



Intentsify your **Paid Social.**

# How To Enhance Your LinkedIn Ad Investment

# Introduction

LinkedIn is more than just a networking site – it’s a hub for professionals seeking insights, making connections, and fostering business relationships. For B2B marketers, LinkedIn offers a valuable opportunity to run paid advertising to engage a niche targeted audience. But how do you ensure your campaign strategy and spend translate into tangible results?

This guide will explore strategies to optimize your LinkedIn ad campaigns, addressing everything from audience building to campaign setup and budget allocation. LinkedIn advertising costs can escalate quickly, but by using account-level, and persona-level intent data to guide your targeting, you can significantly increase your lead generation while decreasing your cost per lead. We call this strategy **signal-based marketing**.

**Let's start with the basics.**

## Organic vs. Paid Social

When building a B2B social media strategy, there is a place for both organic and paid content. With an organic strategy, you can build brand awareness and credibility within your existing audience. A paid strategy, however, allows you to broaden your reach and target specific audience segments.

ORGANIC SOCIAL	PAID SOCIAL
<b>Engage Your Followers:</b> Share regular updates, posts, and interactions with your community	<b>Targeted Reach:</b> Directly reach B2B decision-makers and industry professionals
<b>Cost-Effective:</b> No media spend required, just investment in content creation time and resources	<b>Scalable:</b> Adjust your spend based on campaign performance and objectives
<b>Build Relationships:</b> Foster trust and loyalty by sharing insightful content	<b>Measurable:</b> Track effectiveness and ROI with clear KPIs

