Linked in

New & Improved Conversation Ads

Getting Started Guide

What you will learn in this guide

Why Sponsored Messaging drives more engagement on LinkedIn

By creating a more personalized experience, you can engage customers through a channel they're already familiar with for a higher conversion rate.

Over **3B** people worldwide use a messaging app

Usage of LinkedIn messages is up **+20%** since 2020

54% of social media users prefer messaging channels when being contacted by a brand

Our vision for Sponsored Messaging

We're renewing our messaging formats to improve the experience for both advertisers and members

Member-initiated conversations
Reach the right audiences at the right time for more meaningful connections

More efficient outcomes
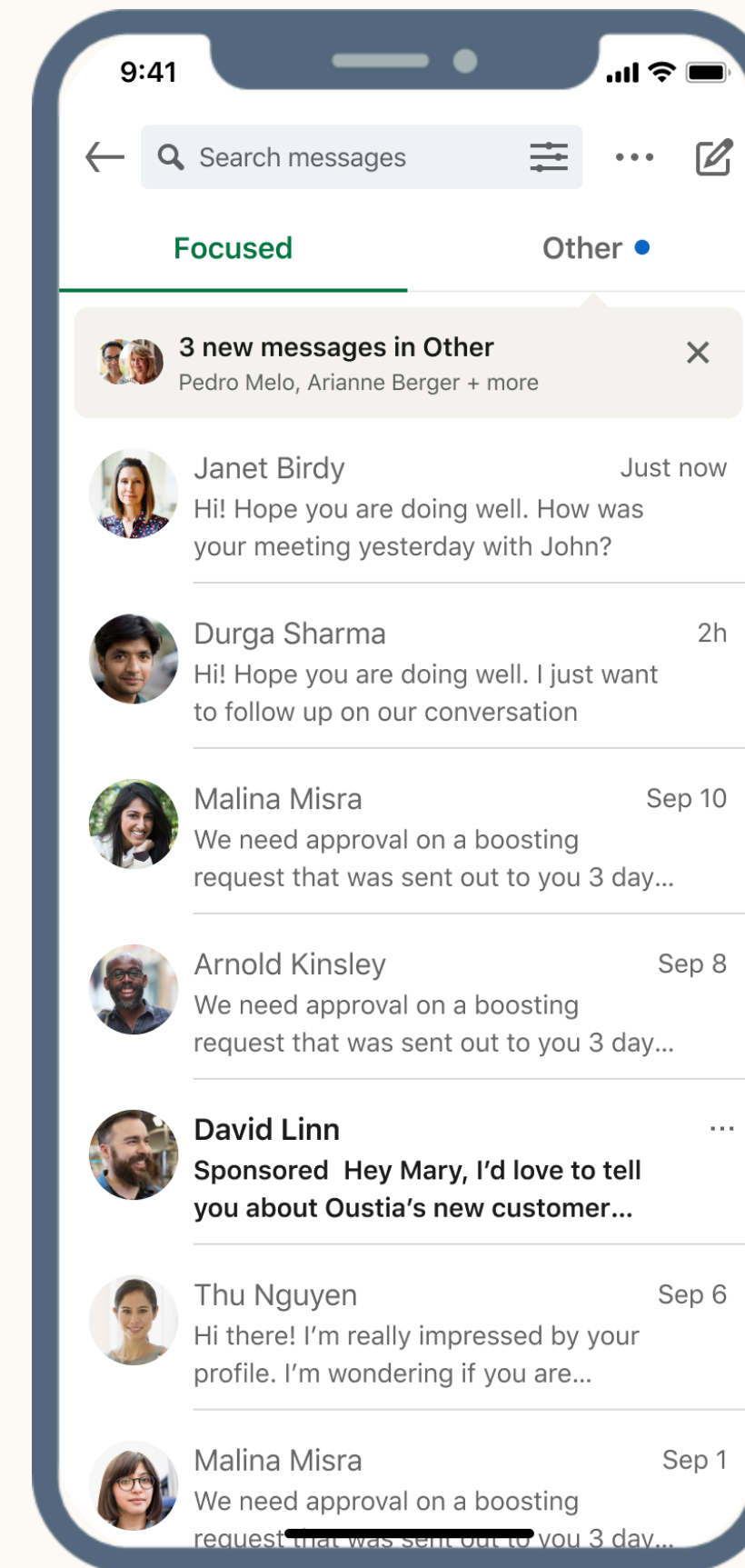Introducing cost-per-click pricing so you only pay for opened messages

Deeper engagement
Reach professionals whenever they're ready to engage, and with shorter frequency caps
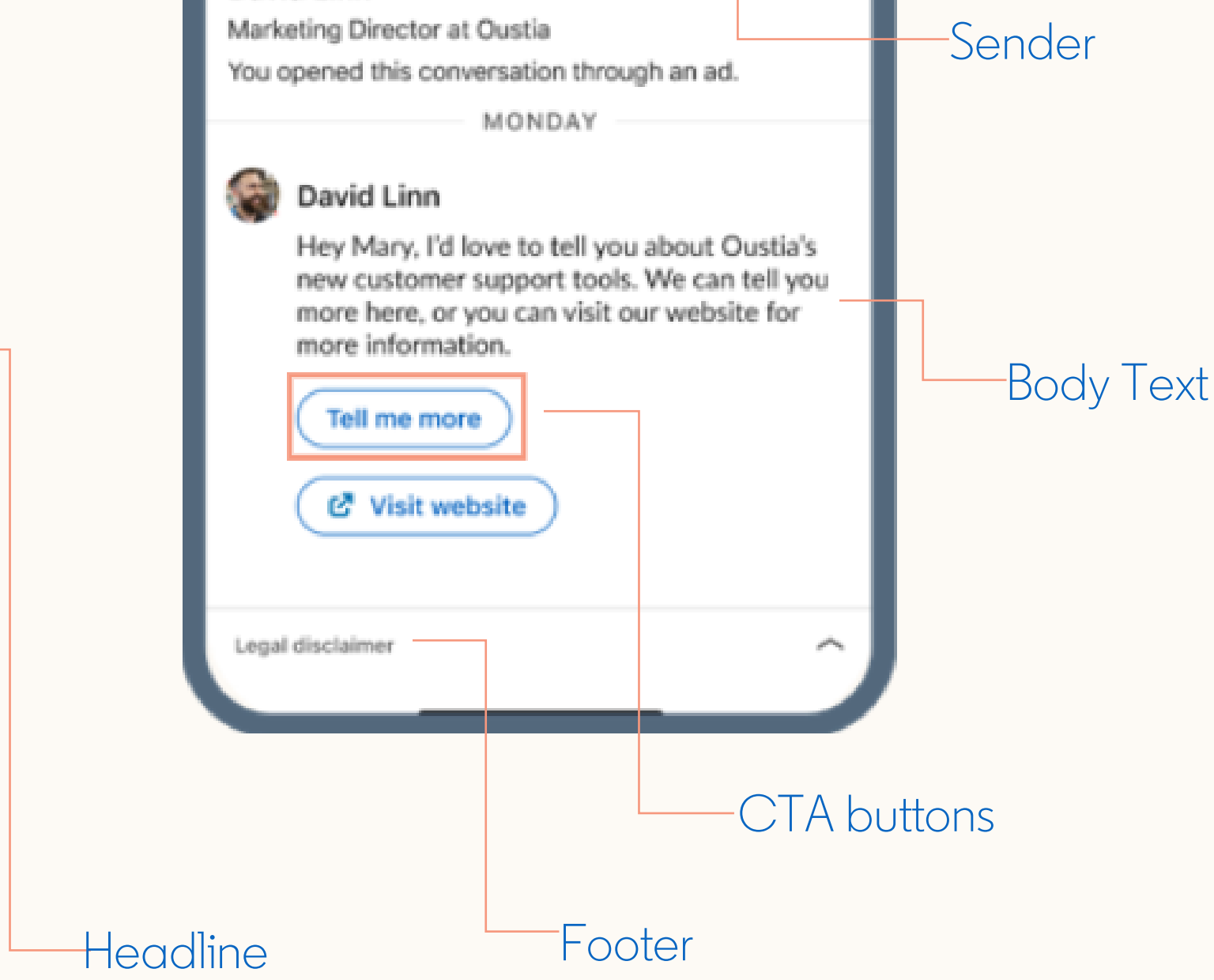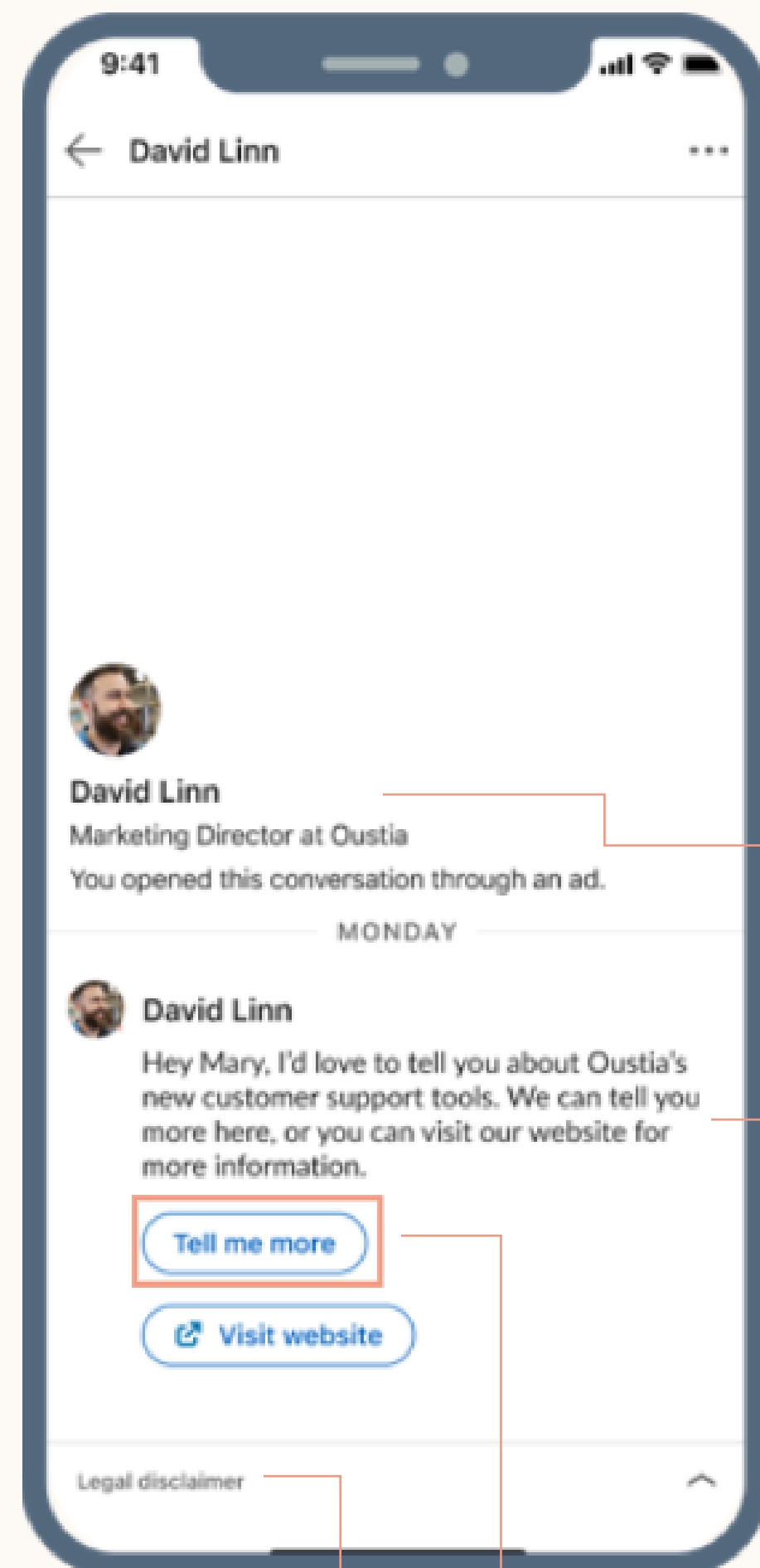
What are new & improved Conversation Ads?

