

Here's our LinkedIn Ads Pipeline Jumpstart Package Sample!

Sample Pipeline Jumpstart Package Overview

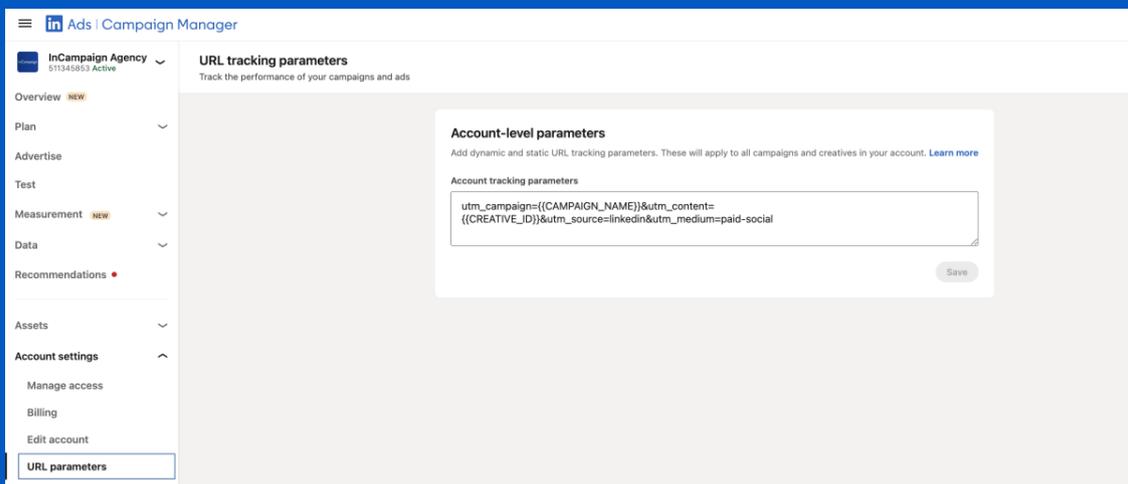
<https://www.loom.com/share/ba26bdf32aa49f7a311aaacf3d8bea5>

Account Setup Checklist

<https://www.loom.com/share/d0c7761e5fb241b78c17d379f83e03d5>

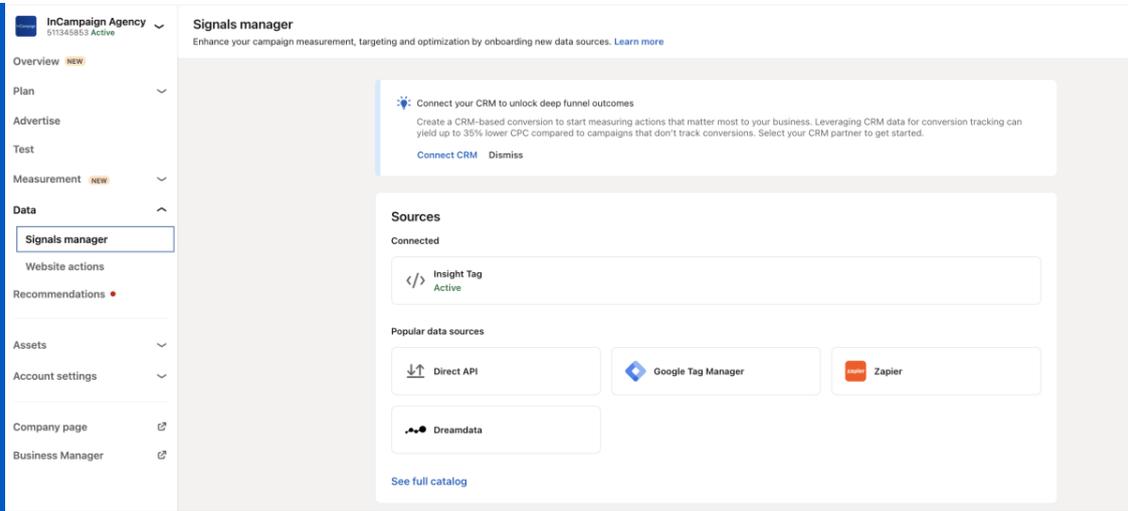
1. Global UTM Parameter

- This keep all tracking in your analytics provider uniform.
 - `utm_campaign={{CAMPAIGN_NAME}}&utm_content={{CREATIVE_ID}}&utm_source=linkedin&utm_medium=paid-social`