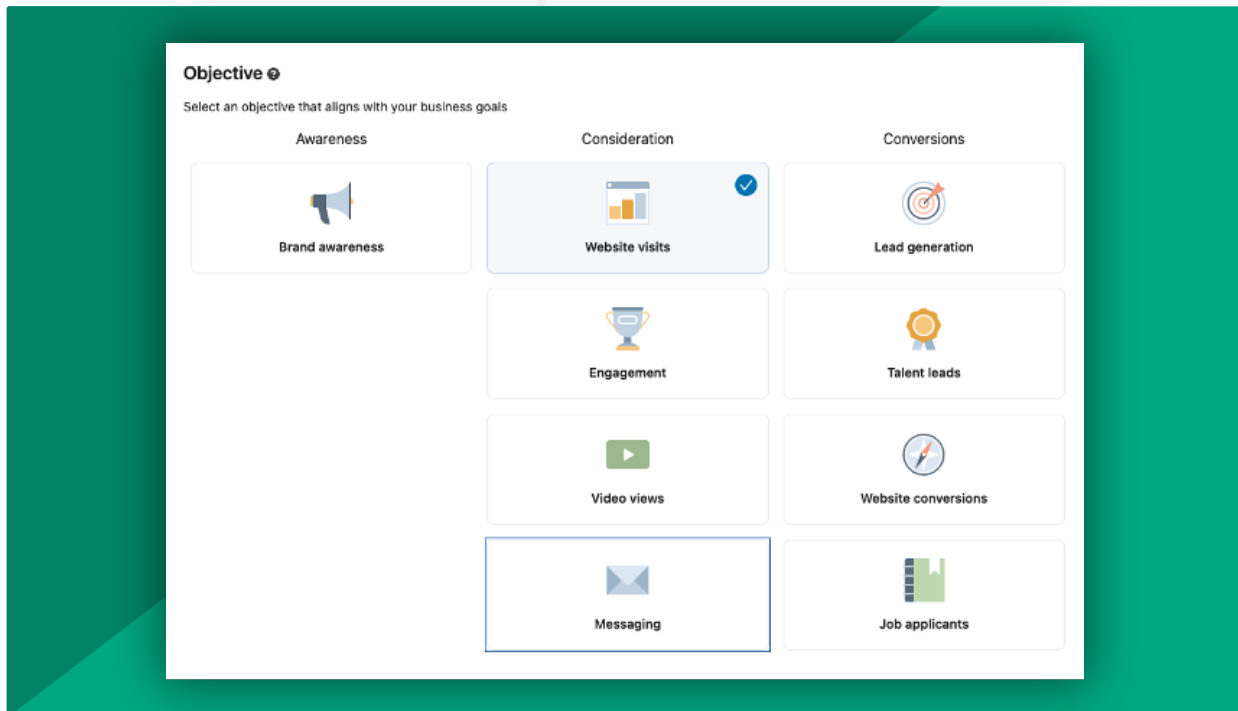
## Key Questions

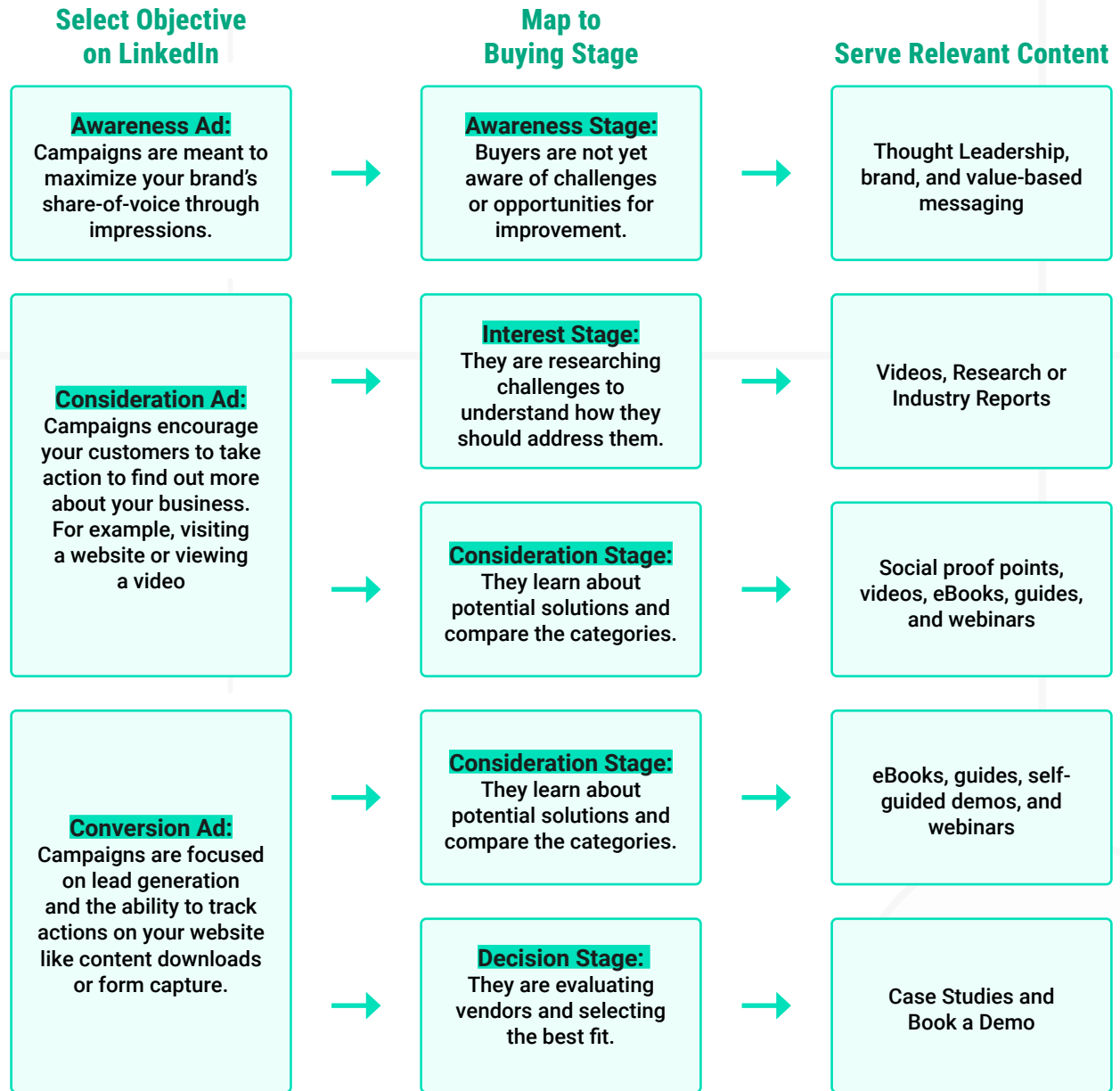
As you go through this guide, keep these questions in mind. By the end you will have all the tools you need to Intentsify your LinkedIn Campaigns.

1. What is the goal of my campaign? Do I want strong engagement, website traffic, or leads?
2. What do I want to promote with this campaign? Do I want a content asset download, a demo request, or generalized brand awareness?
3. What ad format do I think will work best?
4. Who do I want to see these ads?
5. How am I going to utilize retargeting to nurture and move prospects through a funnel?
6. What is my budget?
7. What results do I want to see that will determine the success of this campaign?

## Mapping Campaign Objectives and Buying Stages

LinkedIn does objective-based advertising to help you reach your marketing goals.





Once you have your objective and relevant content selected, you can choose the best ad format.

Note that LinkedIn charges differently based on ad types.

**Example:** If your copy length requires a “see more” button, you will get charged for the text expansion in addition to a CTA click.

**Example:** If you use a carousel ad, you will get charged each time a prospect clicks through the slideshow.

**Pro Tip:** Use your best judgement and don't be afraid to test.

By tailoring your ad messaging and targeting to specific buyer journey stages, you can increase conversion rates and deal velocity.

## Types of LinkedIn Ads

LinkedIn offers a variety of ad formats to suit different marketing goals. Understanding these can help you choose the best options for your campaigns.

- **Sponsored Content:** Also known as native ads, these ads are published in the LinkedIn newsfeed. To stand out from organic content, they are labeled “Promoted.” There are several ad formats you can choose:
  - Single Image
  - Video
  - Carousel Ads (image slideshow)
  - Document Ads (pdf, doc, ppt)
- **Sponsored Messaging:** Also known as sponsored InMail, these ads are sent as direct messages to prospects’ LinkedIn inboxes.
  - Conversation ads are interactive and fluid and can allow more than one CTA.
  - Message ads are more direct and offer one CTA.
- **Text Ads:** Simple ads that appear on the sidebar and drive traffic. These are only shown on desktop and would be best for a brand awareness play

**Pro Tip:** Based on our experience at Intentsify, single images and document ads are great for lead generation. If you choose a doc ad, don’t upload the entire long form asset. Instead, preview 4-6 slides, each with a key point. We recommend steering clear of carousel ads, as they will quickly eat away your budget.