New & Improved Conversation Ads allow advertisers to drive higher intent conversations with members in the Focused tab.

⚠️ Note: this format cannot be used to target members in the EU
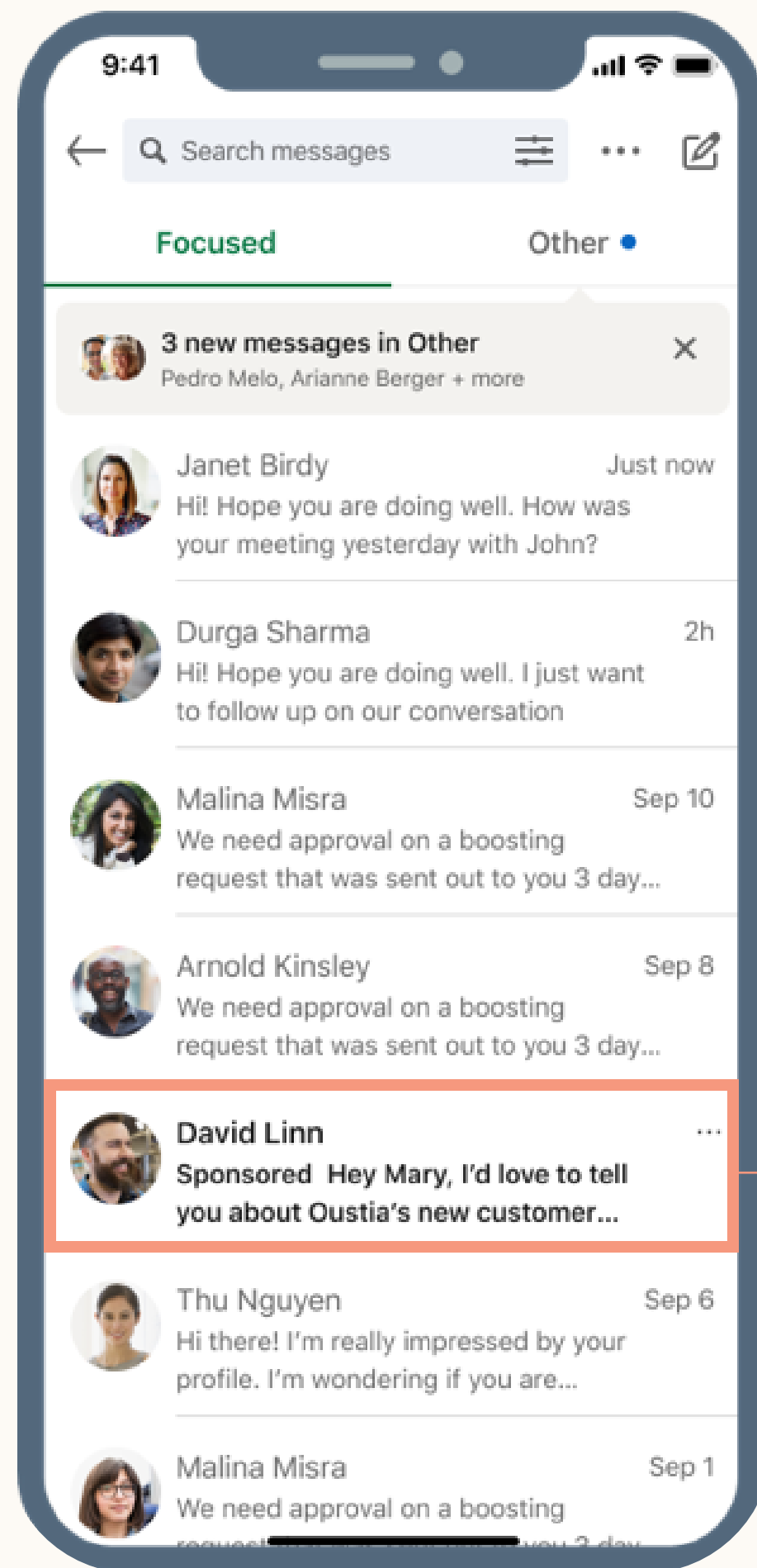
Anatomy of the Ad

Headline: A preview of the ad, which serves in the 5th, 6th, or 7th slot of the Focused tab

Sender: A member or company page

Body Text: Up to 8,000 characters

Call-to-Action buttons: buttons within the message that prompt a user to take a specific action. May link to a website, lead gen form, or another layer of the conversation.

Footer: An optional, collapsible space for disclaimers, legal and/or privacy information

Why should I use new & improved Conversation Ads?
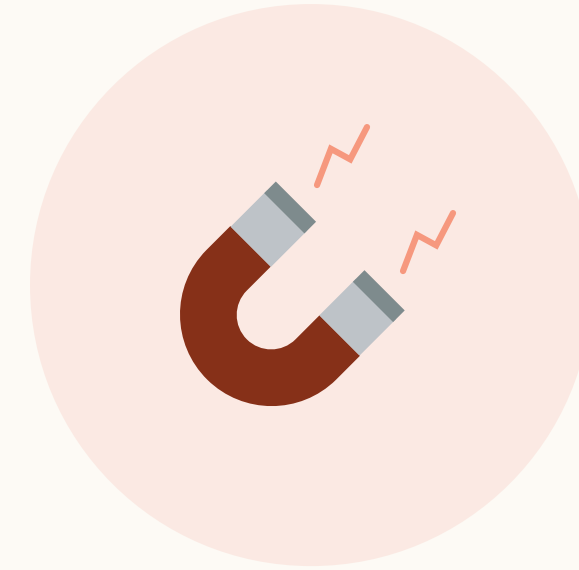
Serve in the Focused Tab
Drive high-intent clicks and engagement through the Focused tab

Increase Your Reach
Reach more of your target audience more often, with shorter frequency caps
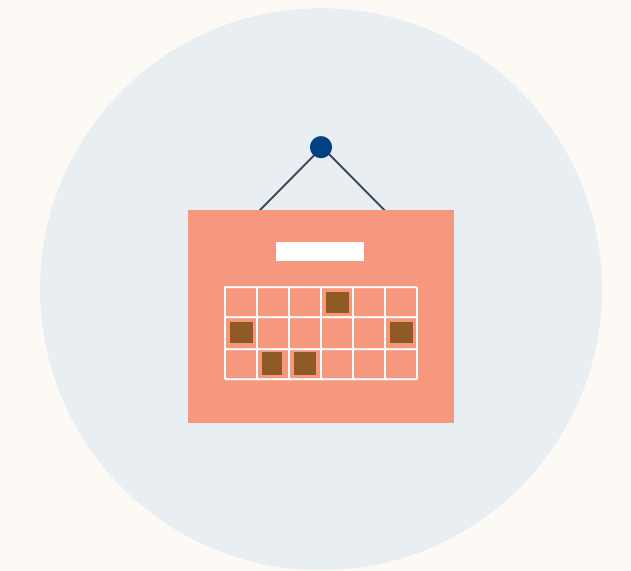
Maximize Your Budget
Only pay for messages that are opened
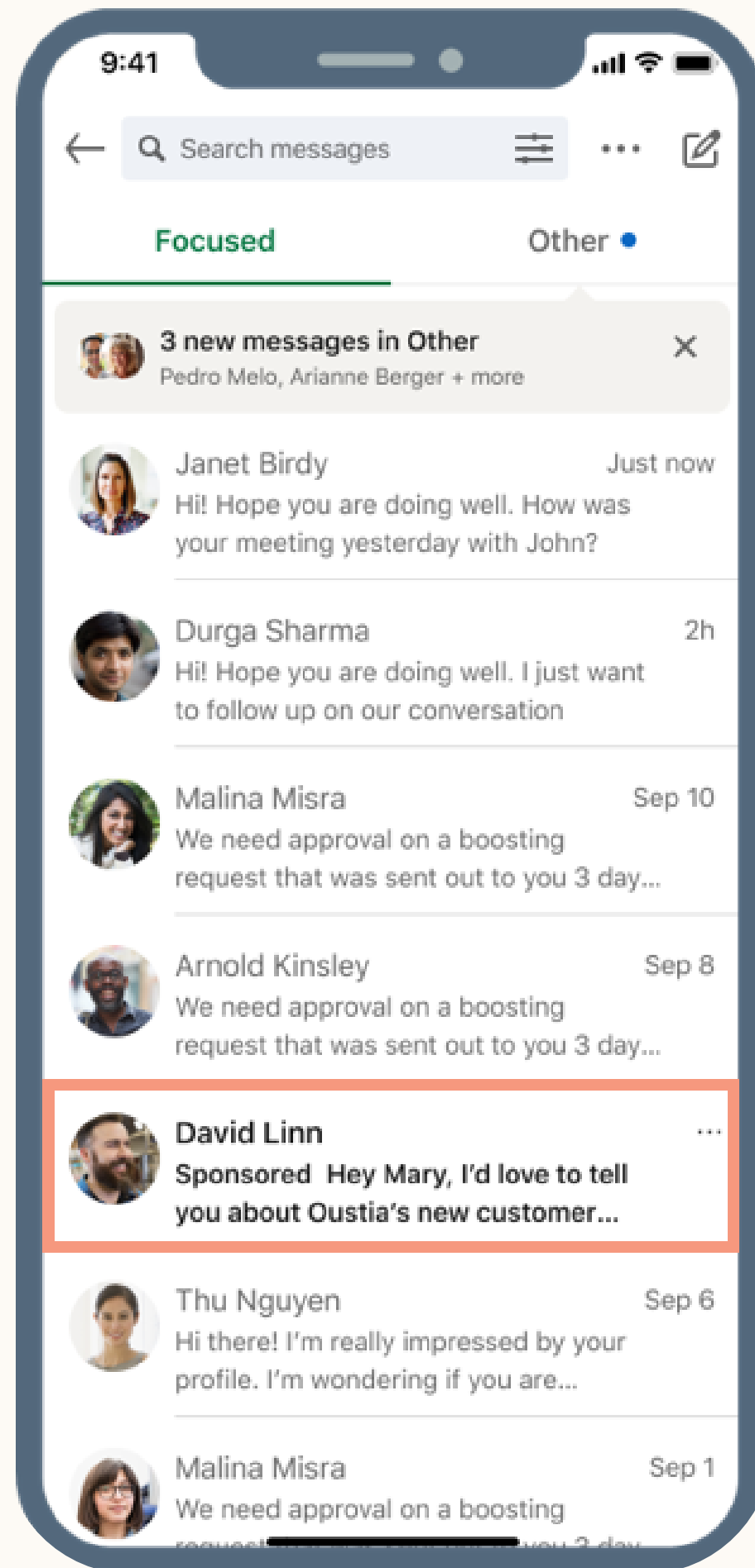
How They Work

New & improved Conversation Ads have a fixed placement in the member's inbox. When a member clicks on the ad's headline, a Conversation Ad will open.

