Hello X Company team!

Here's this week's LinkedIn ads performance report. Date: 3/31/24

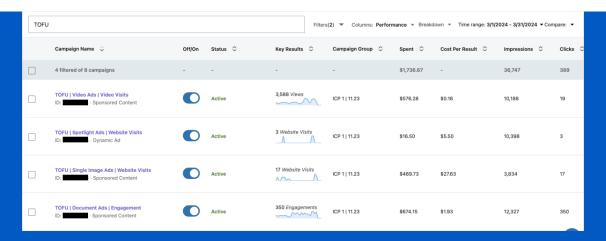In the Loom video below, you'll see us going through everything described in the sections outlined on the left.

1. Month to date campaign performance.
2. What worked well and how we'll apply those learnings for the future.
3. What could use improving and what actions we'll take accordingly.
4. Questions for you and the team + any roadblocks we're facing.

https://www.loom.com/share/bd6eed450fef41c78b8021a9c7e7af01

Month to Date Campaign Performance

Top of Funnel
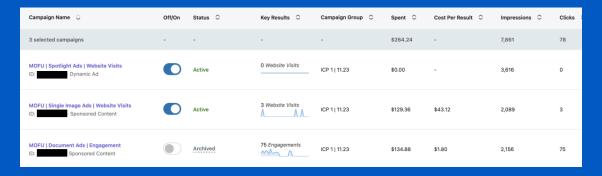
- **Total Spent: $1,736.67**
- **Campaign 1: Document Ads - Engagements**
  - Key result: 350 Engagements
  - Cost per result: $1.93
  - Impressions served: 7,604
  - Click through rate vs. industry benchmark: 4.16% vs. 4%
  - Frequency: 7.59 times an audience member has seen an ad from this campaign this month
- **Campaign 2: Single Image Ads - Website Visits**
  - Key result: 17 Website Visits
  - Cost per result: $27.63
  - Impressions served: 3,834
  - Click through rate vs. industry benchmark: 0.44% vs. 0.36%
  - Frequency: 3.87 times an audience member has seen an ad from this campaign this month
- **Campaign 3: Video Ads - Video Views**
  - Key result: 3,588 Views
  - Cost per result: $0.16
  - Impressions served: 10,188
  - Number of plays 50% and more: 536
  - Frequency: 6.72 times an audience member has seen an ad from this campaign this month
- **Campaign 4: Spotlight Ads - Website Visits**
  - Key result: 3 Website Visits
  - Cost per result: $5.50
  - Impressions served: 10,398
  - Click through rate vs. industry benchmark: 0.03% vs. 0.03%
  - Frequency: 10.13 times an audience member has seen an ad from this campaign this month
- Screenshot of Top of Funnel KPI's, month to date ⬇⬇

Campaign Name ⌄	Off/On	Status ⌄	Key Results ⌄	Campaign Group ⌄	Spent ⌄	Cost Per Result ⌄	Impressions ⌄	Clicks ⌄
TOFU								
4 filtered of 8 campaigns	-	-	-	-	$1,736.67	-	36,747	389
TOFU | Video Ads | Video Visits ID: ▓ - Sponsored Content	⬤	Active	3,588 Views	ICP 1 | 11.23	$576.28	$0.16	10,188	19
TOFU | Spotlight Ads | Website Visits ID: ▓ - Dynamic Ad	⬤	Active	3 Website Visits	ICP 1 | 11.23	$16.50	$5.50	10,398	3
TOFU | Single Image Ads | Website Visits ID: ▓ - Sponsored Content	⬤	Active	17 Website Visits	ICP 1 | 11.23	$469.73	$27.63	3,834	17
TOFU | Document Ads | Engagement ID: ▓ - Sponsored Content	⬤	Active	350 Engagements	ICP 1 | 11.23	$674.15	$1.93	12,327	350

Filters(2) ▾ Columns: Performance ▾ Breakdown ▾ Time range: 3/1/2024 - 3/31/2024 ▾ Compare: ▾

Middle of Funnel

- **Total Spent: $264.24**
- **Campaign 1: Spotlight Ads - Website Visits**
    - Key result: 0 Website Visits
    - Cost per result: $N/A
    - Impressions served: 3,616
    - Click through rate vs. industry benchmark: N/A% vs. 0.03%
    - Frequency: 16.44 times an audience member has seen an ad from this campaign this month
- **Campaign 2: Single Image Ads - Website Visits**
    - Key result: 3 Website Visits
    - Cost per result: $43.12
    - Impressions served: 2,089
    - Click through rate vs. industry benchmark: 0.37% vs. 0.36%
    - Frequency: 5.12 times an audience member has seen an ad from this campaign this month
- Screenshot of Middle of Funnel KPI's, month to date 🔽🔽

Campaign Name ⌄	Off/On	Status ⌄	Key Results ⌄	Campaign Group ⌄	Spent ⌄	Cost Per Result ⌄	Impressions ⌄	Clicks ⌄
3 selected campaigns	-	-	-	-	$264.24	-	7,861	78
MOFU | Spotlight Ads | Website Visits ID: ▓ Dynamic Ad	⬤	Active	0 Website Visits	ICP 1 | 11.23	$0.00	-	3,616	0
MOFU | Single Image Ads | Website Visits ID: ▓ Sponsored Content	⬤	Active	3 Website Visits	ICP 1 | 11.23	$129.36	$43.12	2,089	3
MOFU | Document Ads | Engagement ID: ▓ Sponsored Content	⬤	Archived	75 Engagements	ICP 1 | 11.23	$134.88	$1.80	2,156	75

Bottom of Funnel

*There's no KPIs to report on as we're still waiting for the Middle of Funnel audience to become large enough (300 users) to be able to deliver ads, then we'll need that audience to become large enough to deliver these ads (another 300 users).

Tracking click through rate vs. industry benchmarks is important because it lets us know how much more engaged our audience is with our content vs. the content our audience is served from our competition.

What's working well for us.

- All of our campaigns are either at or above industry benchmarks for click through rate!
- The document ads campaign has generated tons of engagements at very low costs per result ($1.93).
- We're generating a ton of video views for very little cost at $0.14 per view.

What we can improve & how we will.

- It would be great to update the Top of Funnel video ads campaign with more assets.
- Thinking it makes sense to pause the current Middle of Funnel campaigns and to test a Conversation ad to those in our retargeting audience.

Questions for you and the team + any roadblocks we're experiencing

1. I think at this stage, it's smart to test out a conversation ad to our retargeting audience to see if we can generate leads - take a look at the message sent along with this report and let me know what you think.
2. Do we have any offers we can advertise? Think 30% off first month of service, free consultation, etc.

Feel free to contact me any time!

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

Schedule a 15 minute phone or virtual call with me here