# Single Image Ad

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## How To Enhance Your LinkedIn Ad Investment

- ▶▶ Campaign Planning
- ▶▶ Audience Enhancement
- ▶▶ Setting and Measuring KPIs
- ▶▶ 6 Steps for Campaign Launch

**STEP 1**  
 Create a custom chart model within the Intentsify platform. Identify your KPI to monitor, whether conversion and leads, organic or paid, across your target account. For this, the dashboard you will use for the report should include metrics, associated topics, and geo locations.

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# Document Ad

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## How To Enhance Your LinkedIn Ad Investment

### Mapping Campaign Objectives and Buying Stages

Select Objective on LinkedIn	Map to Buying Stage	Serve Relevant Content
<b>Awareness Ad</b> Campaigns are meant to maximize your brand's share-of-voice through impressions.	<b>Awareness Stage</b> Buyers are not yet aware of challenges or opportunities for improvement.	Thought Leadership, brand, and value-based messaging
<b>Consideration Ad</b> Campaigns encourage your customers to take action to find out more about your business. For example, viewing a video or visiting a website.	<b>Interest Stage</b> They are researching challenges to understand how they should address them.	Videos, Research or industry reports
<b>Conversion Ad</b> Campaigns are meant to maximize your brand's share-of-voice through impressions. (i.e. Lead Generation or Website Conversion)	<b>Consideration Stage</b> They seek about potential solutions and compare the categories.	Social proof points, videos, eBooks, guides, and webinars.
	<b>Decision Stage</b> They have about potential solutions and compare the categories.	eBooks, guides, self-guided demos, and webinars
	<b>Retention Stage</b> They are evaluating vendors and selecting the best fit.	Case Studies and Book a Demo

### LinkedIn Average Benchmarks

**Objective: Brand Awareness / Website Clicks**

<ul style="list-style-type: none"> <li>• SINGLE IMAGE</li> <li>• CTR 0.36%</li> </ul>	<ul style="list-style-type: none"> <li>• VIDEO</li> <li>• CTR 0.32%</li> <li>• View Thru Rate 19%</li> </ul>	<ul style="list-style-type: none"> <li>• DOCUMENT</li> <li>• CTR 1.64%</li> </ul>
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**Objective: Lead Generation**

<ul style="list-style-type: none"> <li>• SINGLE IMAGE</li> <li>• CTR 0.6%</li> <li>• Completion Rate 6.6%</li> <li>• CPL \$212</li> </ul>	<ul style="list-style-type: none"> <li>• VIDEO</li> <li>• CTR 0.61%</li> <li>• View Thru Rate 1.23%</li> <li>• Completion Rate 2.8%</li> <li>• CPL \$293</li> </ul>	<ul style="list-style-type: none"> <li>• DOCUMENT</li> <li>• CTR 0.42%</li> <li>• Completion Rate 18.2%</li> <li>• CPL \$221</li> </ul>
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**Other Ad Type benchmarks to note:**

<ul style="list-style-type: none"> <li>• CONVERSION</li> <li>• Open Rate 54.2%</li> <li>• Lead Gen Form Completion Rate 18.2%</li> </ul>	<ul style="list-style-type: none"> <li>• TEXT ADS</li> <li>• CTR 0.02%</li> <li>• Average CPM \$1.70</li> </ul>
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### See More...

- ▶▶ Campaign Planning
- ▶▶ Audience Enhancement
- ▶▶ Setting and Measuring KPIs
- ▶▶ 6 Steps for Campaign Launch

**Get the Guide**

## How To Enhance Your Audience Build

Once you have your strategy, you'll need to get your ads in front of the right people. LinkedIn offers two audience builders: Matched Audiences and Predictive Audiences.

- **Matched Audiences:** match your data input (company and/or contact) to associated LinkedIn members.
- **Predictive Audiences:** is a new feature replacing the former "look-a-like" audience. Look-a-like lists were built from a company or contact list. But now, predictive audiences can only be built from a contact list.

Uploading your list:

- For company lists, upload company name, domain, and LinkedIn URL (Match rate should be at least 90%)
- For contact lists, upload first and last name, job title, company name, and personal email (if available). (Match rate should be at least 65%)

Once you have your strategy, you'll need to get your ads in front of the right people. LinkedIn offers two audience builders: Matched Audiences and Predictive Audiences.

LinkedIn_Ads_Account_Match_Template										
companyname	companywebsite	companyemaildomain	linkedincompanypageurl	stocksymbol	industry	city	state	companycountry	zipcode	
LinkedIn	linkedin.com	linkedin.com	https://www.linkedin.com/company/linkedin/	MSFT	Internet	Sunnyvale	California	US	94085	

Did you know that you can use intent data to power your LinkedIn advertising? Intentsify's social connector syncs intent data with your LinkedIn advertising account. Intentsify also offers Buying Group Contact Data for your in-market accounts that can be used to enhance LinkedIn's Predictive Audience Builder. Even better, within the Intentsify platform, you can see the buying stage of each account so you can tailor your message accordingly. To learn how, skip ahead to "6 Steps to Intentsify Your Paid Social."

## Audience Retargeting

After your audiences are defined, you can also set up retargeting options.