Members can see the same ad up to 3 times in 7 days, so you can reach more of your target audience more often.
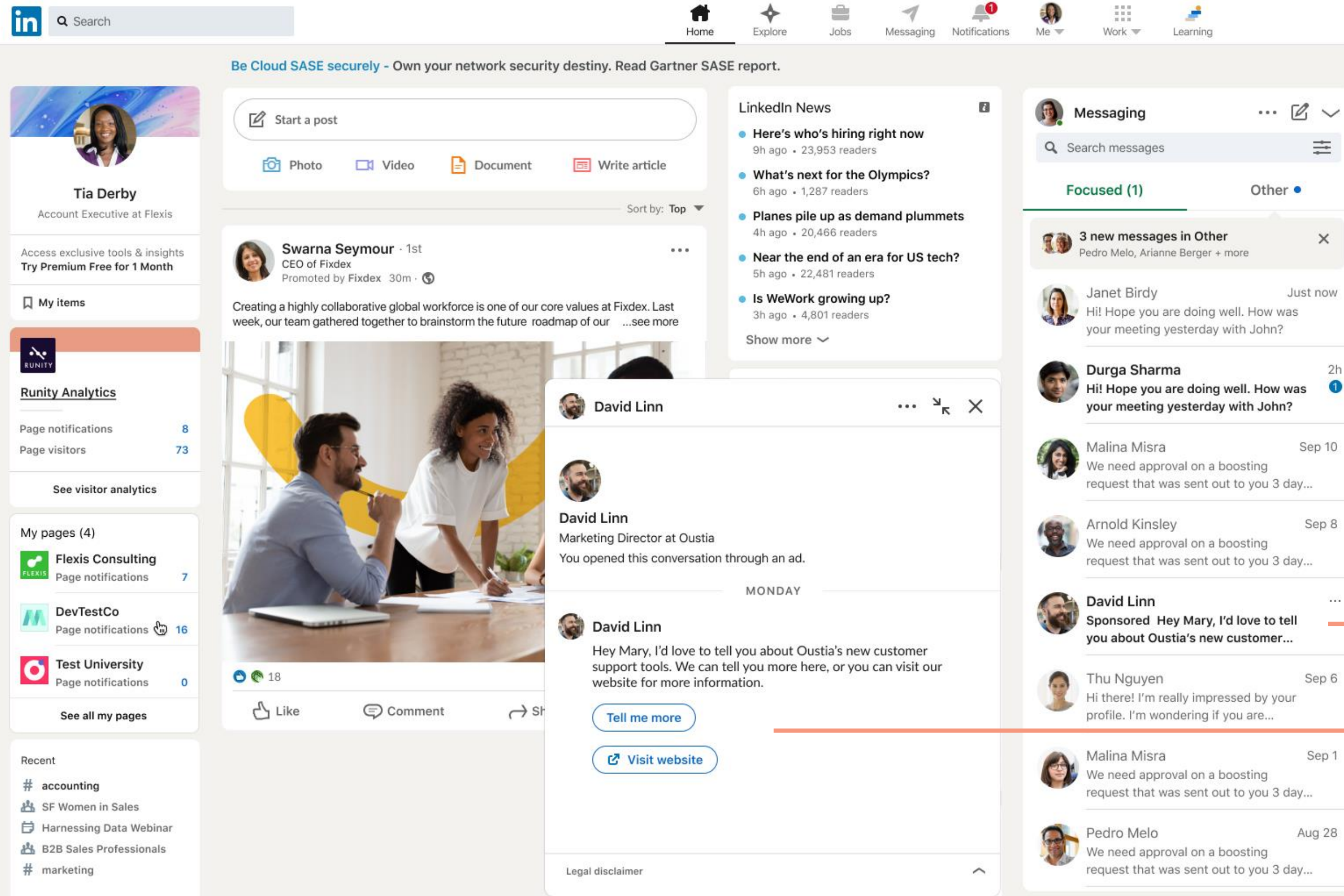
How Can You Interact With Them?

Once the ad's headline is clicked, a Conversation Ad will open.

From there, your target audience can **click on any call-to-action buttons** you set up, which dictate how they proceed through the conversation.
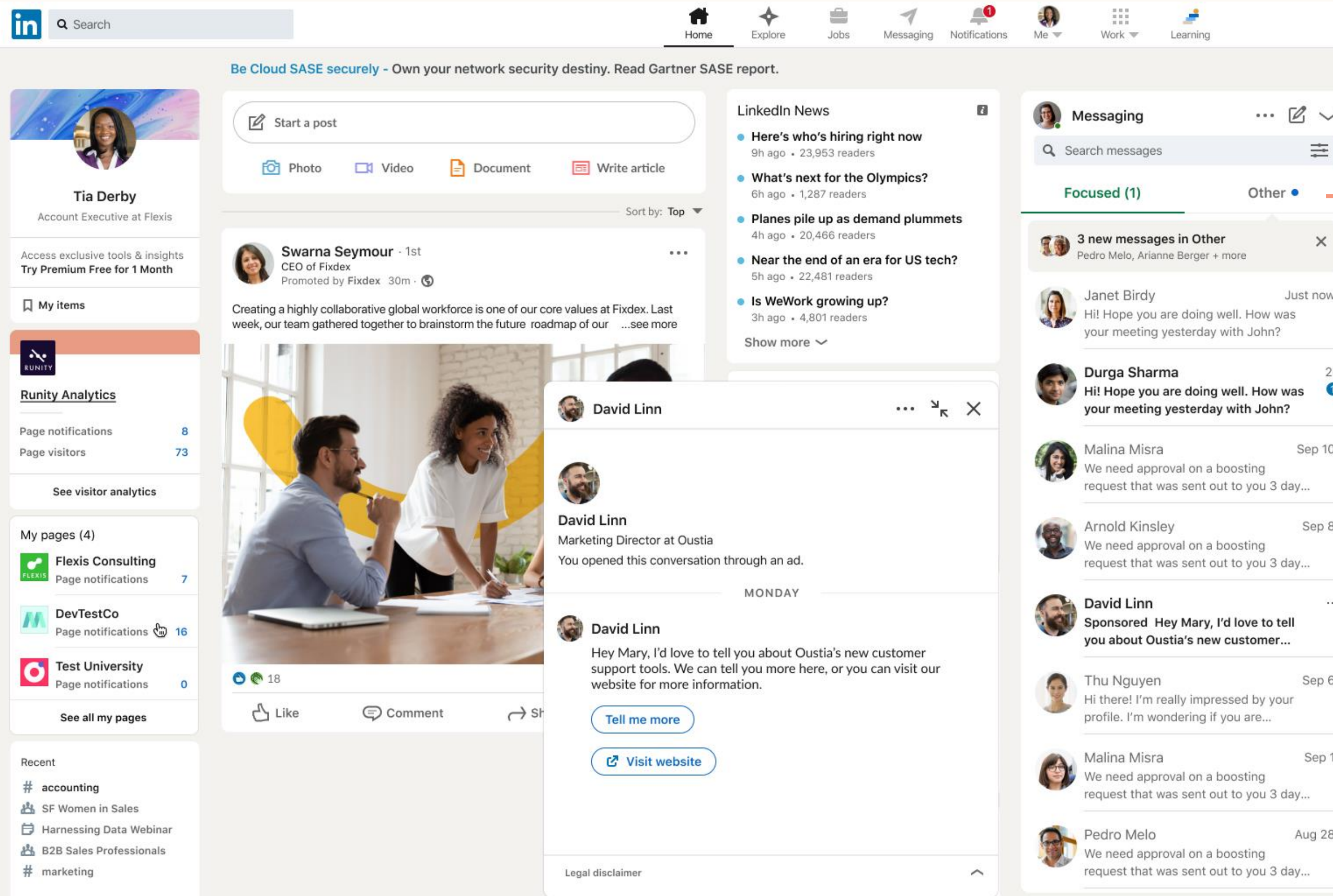
Once opened, a message will be categorized into the Focused or Other tab based on whether the CTA buttons are clicked.

If the member:

- Opens the message and **clicks a CTA button**, the message will stay in the Focused tab.

- Opens the message and **does not engage with CTAs**, the message will move to the Other tab.

Note: once the message is sent, it stays in the inbox indefinitely.

Where does the ad go once it's interacted with?
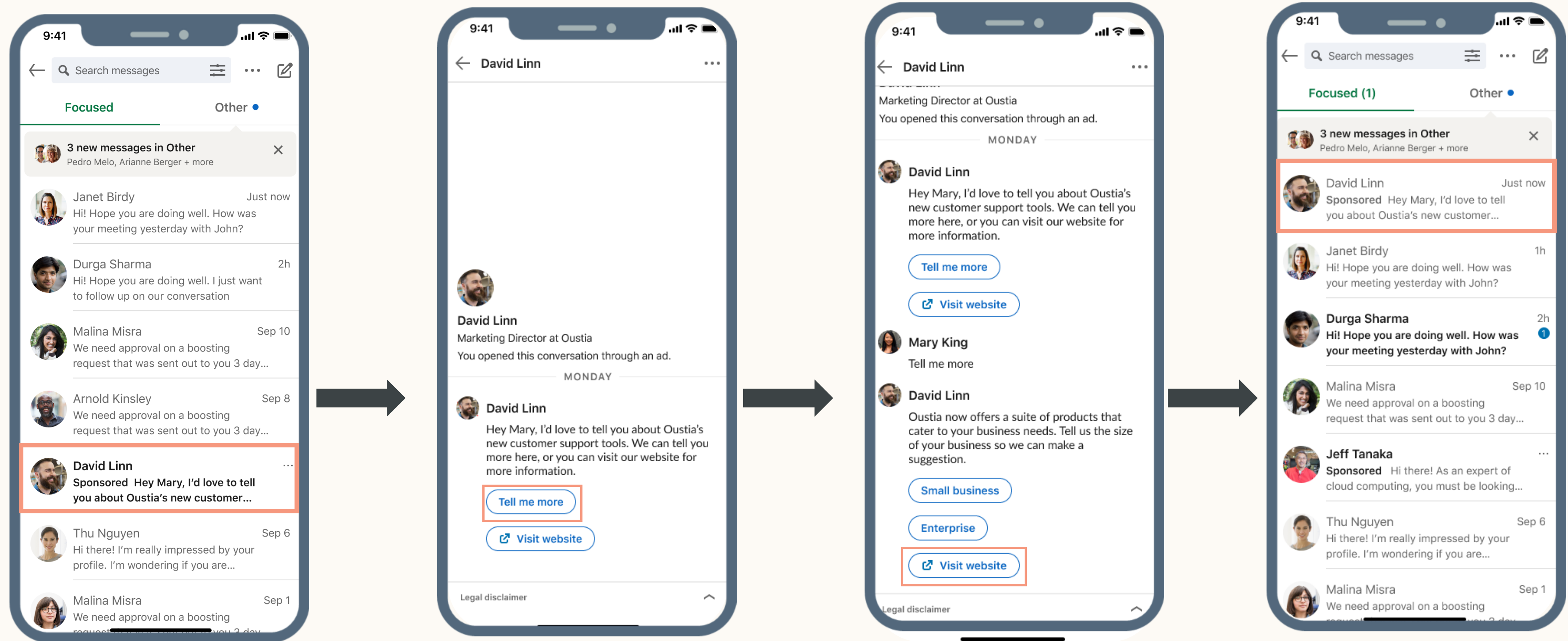
Once a CTA button is clicked, the message will stay in the member's Focused inbox where it can be referenced again. It moves to the top of the inbox like a new message.

Where does the ad go if members don't interact?
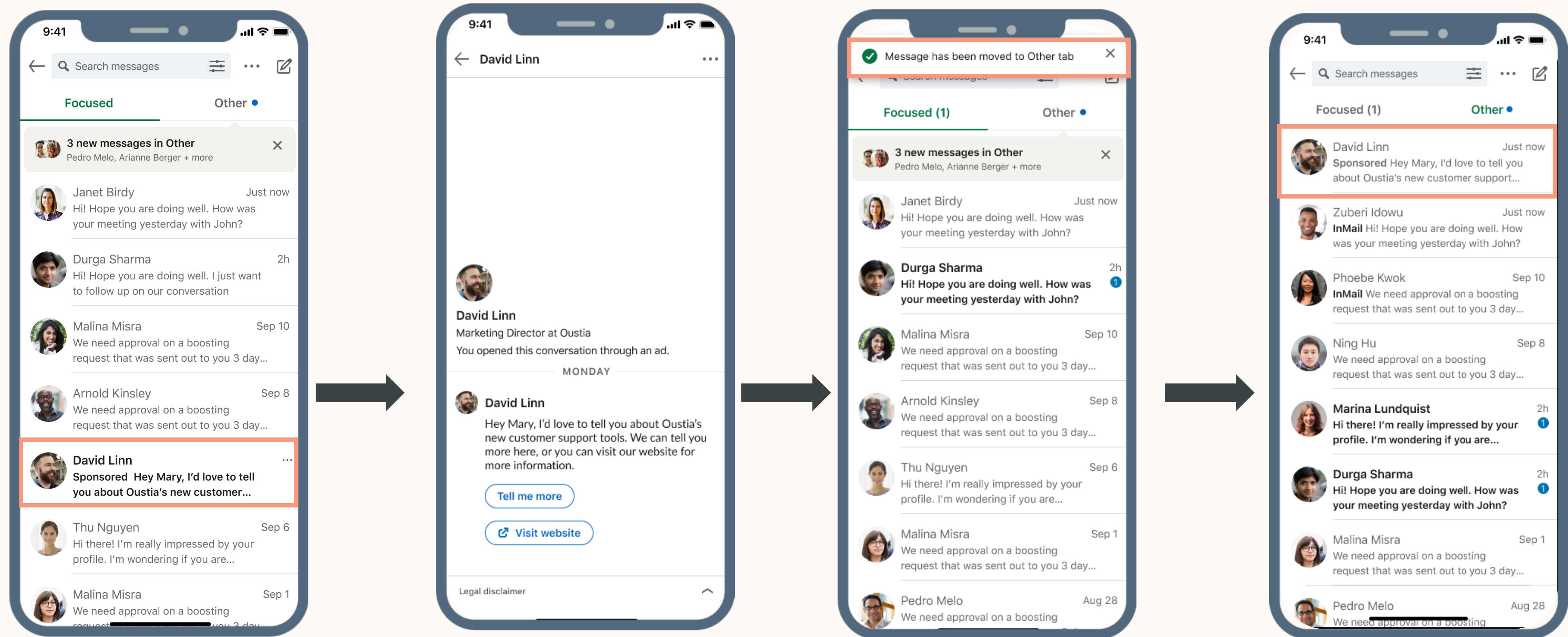
⚠️ If CTAs were not clicked, the message will stay in the member's Other inbox where it can be referenced again. If the member interacts with the ad later, it will move back to Focused.