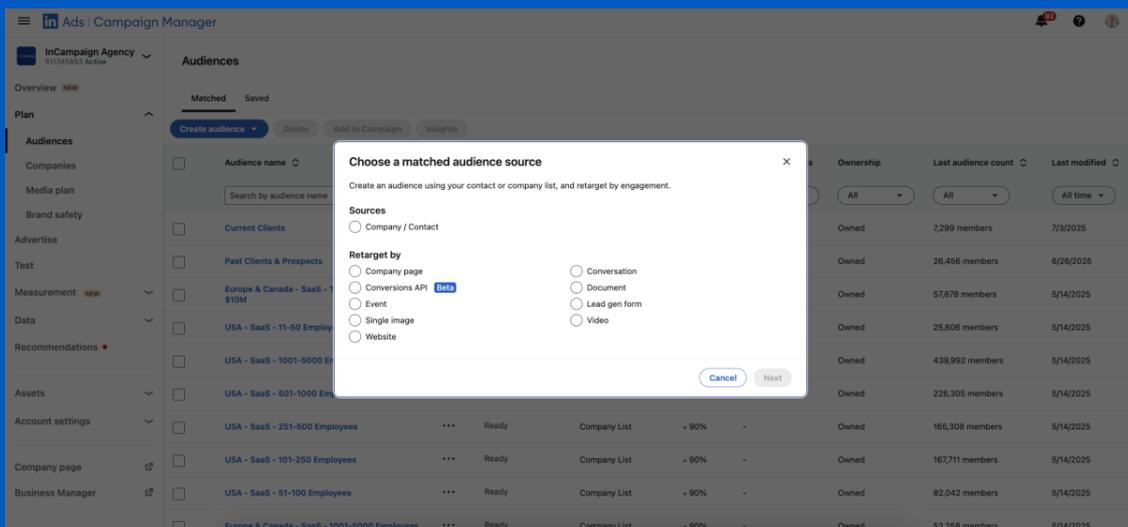
2. LinkedIn Insight Tag

- This allows you to retarget web visitors and utilize website conversion tracking.
- Instructions how to install on your website linked [here](#).
- Best practice: install on the global footer of the site.



3. Retargeting Audiences

- This allows you to create a full funnel system and retarget warm audience members. To note: you'll first want to install the Insight Tag before moving to this step.
- More on retargeting audiences linked [here](#).
- Best practice: create the following audiences.
 - Company Page Visitors (30 Days)
 - Website Visitors (60 Days)
 - **Top Funnel Ad Interactions (60 Days) – you'll need the campaign shell built out here first.
 - Single Image
 - Document
 - Video



4. Conversion Tracking

- This allows you to track actions on your website from your LinkedIn ads traffic, such as contact and demo request submissions.

- Instructions for how to set up conversion tracking linked [here](#).

The screenshot shows the LinkedIn Campaign Manager interface for an 'InCampaign Agency'. The main section is titled 'Conversion tracking' with a subtitle 'Measure and improve performance based on actions customers take from your ads. Learn more'. A 'Create conversion' button is visible at the top left of the main content area. Below this is a table with columns: Name, Status, Data source, Category, Campaigns selected, Value, and Created. Two conversions are listed: 'Book A Call Button Click' and 'Get In Touch & Contact Us Button Click', both with a status of 'Active' and a value of '\$0.00'. The footer contains the LinkedIn logo, 'LinkedIn Corporation © 2025', and links for 'Help center', 'Metric restatements', 'Certified partners', 'Accessibility', and 'Privacy & terms'.