**Example:** Retarget members that interact with a brand awareness ad with a lead generation ad.

**Example:** Retarget members that submit a lead gen form to download content with a request a demo ad.

CAMPAIGN GOAL	LINKEDIN OBJECTIVE	AD TYPE	AUDIENCE
Brand Awareness	Website Clicks / Video Views	Single image, video (thought leadership content)	<ul style="list-style-type: none"> <li>Matched or Predictive Audience</li> <li>Layer applicable job function and titles</li> <li>Retarget website visitors</li> </ul>
Lead Generation	Lead Generation	Single image, document, conversation (with a lead gen form)	<ul style="list-style-type: none"> <li>Matched or Predictive Audience</li> <li>Layer applicable job function and titles</li> <li>Retarget from brand awareness ad engagement, website visitors, and video views</li> </ul>
Demo Request	Lead Generation	Single image, conversation (with a lead gen form)	<ul style="list-style-type: none"> <li>Matched or Predictive Audience</li> <li>Layer applicable job function and titles</li> <li>Retarget from lead generation form fills, website visitors, and LinkedIn page visitors</li> </ul>

**Pro Tip:** When setting up retargeting, pay attention to the “AND” or “OR” fields to accurately set up your audience. Retargeting audiences can also be built using retroactive ad data.

## Budget Allocation

- **Define your goals:** Your budget should be aligned with your campaign objective, whether that's brand awareness, lead generation, content promotion, or demo requests.
- **Adjust based on performance:** Use insights from active campaigns to redistribute budget to high-performing campaigns.

CAMPAIGN GOAL	LINKEDIN OBJECTIVE	AD TYPE	BUDGET ALLOCATION
Brand Awareness	Website Clicks / Video Views	Single image, video (thought leadership content)	20%
Lead Generation	Lead Generation	Single image, document, conversation (with a lead gen form)	50%
Demo Request	Lead Generation	Single image, conversation (with a lead gen form)	30%

**Pro Tip:** For the best results, you should be spending at least \$5,000 per month. Lead generating campaigns should be set at \$75 - \$300 per day depending on your audience size and funnel stage.

Never set your campaign to maximum delivery. Maximum delivery spend is based on CPM (cost-per-mille). However, when you are using intent-driven audiences, this setting could decrease your delivery rate because intent-driven audiences tend to have a higher CPM on average. Instead, bid by CPC (cost-per-click). At Intentsify, our best practice is to start a few dollars lower than LinkedIn's recommended spend. Every two days, up your CPC bid by \$2. This helps tell the LinkedIn algorithm to increase your deliverability.

**Example:** Our LinkedIn recommended bid is \$23 per click, so we decided to start at \$9. After increasing by \$2 every two days, we were able to generate numerous weekly leads at \$17 per click.

## Setting KPIs

Before you launch your campaign, you need to know how you will measure success.

### KPIs

- **Impressions and Reach:** Measure brand visibility.
- **Click-through Rate (CTR):** Evaluate engagement.
- **Conversion Rate:** Assess lead generation success.
- **Cost per Lead (CPL):** Determine cost efficiency.

## LinkedIn Average Benchmarks

### Objective: Brand Awareness / Website Clicks

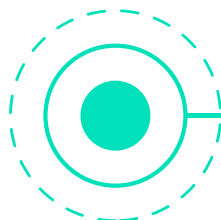
- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>• <b>SINGLE IMAGE</b></li> <li>• CTR 0.36%</li> </ul> | <ul style="list-style-type: none"> <li>• <b>VIDEO</b></li> <li>• CTR 0.32%</li> <li>• View Thru Rate 19%</li> </ul> | <ul style="list-style-type: none"> <li>• <b>DOCUMENT</b></li> <li>• CTR 1.64%</li> </ul> |
|--|---|--|

### Objective: Lead Generation

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• <b>SINGLE IMAGE</b></li> <li>• CTR 0.6%</li> <li>• Completion Rate 6.6%</li> <li>• CPL \$212</li> </ul> | <ul style="list-style-type: none"> <li>• <b>VIDEO</b></li> <li>• CTR 0.61%</li> <li>• View Thru Rate 1.23%</li> <li>• Completion Rate 2.8%</li> <li>• CPL \$293</li> </ul> | <ul style="list-style-type: none"> <li>• <b>DOCUMENT</b></li> <li>• CTR 0.42%</li> <li>• Completion Rate 18.2%</li> <li>• CPL \$221</li> </ul> |
|--|--|--|