How are new & improved Conversation Ads priced?

New & improved Conversation Ads are priced **Cost-per-Click**. Advertisers will pay for the initial click that opens the message.

The **initial click on the headline** which opens the message is the only **chargeable click**.

Which Clicks are Chargeable?

Screen 1 (Messages list)

9:41

Search messages

Focused   **Other** ●

3 new messages in Other   ✕
Pedro Melo, Arianne Berger + more

Janet Birdy   Just now
Hi! Hope you are doing well. How was your meeting yesterday with John?

Durga Sharma   2h
Hi! Hope you are doing well. I just want to follow up on our conversation

Malina Misra   Sep 10
We need approval on a boosting request that was sent out to you 3 day...

Arnold Kinsley   Sep 8
We need approval on a boosting request that was sent out to you 3 day...

David Linn   ...
Sponsored Hey Mary, I'd love to tell you about Oustia's new customer...

Thu Nguyen   Sep 6
Hi there! I'm really impressed by your profile. I'm wondering if you are...

Malina Misra   Sep 1
We need approval on a boosting request...

Screen 2 (David Linn conversation)

9:41

← **David Linn**   ...

David Linn
Marketing Director at Oustia
You opened this conversation through an ad.

MONDAY

David Linn
Hey Mary, I'd love to tell you about Oustia's new customer support tools. We can tell you more here, or you can visit our website for more information.

[Tell me more]

[⧉ Visit website]

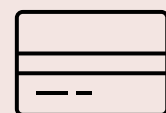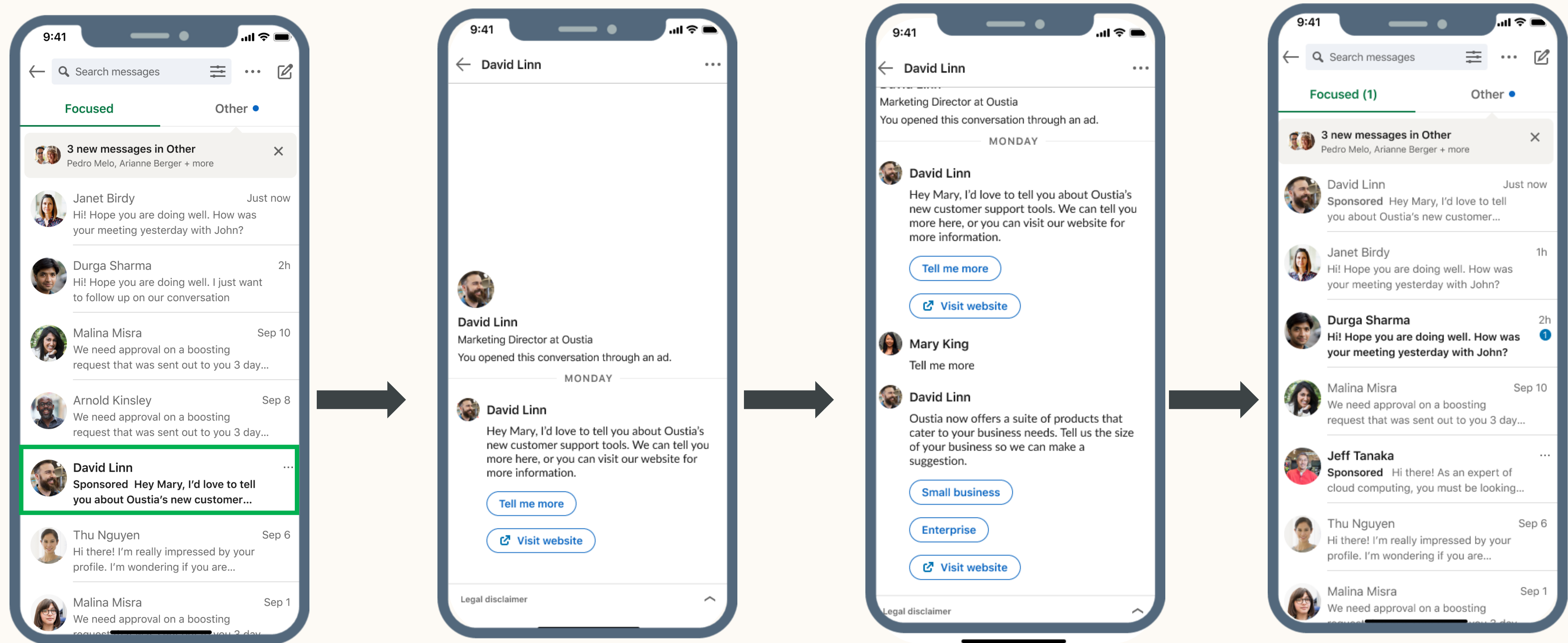Legal disclaimer   ⌃

Screen 3 (David Linn conversation continued)

9:41

← **David Linn**   ...

Marketing Director at Oustia
You opened this conversation through an ad.

MONDAY

David Linn
Hey Mary, I'd love to tell you about Oustia's new customer support tools. We can tell you more here, or you can visit our website for more information.

[Tell me more]

[⧉ Visit website]

Mary King
Tell me more

David Linn
Oustia now offers a suite of products that cater to your business needs. Tell us the size of your business so we can make a suggestion.

[Small business]

[Enterprise]

[⧉ Visit website]

Legal disclaimer   ⌃

Screen 4 (Messages list)

9:41

Search messages

Focused (1)   **Other** ●

3 new messages in Other   ✕
Pedro Melo, Arianne Berger + more

David Linn   Just now
Sponsored Hey Mary, I'd love to tell you about Oustia's new customer...

Janet Birdy   1h
Hi! Hope you are doing well. How was your meeting yesterday with John?

Durga Sharma   2h
Hi! Hope you are doing well. How was your meeting yesterday with John?

Malina Misra   Sep 10
We need approval on a boosting request that was sent out to you 3 day...

Jeff Tanaka   ...
Sponsored Hi there! As an expert of cloud computing, you must be looking...

Thu Nguyen   Sep 6
Hi there! I'm really impressed by your profile. I'm wondering if you are...

Malina Misra   Sep 1
We need approval on a boosting request...

The initial click on the **ad's headline** is the only chargeable click. <u>Clicks within the message are not chargeable.</u>

How do Legacy and New Conversation Ads differ?

Legacy Conversation Ads:

- Frequency Cap: 21 days

- Pricing: cost-per-send

- Delivery: Message delivers to anyone in your target audience when they're online

- Placement: Message may deliver to the top of the Focused or Other tab
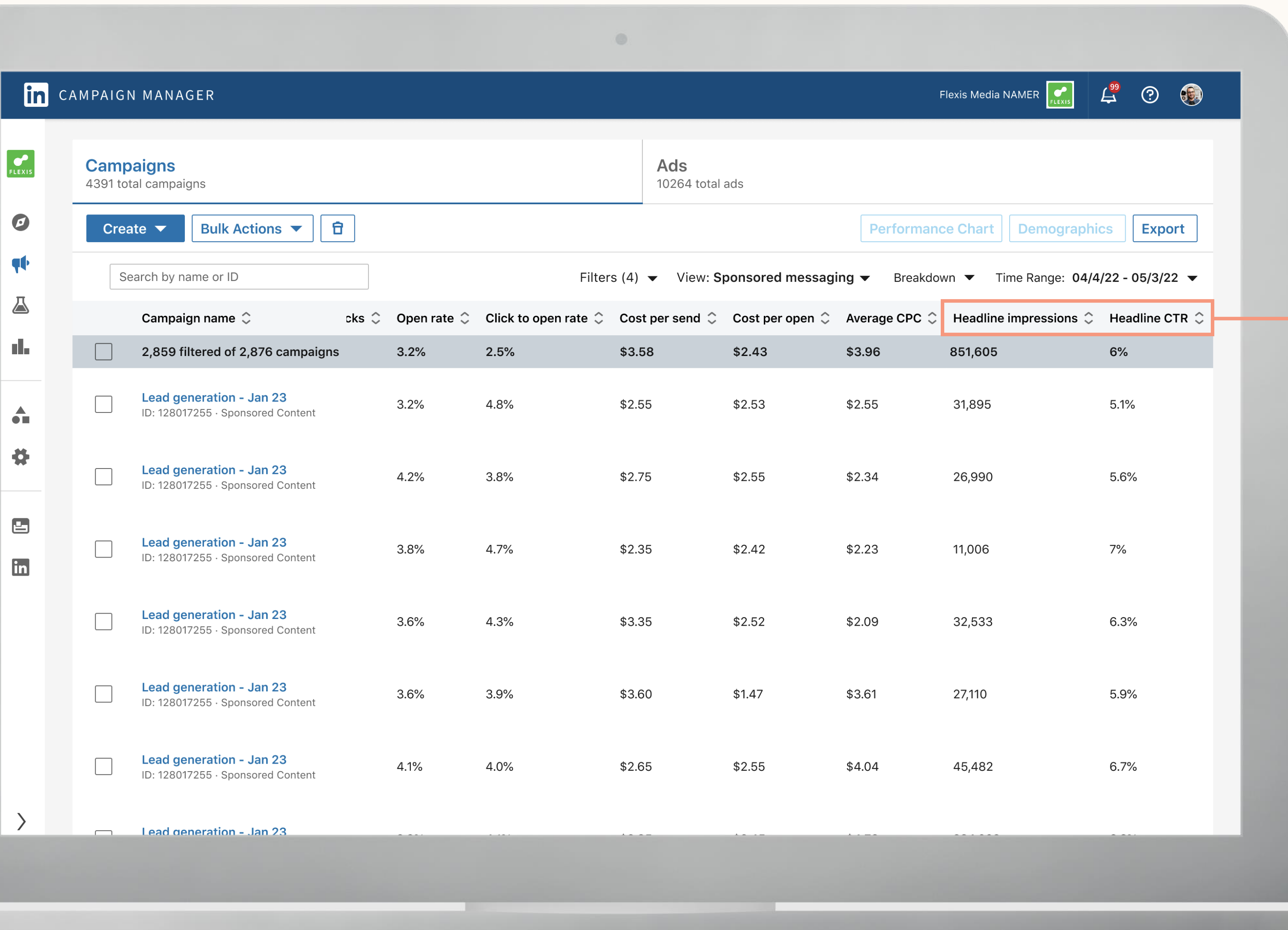
New Conversation Ads:

- Frequency Cap: up to 3 impressions every 7 days

- Pricing: cost-per-click

- Delivery: Member clicks on the ad unit and a message is delivered to the focused or other tab