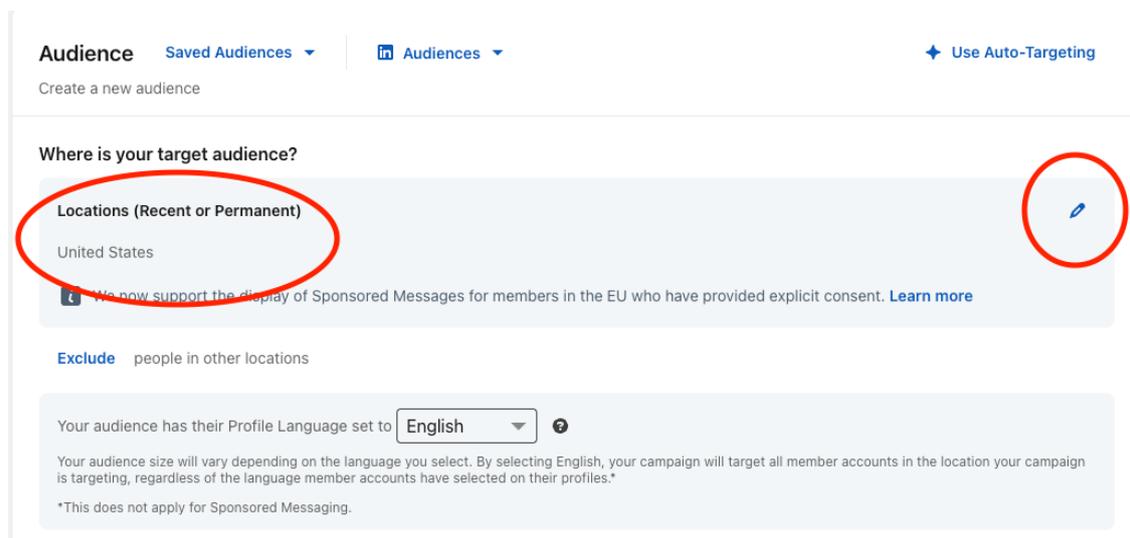
Name	Status	Data source	Category	Campaigns selected	Value	Created
Book A Call Button Click	Active	Website actions	Key Page View	5	\$0.00	2/10/2025
Get In Touch & Contact Us Button Click	Active	Website actions	Key Page View	5	\$0.00	3/19/2025

Audience Targeting Checklist

<https://www.loom.com/share/5614cae118014938abe8bf6eba96f336>

1. Location

- By default, the system shows location as "Recent or Permanent" - be sure to click the pencil and change to just "Permanent" so as to not include people who have recently visited your target location.



Audience [Saved Audiences](#) [Audiences](#) [Use Auto-Targeting](#)

Create a new audience

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.

2. Targeting Parameters: Inclusions

- Lists
 - Target contact lists
 - Target company lists
- Job titles or job functions and seniorities
- Skills and interests, if applicable

Who is your target audience?

Change your target audience to contain between 205,000 and 5,650,000 members ✕

Approximately **34%** of similar campaigns* have an audience size of between 205,000 and 5,650,000. These campaigns see an average of about **480 clicks (+26%)** as opposed to about 380 clicks for those that do not.

**There are about 19,000 campaigns with your selected ad format launched by companies in Professional Services with between 1 and 200 employees*

Note: These results are an estimate and do not guarantee actual campaign performance.

Add Buyer Groups

Reach more decision-makers and key stakeholders for your product to drive more sales conversions. [Learn more](#)

Start building your audience by searching for attributes of professionals you want to reach Close

🏠 > Job Experience

Company	Job Functions
Demographics	Job Seniorities
Education	Job Titles
Job Experience >	Member Skills
Interests and Traits	Years of Experience

3. Targeting Parameters: Exclusions

- Company names:
 - Your own company
 - Your competitors
- Current customers / clients list
- Skills and interests
 - Job seekers
- ****If you're targeting by job functions and seniorities, be sure to start excluding job titles that you see in your first days of ad delivery.**

Exclude people who have **ANY** of the following attributes: Close

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

🔍 Search Learn more about targeting criteria

Audiences Use your data to retarget website visitors or reach known contacts and accounts	Company
	Demographics
	Education
	Job Experience ⓘ >
Audience attributes Add targeting criteria like job title, industry, or skills >	Interests and Traits

4. (For Retargeting Campaigns) Retargeting Parameters

- Include parameters for each of the retargeting dimensions from the prior section, "Account Setup Checklist":
 - Company Page Visitors (90 Days)
 - Website Visitors (90 Days)
 - Top Funnel Ad Interactions (90 Days)
 - Single Image

- Document
- Video
- ****Of course, if 30 days or 60 days makes more sense for your business, select those ranges.**

