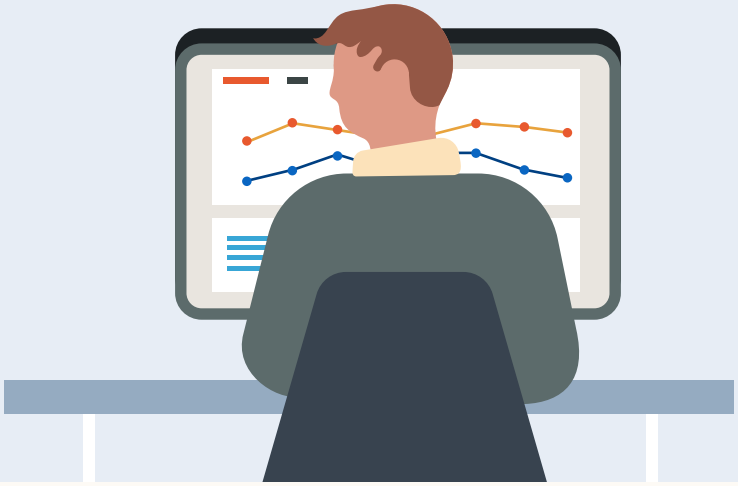
Checklist for Success

7 Tips for Measuring Your Linkedin Campaigns



Measuring your ad performance is critical to understanding the impact of your investment. Whether you're new to digital advertising or a marketing pro, this checklist will set you up for success and unlock additional areas for optimization.

- [ ] **Prior to launching your campaign, identify your key metrics according to your marketing goal.**
  - Build Brand Awareness: Impressions, Clicks, Click-through-Rate
  - Increase Consideration: Website Visits, Clicks, Click-through-Rate
  - Drive Leads/Conversions: Conversion Rate, Cost per Conversion, Cost per Lead

- [ ] **Set up the Insight Tag to leverage Conversion Tracking.**

  This enables you to to see how your ads are driving valuable actions, including content downloads, sign-ups, purchases, and more. Learn more about Insight Tags.

- [ ] **Set up Lead Gen Forms.**

  By using Lead Gen Forms, you can measure bottom-of-funnel metrics such as Number of Leads and Cost per Lead. Learn how to create Lead Gen Forms.

- [ ] **Review results 7 days after launching your campaign.**

  Focus on the metrics that map to your campaign goals. Learn how to view campaign metrics.

- [ ] **Use Campaign Demographics to see which audiences respond best to your ads.**

  Create new targeting audiences based on your findings. Learn how to view the data.

- [ ] **Use Performance Insights for recommendations to improve bids and budgets.** Learn how to see your Insights in Campaign Manager.

- [ ] **Try A/B testing to identify your best performing creative, copy, and targeting options.**

Ready to put these reporting best practices to the test?

Go to Campaign Manager

LinkedIn