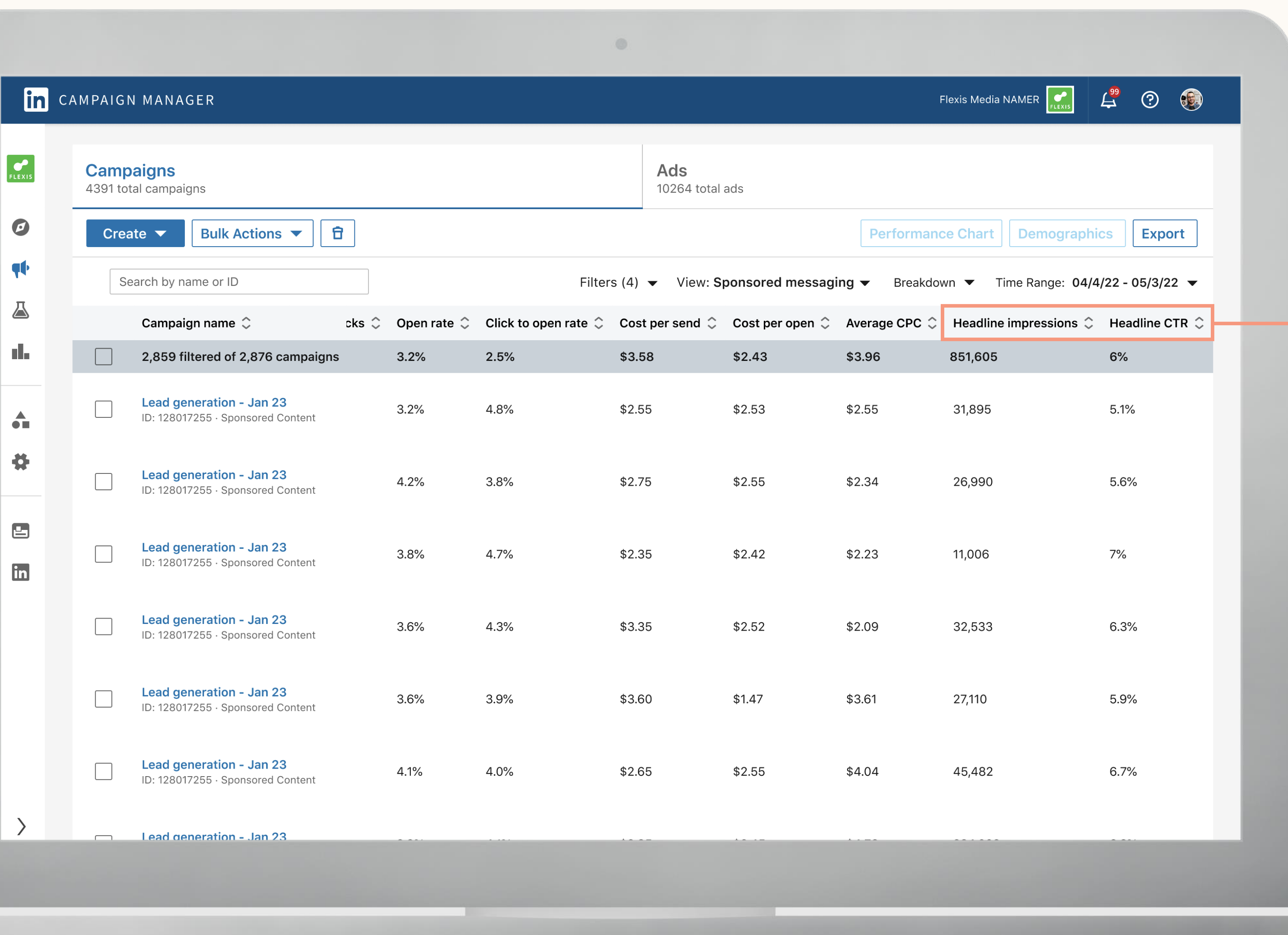- Placement: Ad serves in a fixed slot in the Focused tab

Reporting

We're adding two new reporting metrics to the reporting dash

Headline Impressions: The number of times people were shown your ad

Headline CTR: % of headline clicks relative to impressions

CAMPAIGN MANAGER

Flexis Media NAMER

Campaigns
4391 total campaigns

Ads
10264 total ads

Create | Bulk Actions

Performance Chart | Demographics | Export

Search by name or ID

Filters (4) | View: Sponsored messaging | Breakdown | Time Range: 04/4/22 - 05/3/22

Campaign name	cks	Open rate	Click to open rate	Cost per send	Cost per open	Average CPC	Headline impressions	Headline CTR
2,859 filtered of 2,876 campaigns		3.2%	2.5%	$3.58	$2.43	$3.96	851,605	6%
Lead generation - Jan 23 ID: 128017255 · Sponsored Content		3.2%	4.8%	$2.55	$2.53	$2.55	31,895	5.1%
Lead generation - Jan 23 ID: 128017255 · Sponsored Content		4.2%	3.8%	$2.75	$2.55	$2.34	26,990	5.6%
Lead generation - Jan 23 ID: 128017255 · Sponsored Content		3.8%	4.7%	$2.35	$2.42	$2.23	11,006	7%
Lead generation - Jan 23 ID: 128017255 · Sponsored Content		3.6%	4.3%	$3.35	$2.52	$2.09	32,533	6.3%
Lead generation - Jan 23 ID: 128017255 · Sponsored Content		3.6%	3.9%	$3.60	$1.47	$3.61	27,110	5.9%
Lead generation - Jan 23 ID: 128017255 · Sponsored Content		4.1%	4.0%	$2.65	$2.55	$4.04	45,482	6.7%
Lead generation - Jan 23								

Reporting

Key Performance Metrics

Headline Impressions:
The number of times people were shown your ad

Headline CTR: % of headline clicks relative to impressions

Average cost per click: total spent on your ads divided by headline clicks

Button Clicks: clicks on the ads CTA button(s)

CAMPAIGN MANAGER

Flexis Media NAMER

Campaigns
4391 total campaigns

Ads
10264 total ads

Create ▾   Bulk Actions ▾   🗑

Performance Chart   Demographics   Export

Search by name or ID

Filters (4) ▾   View: Sponsored messaging ▾   Breakdown ▾   Time Range: 04/4/22 - 05/3/22 ▾

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Lead generation - Jan 23 ID: 128017255 · Sponsored Content		4.1%	4.0%	$2.65	$2.55	$4.04	45,482	6.7%
Lead generation - Jan 23								

How can I get started?

Starting May 22, 2023 legacy Conversation Ads will convert to new & improved Conversation Ads, with availability increasing over time.

Message Ads will not convert automatically. For a seamless transition, switch from Message Ads to Conversation Ads by June 19.

How to Set Up a Conversation Ad Campaign

Log into Campaign Manager and click 'Create Campaign'
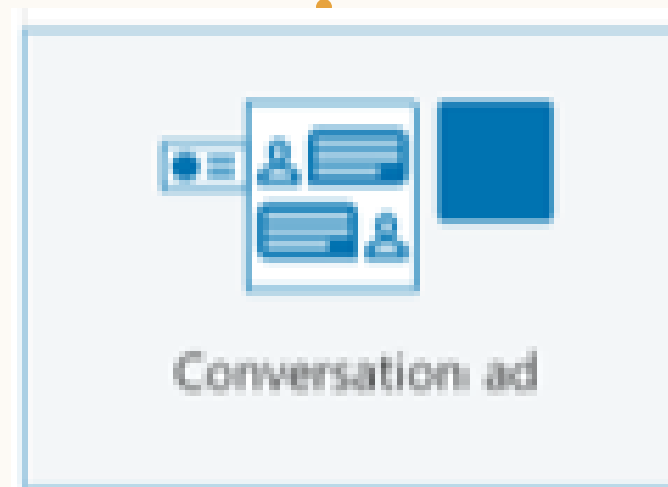
Choose your campaign objective.
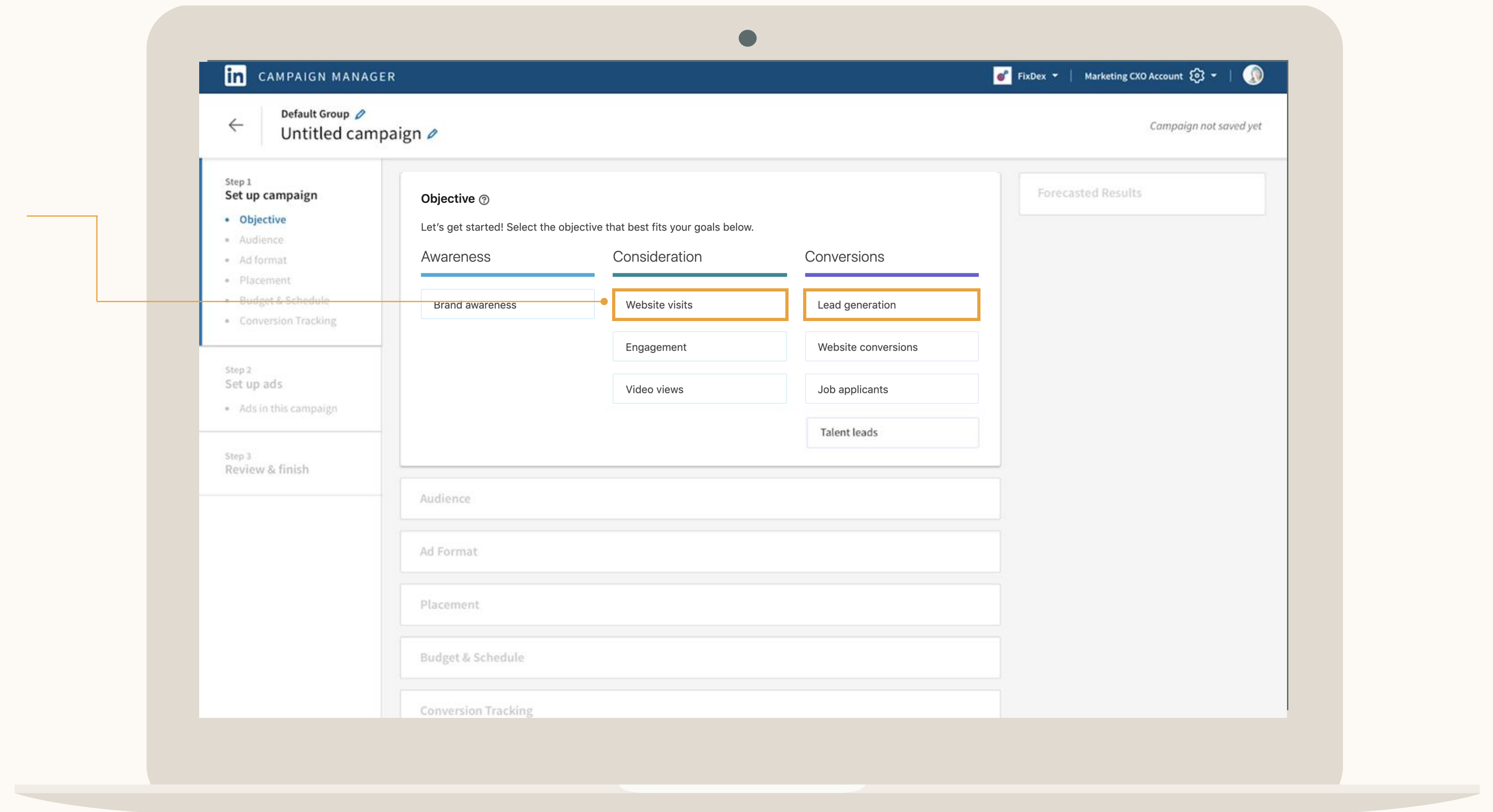
Next, you'll begin setting up your campaign

