

LinkedIn Key Performance Indicators in Advertise

In order to run successful LinkedIn ads, you need to be able to analyze and understand their performance with the correct metrics depending on your overall goal, campaign objective, and ad format you chose for your ads.

In Advertise, you can select specific metrics to view data so that you can measure the results of your ads in the most accurate way. Below is a list of all of the LinkedIn ad metrics that you can choose from.

Performance

Impressions

Number of times your ad was displayed

Average CPM

Total spent on your ads divided by 1,000 impressions

Reach

Estimate of the number of unique LinkedIn accounts served with at least one impression

Cost per 1,000 LinkedIn accounts reached

Total spent on your ad divided by 1,000 unique member accounts reached

Spent

Amount you spent on ads impressions or interactions

Card impressions

The number of impressions shown for each card of a carousel ad

Clicks

Button clicks

Number of clicks on your call-to-action button

Card clicks

The number of clicks for each card of a carousel ad

Clicks

Total chargeable clicks based on your campaign's objective

Average CPC

Total spent on your ads divided by total clicks

Average CTR

Percentage of chargeable clicks relative to impressions (clicks divided by impressions)

Clicks to landing page

Clicks to your website landing page

Link clicks

Number of clicks on any hyperlinks in your message body

Engagement

Follows

Number of additional clicks to follow your LinkedIn page

Comments

Number of comments your ad received

Likes

The count of likes

Opens

Number of times your Sponsored Messaging ad was first opened by a LinkedIn user

Open rate

Total opens divided by total sends

Cost per open

Total spend divided by total opens

Reactions

Number of positive reactions your ad received

Total social actions

Volume of social engagement your ad received. Includes reactions, comments, shares, and follow clicks

Sends

Number of times your Sponsored Messaging ad was displayed in a LinkedIn member's LinkedIn Messaging inbox

Cost per send

Total spend divided by total "sends"

Shares

Number of times your ad was shared

Total engagements

The sum of all social actions, clicks to landing page, and clicks to LinkedIn page, both chargeable and free

Engagement rate

Number of times LinkedIn users interacted with your ad (paid and free clicks divided by total impressions).

Media

Video views

Two or more continuous seconds of playback while the video is at least 50% on screen

View rate

Number of views/impressions, multiplied by 100

Video views at 25%

Number of times your video was played through at least 25% of its length, including watches that skipped to this point

Video views at 50%

Number of times your video was played through at least 50% of its length, including watches that skipped to this point

Video views at 75%

Number of times your video was played through at least 75% of its length, including watches that skipped to this point

Video starts

The number of times a video starts to play through click or autoplay

Completions

Number of times your video was watched at 97-100% of its length, including watches that skipped to this point

Video completion rate

Completions divided by video starts as a percentage

Conversions

Conversions

Total number of times users took a desired action after clicking on or seeing your ad. When conversions can't be attributed to individual users, group-level attribution or estimation might be used.

Conversion rate

Percentage of conversions relative to clicks

Cost per conversion

Average amount spent on each conversion (total spent divided by conversions)

Click conversions

This is the number of times that a conversion was registered after the user clicked on an ad

View conversions

This is the number of times that a conversion was registered after the user viewed an ad and then visited your website later.

Leads

Number of leads collected through this campaign

Cost per lead

Amount spent per lead collected

Total conversion value

This is the total dollar value of all conversions (value multiplied by conversions). This value can be defined when creating conversion actions, which is how much you consider each conversion is worth to you.

Return on ad spend

This is the percentage of revenue generated for every dollar spent (total conversion value divided by spend)