### Other Ad Type benchmarks to note:

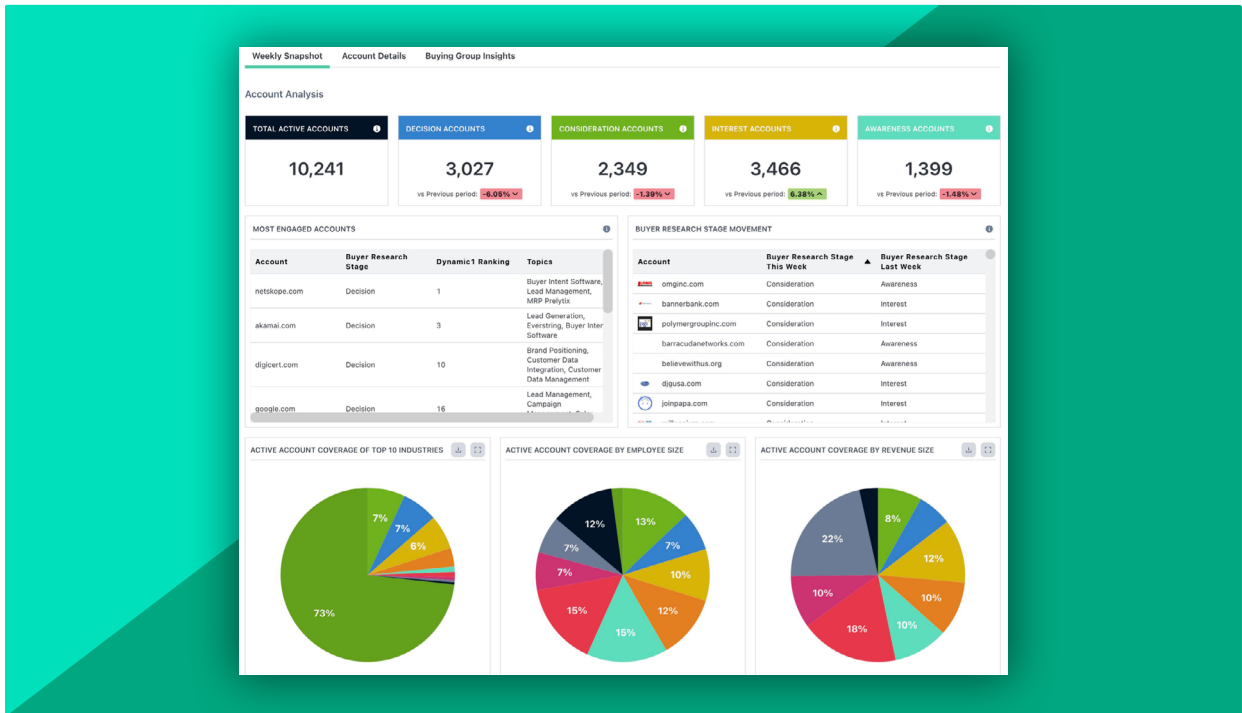
- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• <b>CONVERSATION</b></li> <li>• Open Rate 54.2%</li> <li>• Lead Gen Form Completion Rate 43.7%</li> </ul> | <ul style="list-style-type: none"> <li>• <b>TEXT ADS</b></li> <li>• CTR 0.02%</li> <li>• Average CPM \$1.70</li> </ul> |
|---|--|



# 6 Steps to Intentsify Your Paid Social

## Step 1

Create a custom intent model within the Intentsify platform. Intentsify uses AI to monitor research behaviors and buying signals across your target account list (TAL). For each account you will see the buyer research stage, website activity, researched topics, and active locations.

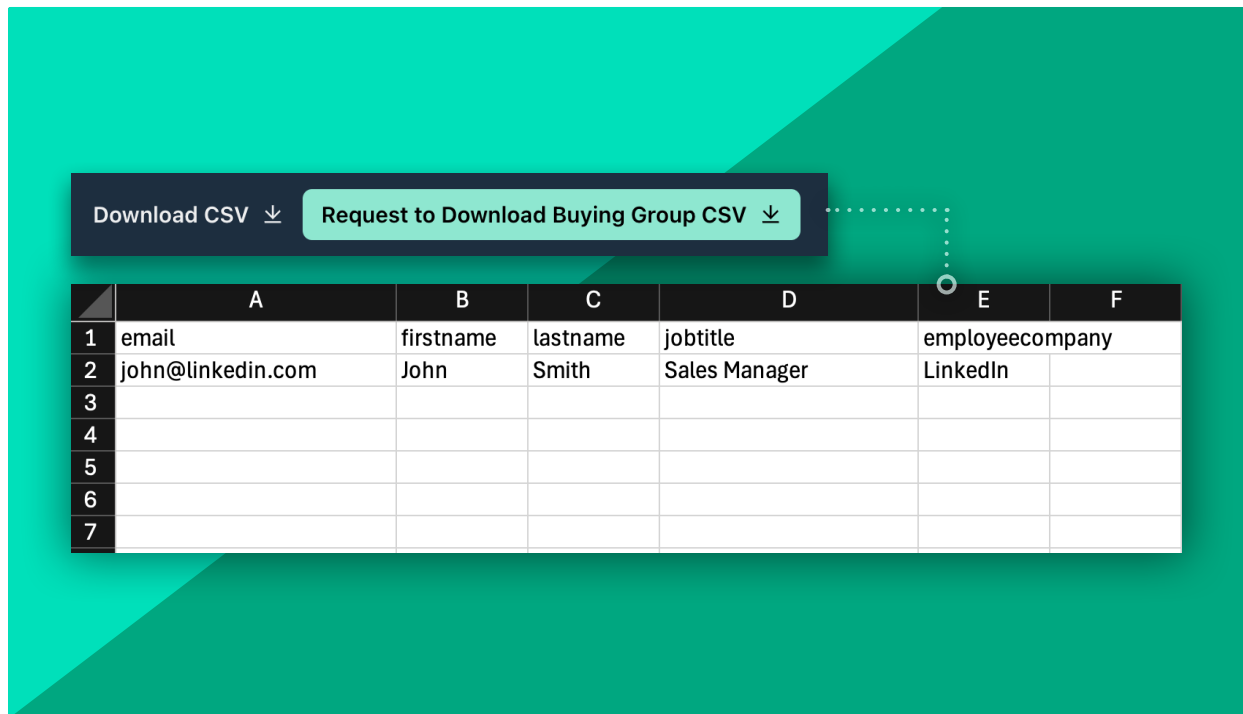


## Step 2

Prepare your social connector with the Intentsify team. Talk to your campaign manager to set up your audience. Then, your target accounts (with active buying signals) will automatically update with their active buyer stage. Next, swap out the list in your LinkedIn campaign for the most up-to-date targeting.