Select your location and language of choice. Continue to set up your targeting as usual.
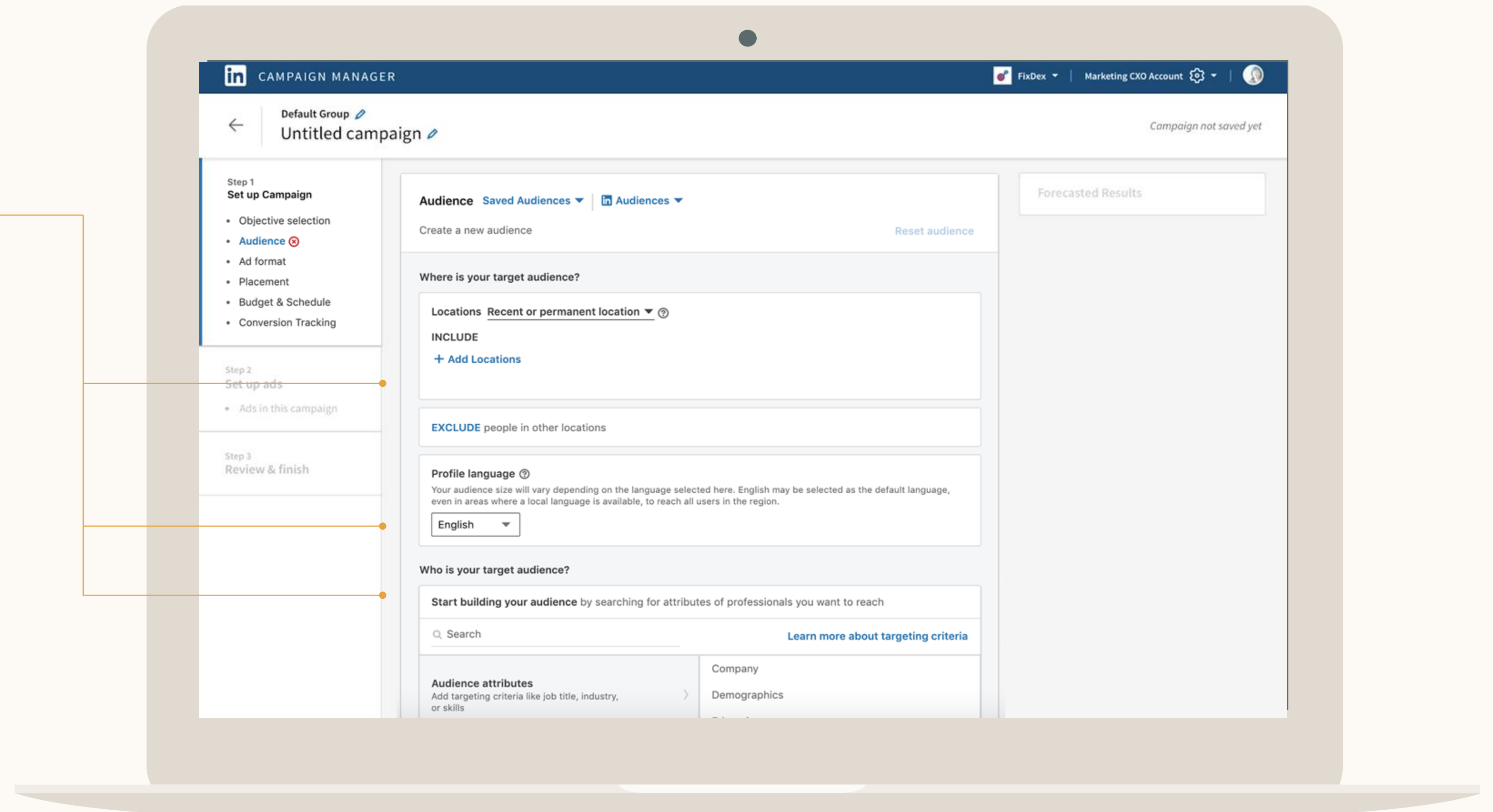
Select 'Conversation Ad' as your ad format

Conversation ad

Default Campaign Group
Lead Generation 1/10 ✎

New

Step 1
Select Campaign Group

Step 2
Set up Campaign

- Objective selection
- Audience
- **Ad format**
- Placement
- Budget & schedule
- Conversion tracking

Step 3
Set up Ads

Step 4
Review & Launch

Back to account

Ad format

Choose your ad format

Single image ad	Carousel image ad
Video ad	Message ad
Conversation ad	Document ad

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

Forecasted results ❓

Target audience size
3,000,000+

Show segments

| 1-day | 7-day | 30-day |

30-day spend
$1,700.00 - $3,000.00 ❓

30-day message sends   Key Resu
7,100 - 19,000

30-day cost per message send
$0.21 - $0.32

Forecasted results are directional estim
not guarantee performance. Note that
products are not yet incorporated in th
Learn more

Is this helpful?   Yes   No

Once you select your ad format, set your budget, schedule and bid type.

Not sure? Click the circles below to learn more about bids, budget and schedule:

Bid

Budget

Schedule

Once you're done, click 'Next'.

Step 1
Set up Campaign
- Objective selection
- Audience
- Ad format
- Placement
- Budget & Schedule
- **Conversion Tracking**

Step 2
Set up Ads

Step 3
Review & Launch NEW

Budget & Schedule

Budget ⓘ

Set a daily budget ▼

Daily Budget

$25.00   Actual daily spend may be up to 20% higher ⓘ

Schedule ⓘ

◉ Run campaign continuously from a start date

Start date

1/30/2020 📅

Your campaign will start at 12:00AM UTC on your start date.

○ Set a start and end date

Bid type

Maximum CPS Bid ▼

I will adjust my CPS (cost per send) bid manually. ⓘ
Optimization goal: we deliver your ads to people as many times as possible when they're active on LinkedIn.

Bid amount

$0.20   per ad sent

Recommended bid: $0.20
Recommended bids are based on your daily budget for improved budget utilization.
Other similar advertisers are bidding between $0.20 - $0.30

NOTE: Conversation Ads will be billed on a Cost Per Click basis.

Conversion tracking (optional) ⓘ

Measure the actions members take on your website after clicking or viewing your LinkedIn ad.

+ Add conversions

Save and exit   **Next**

Forecasted Results ⓘ ⚙

Target audience size
160,000,000+

| 1-day | 7-day | **30-day** ⓘ |

30-day spend
$310.00 - $900.00

30-day message sends   Key Result
1,500 - 6,400

Forecasted results are estimates and do not guarantee actual performance. Learn more

Is this information helpful?   Yes   No

Next, click 'Create new ad'

This will allow you to start building your creative.

Ads in this campaign

Create new ad

To add ads to this campaign, create a new ad.