Include people who have ANY of the following attributes: [Remove all attributes](#) [Close](#)

Website

Website Visitors (90 Days) ✕ +

🏠 Retargeting

List upload	Document
Lookalike	Events
Predictive	Lead gen form
Retargeting >	Single Image
Third party	Video
Other	Website >

5. Default Settings

- Be sure to **uncheck** "Audience Expansion" as this will include folks outside of your targeting parameters (this is automatically checked)
- Also be sure to uncheck "LinkedIn Audience Network" as this will send your ads to folks not on LinkedIn, but rather partner websites, which often yields poor results.
 - To note, some will use LAN as a part of their strategy, but this is less common and advisable to leave out as a default.

Who is your target audience?

⚙️

Change your target audience to contain between 205,000 and 5,650,000 members ✕

Approximately **34%** of similar campaigns* have an audience size of between 205,000 and 5,650,000. These campaigns see an average of about **480 clicks (+26%)** as opposed to about 380 clicks for those that do not.

**There are about 19,000 campaigns with your selected ad format launched by companies in Professional Services with between 1 and 200 employees*

Note: These results are an estimate and do not guarantee actual campaign performance.

Add Buyer Groups

Reach more decision-makers and key stakeholders for your product to drive more sales conversions. [Learn more](#)

Narrow audience further

Exclude people by audience attributes and Matched Audiences

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. [Learn more](#)

Enable Audience Expansion ⓘ

[Reset audience](#)
[View audience summary](#)
[Save audience](#)

Placements

Show your ads to the right people in the right places. We will optimize delivery of your ads across all available placements based on where we estimate you'll get the most clicks.

Selected placements: **LinkedIn**

LinkedIn
Place ads on LinkedIn properties, like the website or mobile app



LinkedIn Audience Network
Place ads on trusted 3rd party publishers where LinkedIn audiences engage ?

Brand safety & suitability ?

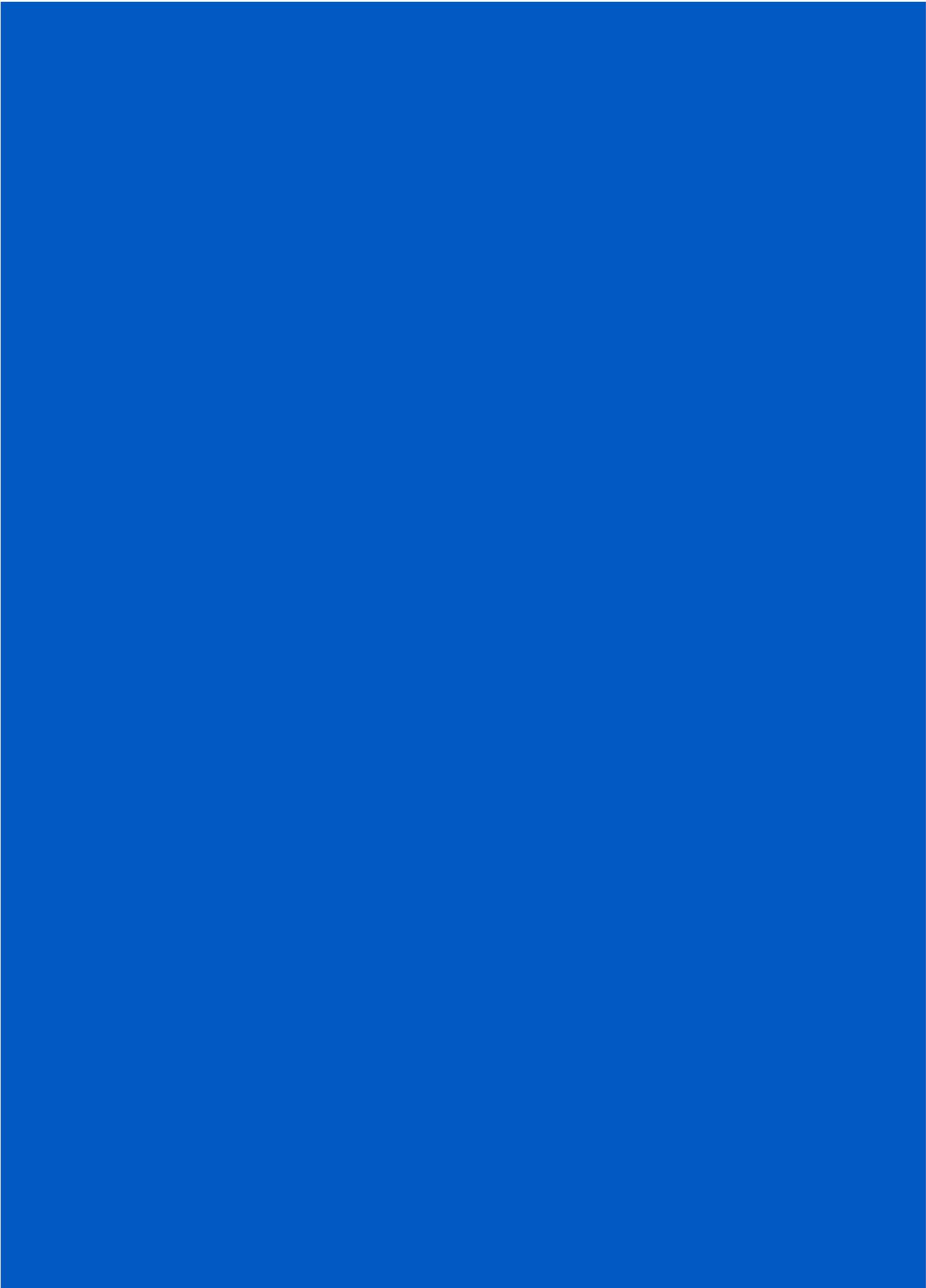
Prevent your ads from showing near content that doesn't align with your brand.