## Step 3

Download the Buying Group Contact Data for your in-market accounts. This is available as a CSV. Buying Group Contacts are the contacts associated with a particular account showing intent. This strategy allows you to target and surround the buying committee for your target accounts. Note, you will need to reformat the file for a smooth LinkedIn upload.

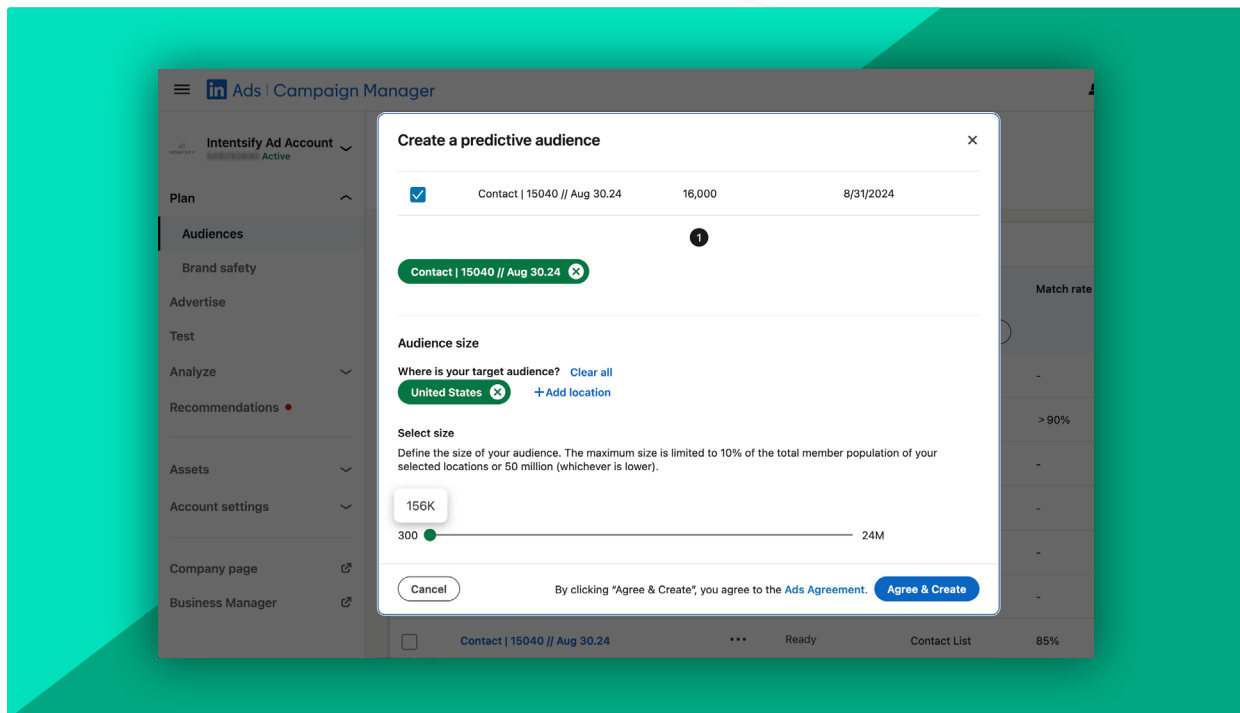


The screenshot shows a dark-themed interface with two buttons at the top: 'Download CSV' and 'Request to Download Buying Group CSV'. Below the buttons is a table with columns labeled A through F and rows numbered 1 through 7. The table contains contact information for a Sales Manager at LinkedIn.

	A	B	C	D	E	F
1	email	firstname	lastname	jobtitle	employeecompany	
2	john@linkedin.com	John	Smith	Sales Manager	LinkedIn	
3						
4						
5						
6						
7						

## Step 4

In the LinkedIn Ad Manager, create a predictive audience and upload the Buying Group Contact Data csv. LinkedIn will broaden the reach of your target list with this feature by matching your list with other active members on the platform. However, it's important to create some boundaries on this list to keep it focused on your ICP.