Previous   Delete campaign

Next
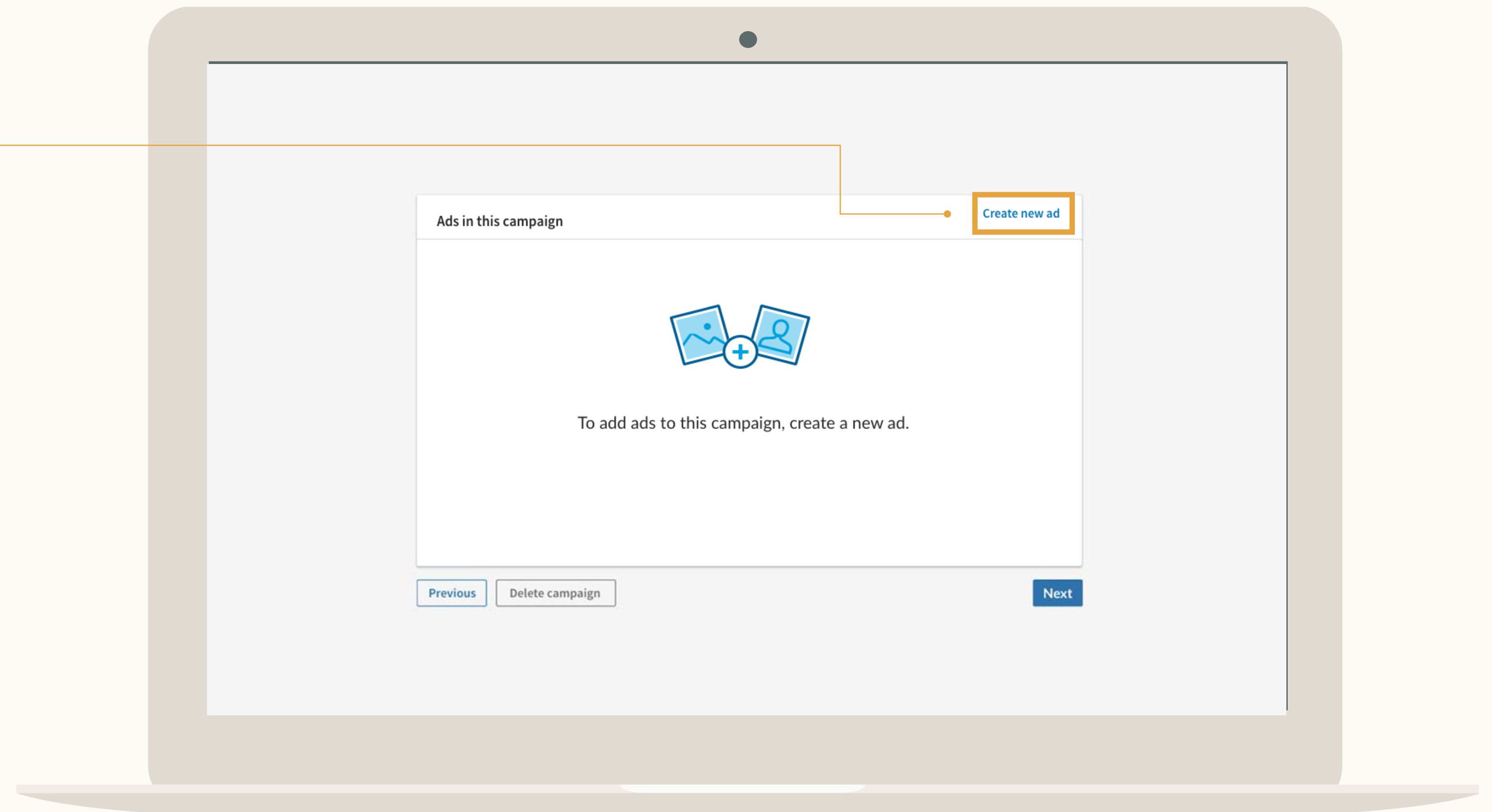
Begin building your ad

Name your ad, select a sender, and add a banner creative

1 Set up your sender using our permissioning process

2 Insert your 300x250; JPG or PNG; up to 2MB banner. This image appears on desktop only and is not clickable

3 Optional: insert your custom footer

4 If you are using the Website Visits Objective, click 'Next step' and then continue to slide 20
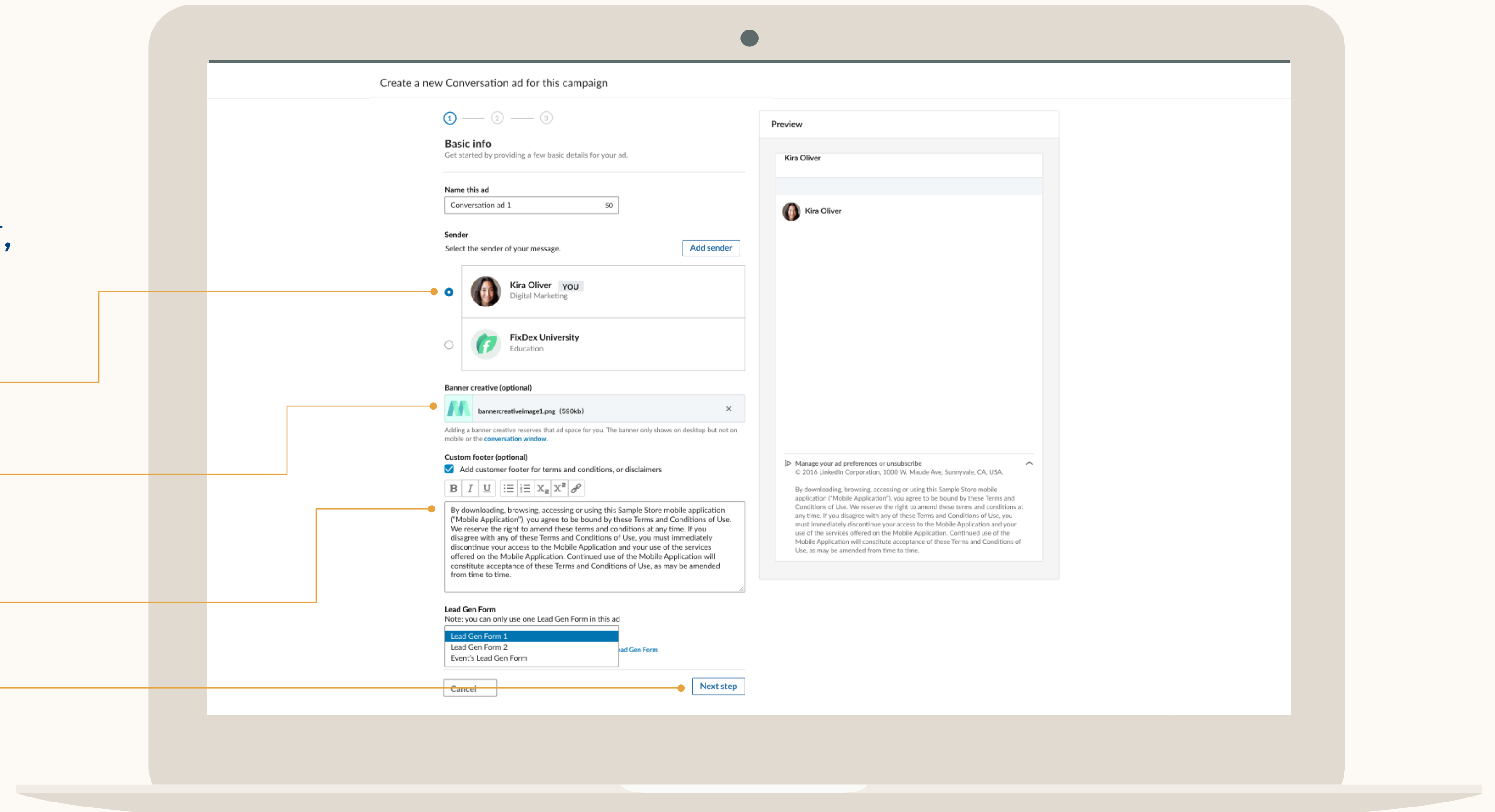
Lead Generation

If you are using the Lead generation objective, select the Lead Gen Form you'd like to use for this ad.

Select your Lead Gen Form from the dropdown, or create a new one by clicking 'Create a Lead Gen Form'.
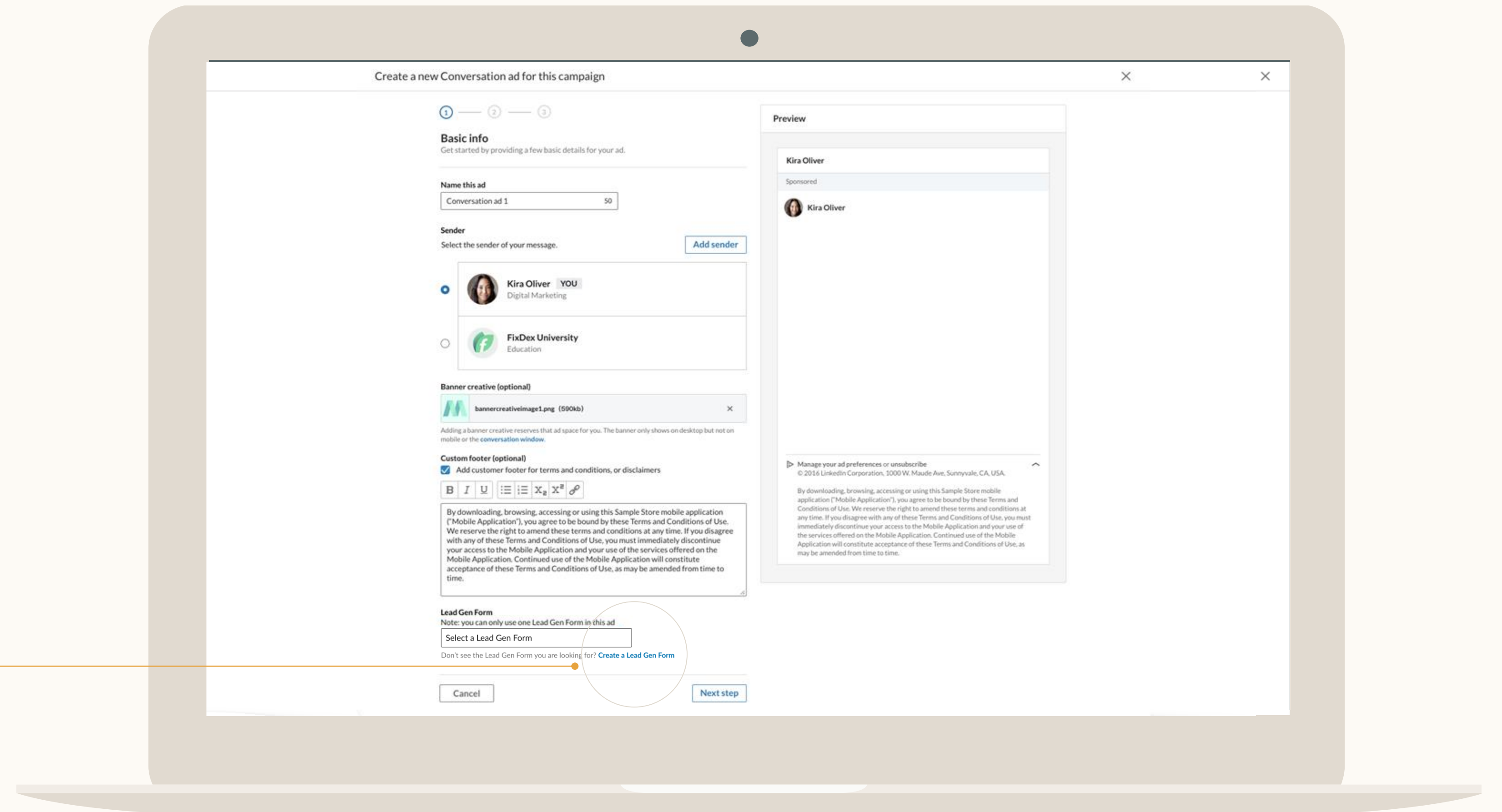
If you'd like build a new Lead Gen Form, you'll do that now

NOTE: This creation flow will open in a new tab. Once you finish building your Conversation Ad, you can close the tab to go back to the Conversation Ad draft. Your form will appear in the dropdown once you hit 'Create' in the new tab.
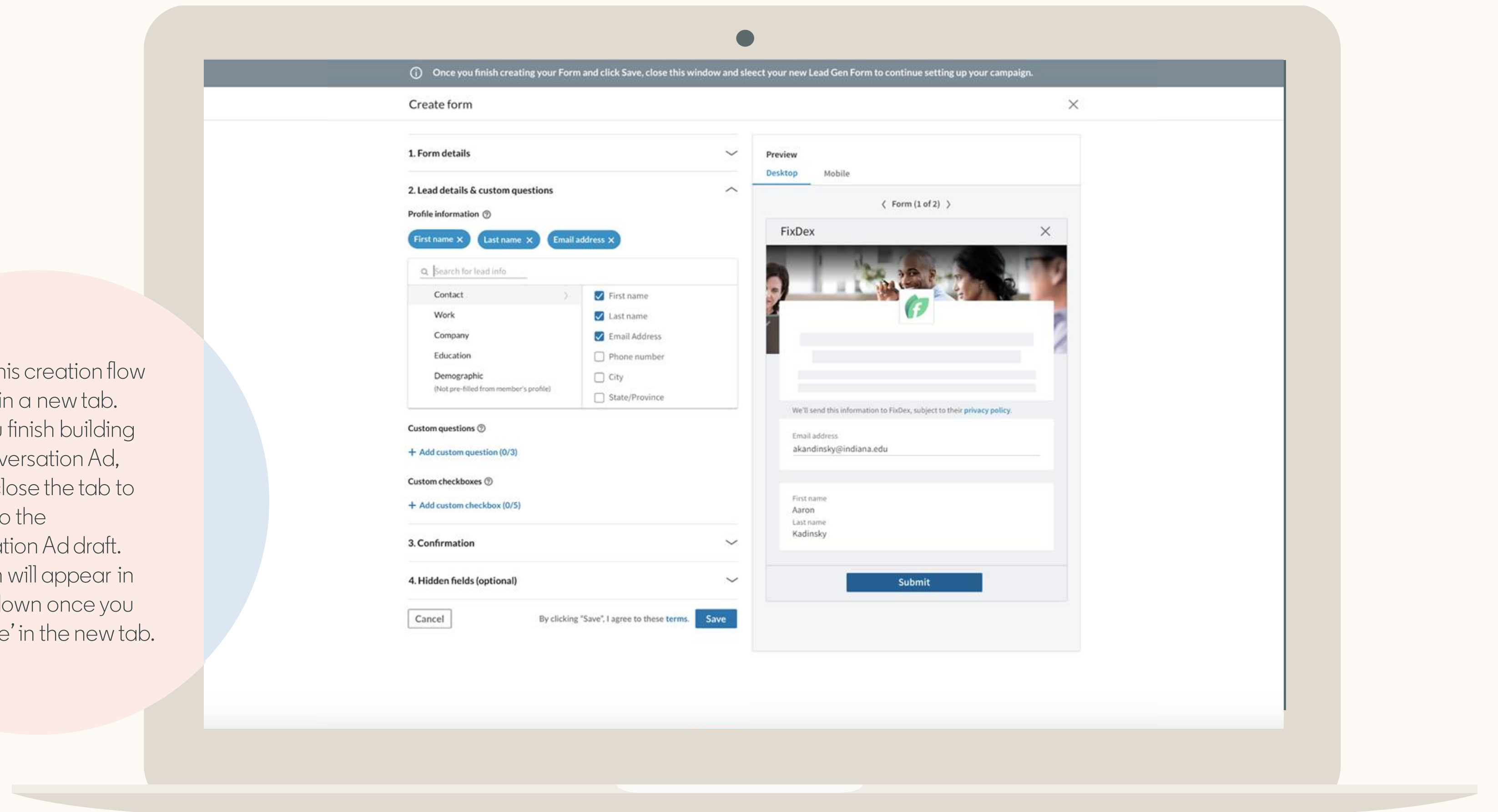
To build your conversation, you can either start from scratch or choose a template

If you use a template, choose the use case that best aligns with your goal. Choose from:

✓ Event Registration

✓ Trial & Demos Sign up

✓ Program Enrollment

✓ Website Traffic

✓ Content Downloads

* Templates will be available in April 2020

Kira Oliver

Sponsored

Kira Oliver
Hi there %FIRSTNAME%! My name is [INSERT NAME], and I'm a [INSERT TITLE] from [INSERT COMPANY]. I thought you'd be interested in attending the event in [INSERT CITY] on [INSERT DATE] at [INSERT TIME] about [INSERT TOPIC], so we saved you a seat. Are you interested?

Each template* includes suggested copy and macros.

Text in [ ] designates our suggestions of what to edit, but each template is totally customizable.

Click 'View Flowchart' for an overview of your entire conversation

NOTE: Click "View Preview" to get back to the member view of your conversation.

If you aren't using a template, you can build your ad from scratch

Choose 'Blank' in
the template view.
Then click 'Next step'.

Start creating your Conversation Ad

This is where you'll have your opening message, and the corresponding calls-to-action.

1 The intro message is the first message your audience will receive. Introduce yourself and let the member know why you're reaching out. Use macros to personalize the conversation.

