains 'Lead Form Submission'. The 'Category' is set to 'Lead'. The 'Value' is set to '£0.00'. The 'Timeframe' is set to 'Clicks' with a '30 days' dropdown. The 'Attribution model' dropdown is circled in red and set to 'Last Touch - Each campaign'. A note below the attribution model states: 'The attribution model determines how each ad interaction is credited for a conversion across multiple campaigns. Learn more.'

- You also have a "home page visit" conversion event, which seems like a bit of a throwaway.
- We did find UTM tracking parameters on the ads that had been running with calls to action to Sample Company's website, but more efficiently would have been setting up global tracking parameters as opposed to parameters on every individual ad - this way, you ensure the tracking is exactly the same for every campaign.

- **Retargeting set-up:** You have many retargeting audiences technically, but none are being utilized, hence why most show "archived" or "expired":

## Audiences

Matched Saved

Create audience Share a copy Delete Add to Campaign Insights

<input type="checkbox"/>	Audience name ↕	Status	Source	Match rate	Active campaigns
	<input type="text" value="Search by audience name"/>	All	All	All	
<input type="checkbox"/>	CD   Digital Agency List	Ready	Company List	> 90%	-
<input type="checkbox"/>	DevOps	Archived	Website	-	-
<input type="checkbox"/>	24/7 support	Archived	Website	-	-
<input type="checkbox"/>	HubSpot Landing Pages Audience	Archived	Website	-	-
<input type="checkbox"/>	Web Visits - Any	Archived	Website	-	-
<input type="checkbox"/>	UK Kentico Partners	Expired	Company List	> 90%	-
<input type="checkbox"/>	HealthTech Cognism List - contacts	Expired	Contact List	> 90%	-
<input type="checkbox"/>	HealthTech Cognism List	Expired	Company List	> 90%	-
<input type="checkbox"/>	Sitecore Agencies	Expired	Company List	> 90%	-
<input type="checkbox"/>	Singapore Target List (Cognism)	Expired	Company List	> 90%	-
<input type="checkbox"/>	Ecommerce Brands and Agencies	Expired	Company List	> 90%	-
<input type="checkbox"/>	Agencies All	Expired	Company List	> 90%	-
<input type="checkbox"/>	SaaS Company List UK	Expired	Company List	> 90%	-
<input type="checkbox"/>	Website visitors	Archived	Website	-	-

- **Audience targeting:** There's a few things here which are leading a lot of people outside of your ICP to be delivered ads. There's a bit much to type on this subject, please see the video linked above for more.

### Where is your target audience?

**Locations (Recent or Permanent)**

United States

We now support the display of Sponsored Messages for members in the EU who have provided explicit consent. [Learn more](#)

**Exclude** people in other locations

Your audience has their Profile Language set to **English**

Your audience size will vary depending on the language you select. By selecting English, your campaign will target all member accounts in the location your campaign is targeting, regardless of the language member accounts have selected on their profiles.\*

\*This does not apply for Sponsored Messaging.

### Who is your target audience?

Include people who have **ANY** of the following attributes:

**Job Titles (Current)**

Senior Software Engineering Manager, Head of Engineering Department, Lead Software Engineer, Product Development Engineer, Senior Manager Application Development, Assistant Chief Information Officer, Infrastructure Manager, Chief Technology Officer, Director of Information Technology, Software Engineering Manager, Senior Product Engineer, Head of Engineering, Deputy Chief Technology Officer, Technical Director, Chief Information Officer, Cloud Architect, DevOps Engineer, Head of Product, Infrastructure Engineer, Cloud Engineer, Cloud Consultant, DevOps Manager, Director of DevOps, Head of DevOps, Cloud Architecture Consultant, Product Engineer, Senior Software Engineer, Senior Software Engineer Team Lead, Head of Software, Head of Information Technology, Head of Software Engineering, Head of Information Technology Operations, Deputy Chief Information Officer, Software Engineer

**OR Member Groups**

AWS Solution Architect, AWS Certified Solutions Architect (Associate & Professional) Certifications, SaaS & Cloud Security Experts (9000+ Members), Cloud & SaaS Startups, Cloud Computing and SaaS Best Practices, Cloud Computing, SaaS, Data Centre & Virtualization, AWS Cloud Computing (For Interested Parties & Users), SaaS Metrics, AWS Solutions Architect | AWS SysOps Administrator | AWS Certified Developer

**AND also have ANY of the following attributes:**

**Member Skills**

Amazon Web Services (AWS), DevOps, Enterprise Software, Software as a Service (SaaS), Cloud Computing, Solution Architecture, Data Structures, Microservices, SaaS Development, Cloud-Native Architecture

**AND also have ANY of the following attributes:**

**Company Growth Rate**

3% - 10% company growth, 10% - 20% company growth, 20%+ company growth

### Forecasted results

Target audience size  
**1,500,000+**

**Segment breakdown**

Function

Engineering	73%
Information Technology	26%
Business Development	6%
Operations	4%
Sales	3%

**Hide segments**

1-day 7-day **30-day**

30-day spend  
**£230.00 - £420.00**

30-day reach **34,000 - 140,000**

30-day cost per 1,000 member accounts reached  
**£5.88 - £8.83**

30-day average frequency  
**2.1 - 3.2**

Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this helpful? **Yes** No

- **Bidding & creatives:**

- The video itself look fine, but we would recommend having a few other creative types running alongside these videos, such as Spotlight ads and Single image ads as well, then setting up retargeting Message ads, for example.
- There's only one video running in the video campaign, so there's no A/B testing happening.
- Personally, I'm not a fan of running "Maximum Delivery" bidding, but your costs per click didn't seem too bad here.



## Audit Summary Next Tasks for Sample Company

1. Set up your global UTM parameters & set up key website conversion events.
2. Utilize a full funnel strategy with multiple ad formats.
3. Have 2 creatives running in each campaign, conducting one key A/B test at a time.
4. Run more asset types, such as single image ads, spotlight ads and retargeting message ads.
5. Remove Audience Expansion & LinkedIn Audience Network from audience targeting.

Would you like to work with us to fix these audit findings and manage your LinkedIn ads?

Contact us below!

Feel free to contact us  
any time!

**Email:**

[chris@incampaignagency.com](mailto:chris@incampaignagency.com)

**Call or text:** 1 (708) 497-9657

**Schedule a 15 minute phone or  
virtual call with me [here](#)**