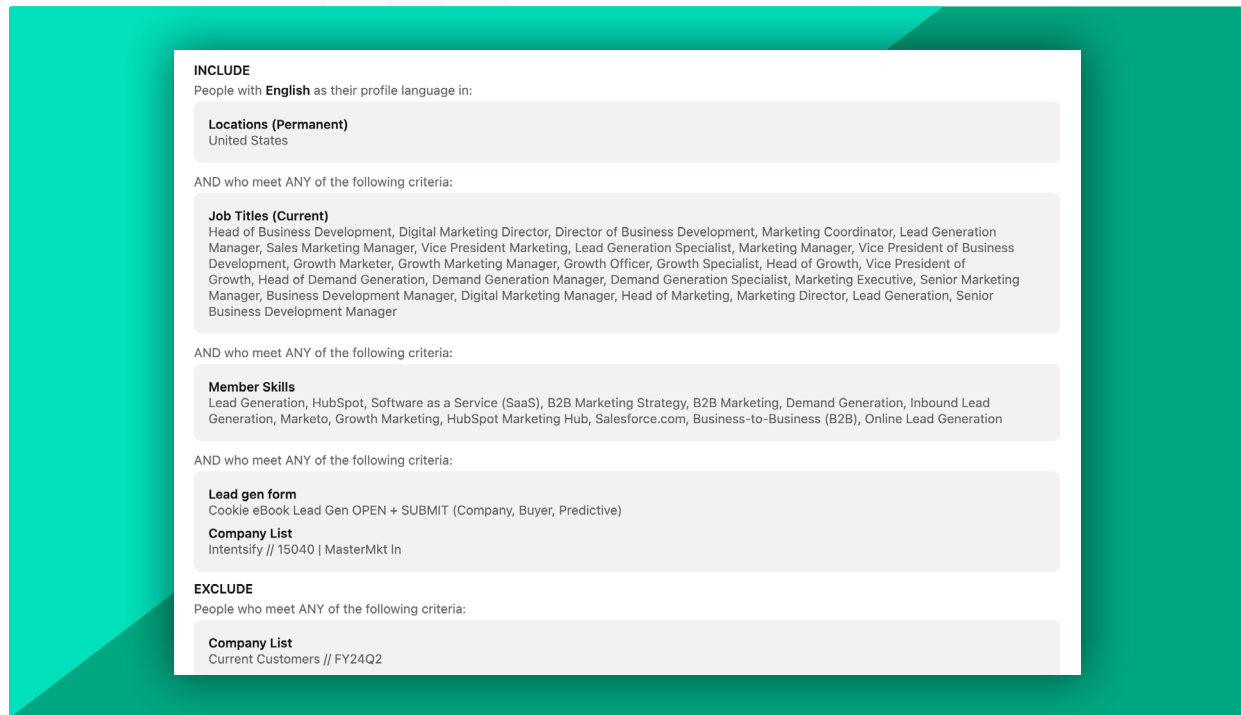


**Pro Tip:** Set the size to be no more than 10x your original contact list.

**Example:** If your contact list has 13,000 members, set your predictive audience size cap at 130,000.

## Step 5

Layer on additional targeting options in LinkedIn, such as location, job function, job seniority, and company demographics.



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

**Locations (Permanent)**  
United States

AND who meet ANY of the following criteria:

**Job Titles (Current)**  
Head of Business Development, Digital Marketing Director, Director of Business Development, Marketing Coordinator, Lead Generation Manager, Sales Marketing Manager, Vice President Marketing, Lead Generation Specialist, Marketing Manager, Vice President of Business Development, Growth Marketer, Growth Marketing Manager, Growth Officer, Growth Specialist, Head of Growth, Vice President of Growth, Head of Demand Generation, Demand Generation Manager, Demand Generation Specialist, Marketing Executive, Senior Marketing Manager, Business Development Manager, Digital Marketing Manager, Head of Marketing, Marketing Director, Lead Generation, Senior Business Development Manager

AND who meet ANY of the following criteria:

**Member Skills**  
Lead Generation, HubSpot, Software as a Service (SaaS), B2B Marketing Strategy, B2B Marketing, Demand Generation, Inbound Lead Generation, Marketo, Growth Marketing, HubSpot Marketing Hub, Salesforce.com, Business-to-Business (B2B), Online Lead Generation

AND who meet ANY of the following criteria:

**Lead gen form**  
Cookie eBook Lead Gen OPEN + SUBMIT (Company, Buyer, Predictive)

**Company List**  
Intentsify // 15040 | MasterMkt In

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

**Company List**  
Current Customers // FY24Q2

## Step 6

Upload your ad copy and creative and schedule your campaign. For copy, keep it short and straight to the point. Hit pain points for your prospects.

**Example:** Tired of (pain point)? (Achieve desired outcome) with (solution)

**Example:** (Company) (achieved/saved) (statistic) with (your brand)

## A/B Testing and Optimization

To improve your ad performance over time, you can also consider conducting an A/B test. Test different headlines, creatives, ad types, and CTAs to see what resonates the most. After the test, LinkedIn will compare the performance of both campaigns based on your selected KPIs.

To optimize your audience exclusions, go to “Demographics” in your campaign view and look through the job functions, titles, and companies. If anything feels like a bad fit, you can update your audience exclusions.