i These lists are controlled in the brand safety hub. To make changes to them, [go to the brand safety hub](#).

[Upload block list](#)

Custom LinkedIn Funnel Blueprint

<https://www.loom.com/share/e5c91a36cd3a45eda453f395aa934a69>



Funnel

Cold /
Unware

Campaigns

Spotlight Ads

Video Ads

Thought
Leader Ads

Document
Ads

Single Image
Ads

Campaign Objectives

Website Visits &
Audience Dwell
Time / Provide
Value

1. Call out ICP
2. Address top pain points
3. Let ICP know we solve that pain point
4. For engagement ads: provide value on how to solve pain point

Funnel

Warm /
Aware

Campaigns

Single Image
Ads

Conversation
Ads

Campaign Objectives

Book A Demo /
Lead
Generation

1. Prove to ICP that we've solved those pain points for their peers and through our statistics.
2. Ask to let us solve that problem for them.
3. If possible, provide an offer with our ask.



Competitive Ad Analysis

<https://www.loom.com/share/ae4215110c2748e7bdf032b2aff6266d>

2 Custom Ad Concepts

<https://www.loom.com/share/04724708b0bc41288c16d6924b209310>

Awareness Thought Leader Ad





The result?

- 306.1% more clicks
- 147% higher click-through rate
- 71% lower cost per click

The lesson?

If your LinkedIn ad performance is flatlining, the answer isn't always more budget.

It's a different system—one that keeps the right people engaged until they're ready to convert.

If you'd like to make sure you're not wasting budget and would like to ensure you have Unified Retargeting in place, click here for a free LinkedIn ads account audit: <https://lnkd.in/eqamUEkN>

LinkedIn Ads: How We Got +306% Total Clicks, +147% CTR, -71% CPC



Ryan Raiker, MBA and 61 others 2 comments · 1 repost

Reactions

+54

Like Comment Repost Send

42,173 impressions [View analytics](#)

Retargeting Lead Generation Ad



Chris Nelson  • 10:45 AM

Hey Chris, I'm Chris from InCampaign Agency. Just reaching out to offer a free [in] ads account audit for InCampaign Agency.

In this audit, you'll get a Loom video + written report detailing what ads InCampaign Agency ran that worked well, what didn't and what changes you could make, between ads, targeting, bidding, conversion tracking and more, that would improve your [in] ads results.

Would you like a free, emailed audit?

[Yes, let's have an audit!](#)

[Tell me more](#)

[Not interested](#)



Want to bring this strategy and these ads to life?

[Click here](#) and select a monthly package!