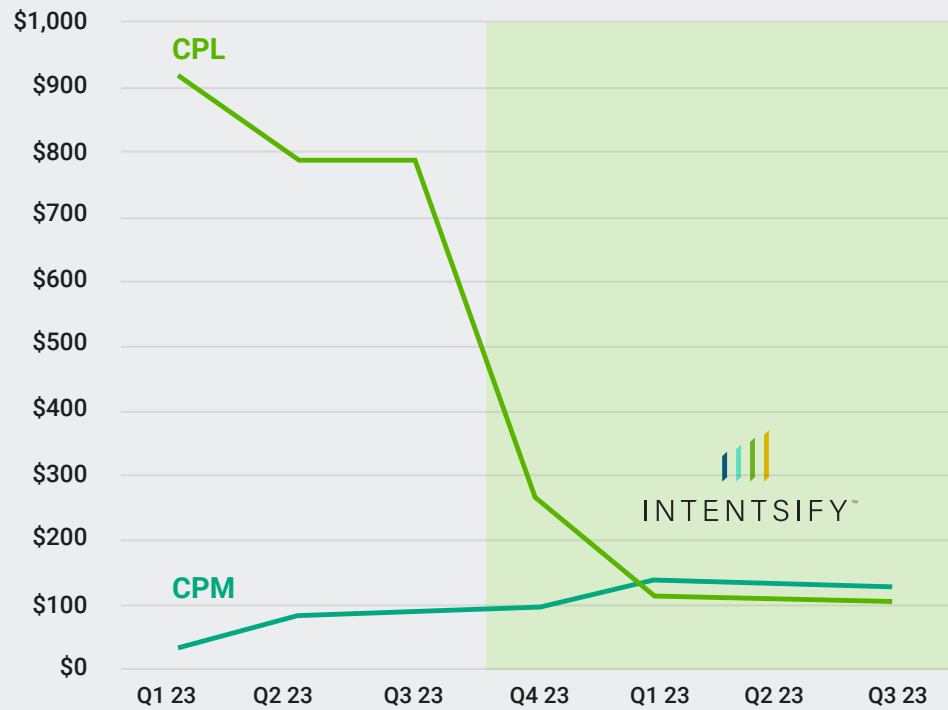
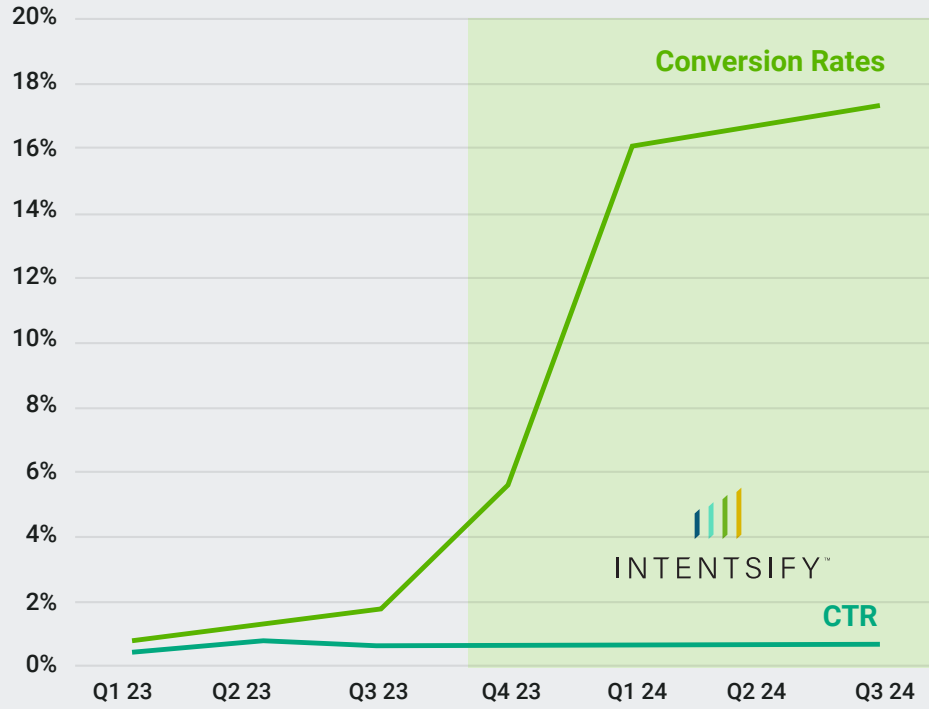
## Campaign Results

By injecting Intentsify’s data into LinkedIn, you know that your allocated budget will be spent on the accounts showing active intent towards your business solution. With this method, you can expect an increase in form fills, completion rate, and click to conversion percentage with a decrease in cost per lead. We are talking about real tangible results that contribute to pipeline.

**Pro Tip:** If you see your impressions go down, don’t panic. It’s important to focus on the metrics that matter. At Intentsify, after implementing these 6 steps, impressions decreased, but we saw a 1,000% increase in both form fills and conversion rate. And cost per lead went down by 84%. This data indicated that we were reaching the right people. And we saw a huge increase in LinkedIn-sourced opportunities.

SINGLE IMAGE LEAD GENERATION AD		
METRIC	LINKEDIN BENCHMARK	RESULTS WITH INTENTSIIFY
Impressions	-	- 11.68%
Clicks	-	+ 2.76%
CTR	0.62%	+ 16.67%
Form Fills (Lead)	-	+ 1053.13%
Direct Demo Requests (Lead)	-	+210%
Conversion Rates	-	+ 1021.67%
Lead Gen Form Completion Rate	7%	+ 434.09%
Cost / Lead	\$190	- 84.7%
*Real campaign results from the Intentsify marketing team, Q2 2024		

### Paid Social | Key Comparisons



## Metric Definitions

**Leads:** How many members clicked on your ad, filled out and submitted the associated lead gen form.

**Conversions:** How many members who viewed your ad on LinkedIn but went to your website and filled out a form.

**Direct Demo Requests:** How many members clicked on the call to action (CTA), "Request a Demo," filled out and submitted the lead gen form.

**Conversion Rate:** The percentage of members that clicked and either filled out the form directly on the platform or went to the website and filled out a form.

**Lead Gen Form Completion Rate:** The percentage of the members that opened and submitted a lead gen form.

**Cost per Lead (CPL):** The total spent on campaigns divided by the number of leads submitted, telling you how much you spent to generate each lead.

## About Intentsify

Intentsify's AI-powered platform empowers marketers to turn buying signals into pipeline with customized advertising and lead generation programs. Combining an unrivaled portfolio of data sources and an industry-leading media ecosystem, Intentsify enables integrated signal-based marketing programs for revenue acceleration.

Intentsify's data can also support a variety of marketing use cases including paid social, paid search, BDR prospecting, lead nurturing, and buyer intelligence.

Intentsify your marketing strategy today.

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