2 Then add your first call-to-action button! Let the member know what action you would like them to take. **Unsure of your CTA?** We'll take you through your options on the next page.
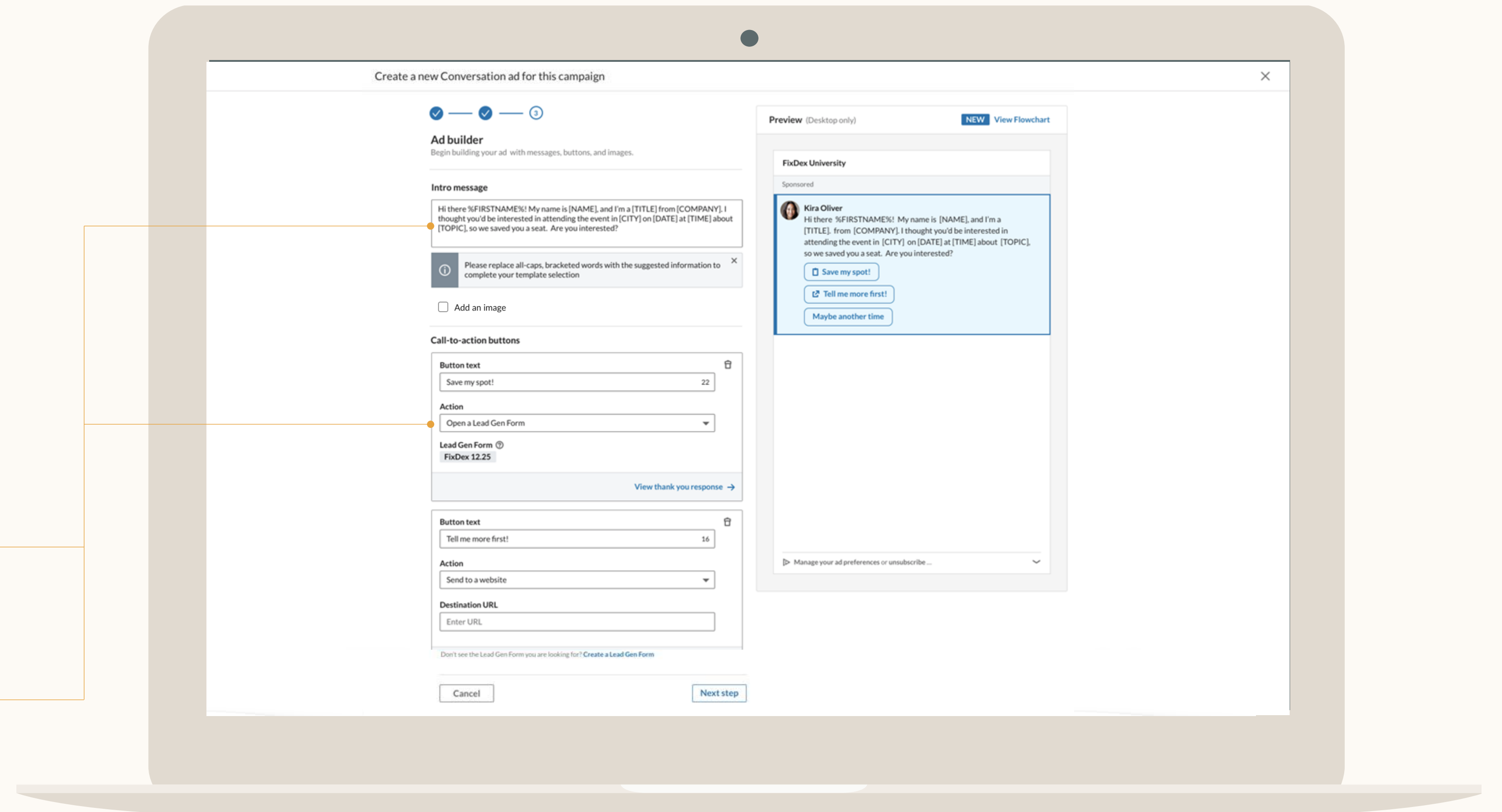
Add your CTA

This is where you'll let them know what **actions** you'd like them to take.

You have three options:

1 **Open a Lead Gen Form:** Add a new or existing LGF. This option will only appear in the Lead Generation objective. Please note: you can only add one Lead Gen Form per conversation.

2 **Show next message:** If you select this, you will have to create a subsequent message.

3 **Send to a website:** This should be the landing page you want to drive traffic to.

NOTE: Use this dropdown to indicate which action option you want to assign to your CTA button
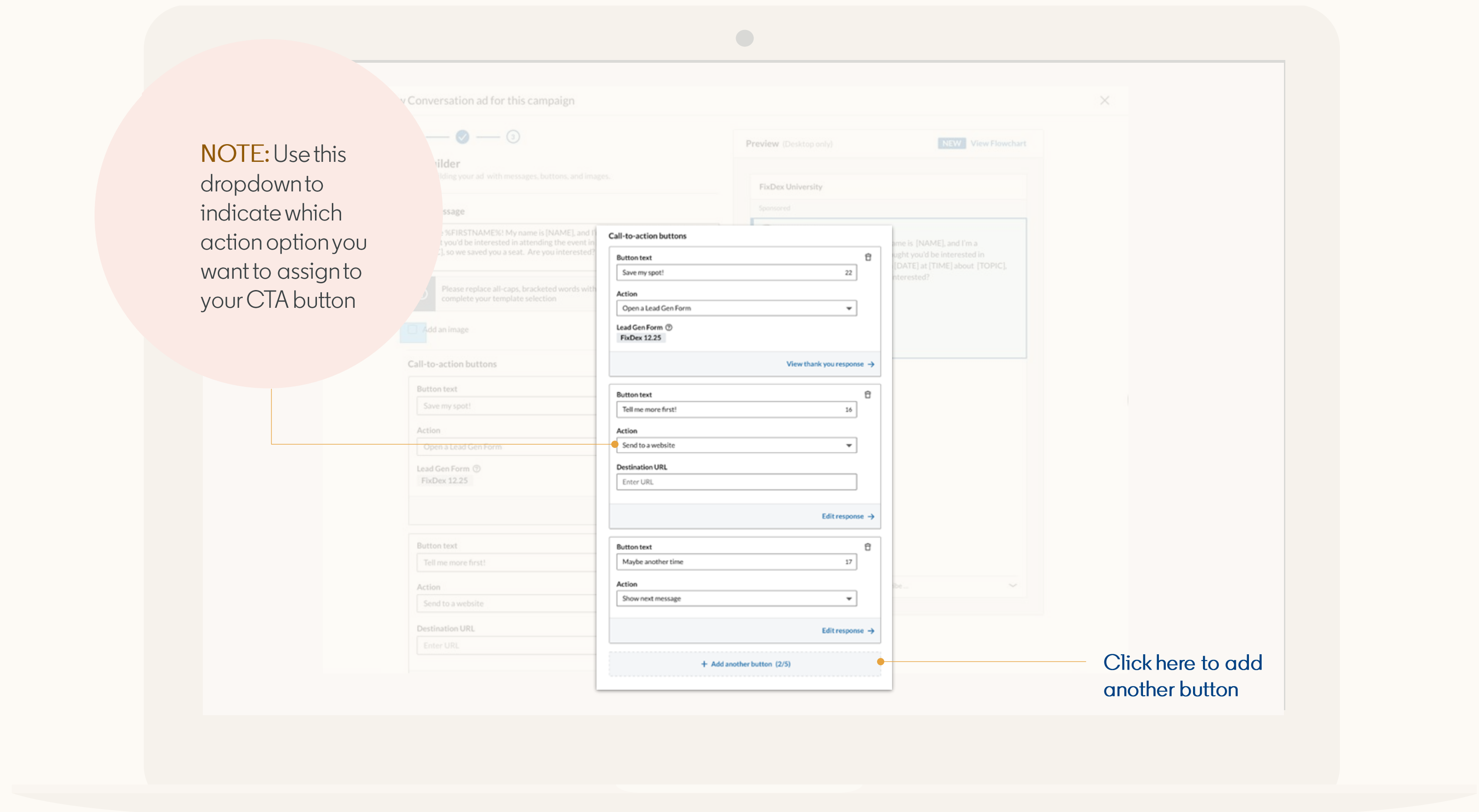
Click here to add another button

Optional: Add rich media to your ad

The image appears inline underneath the copy of your message.
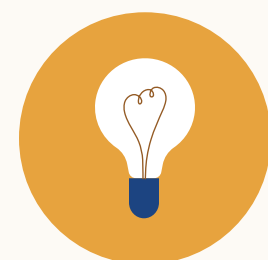
The image should be 250 x 250px

Add your image by checking **'Add an image'** and uploading your file.
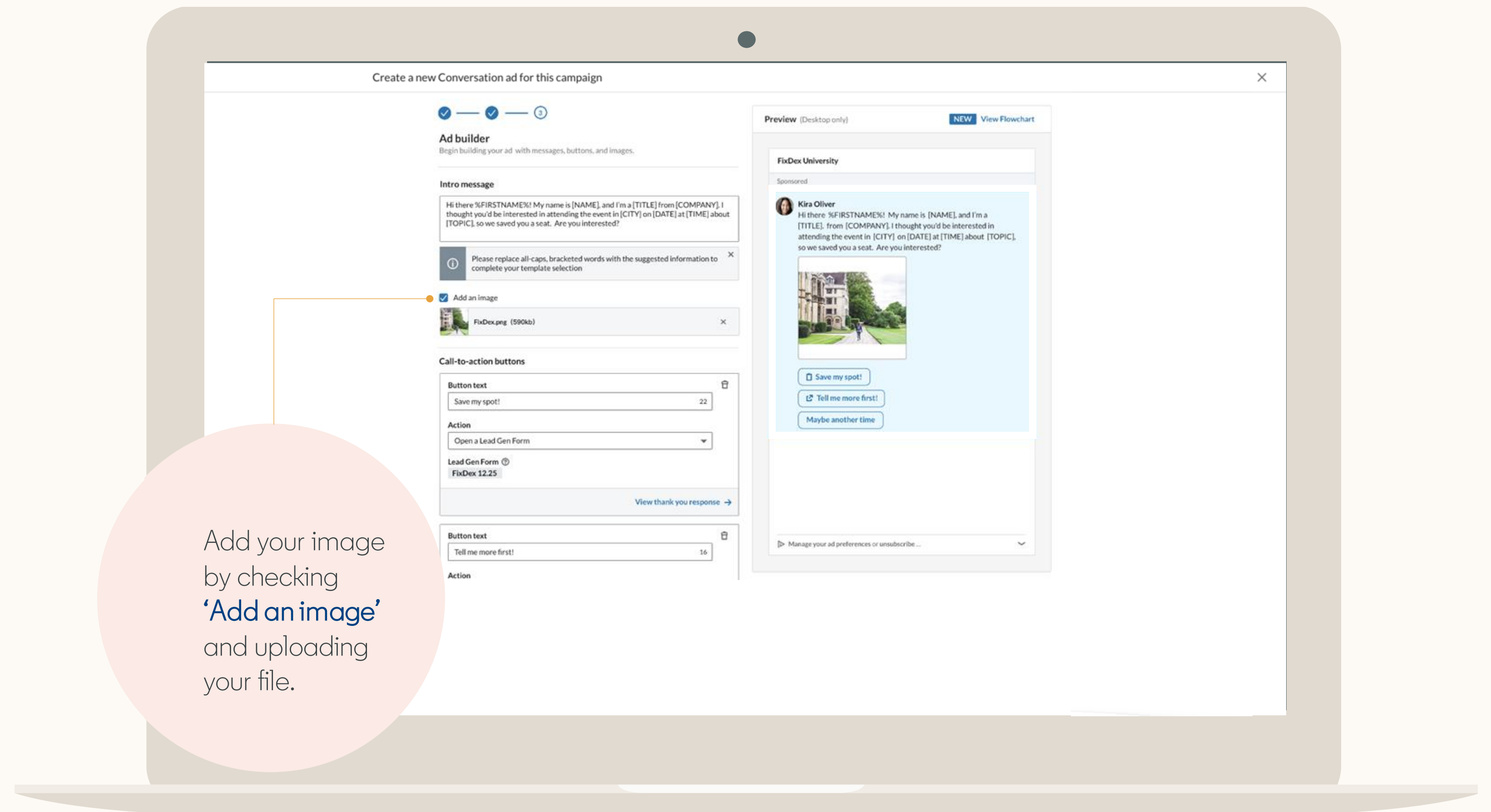
Add your follow-up messages

The **new message** and **call-to-action button** will appear under the corresponding message in the preview and flowchart.

1	Add next message copy
2	Add next CTA
3	View previous message

Create a new Conversation ad for this campaign

- New message copy
- New CTAs
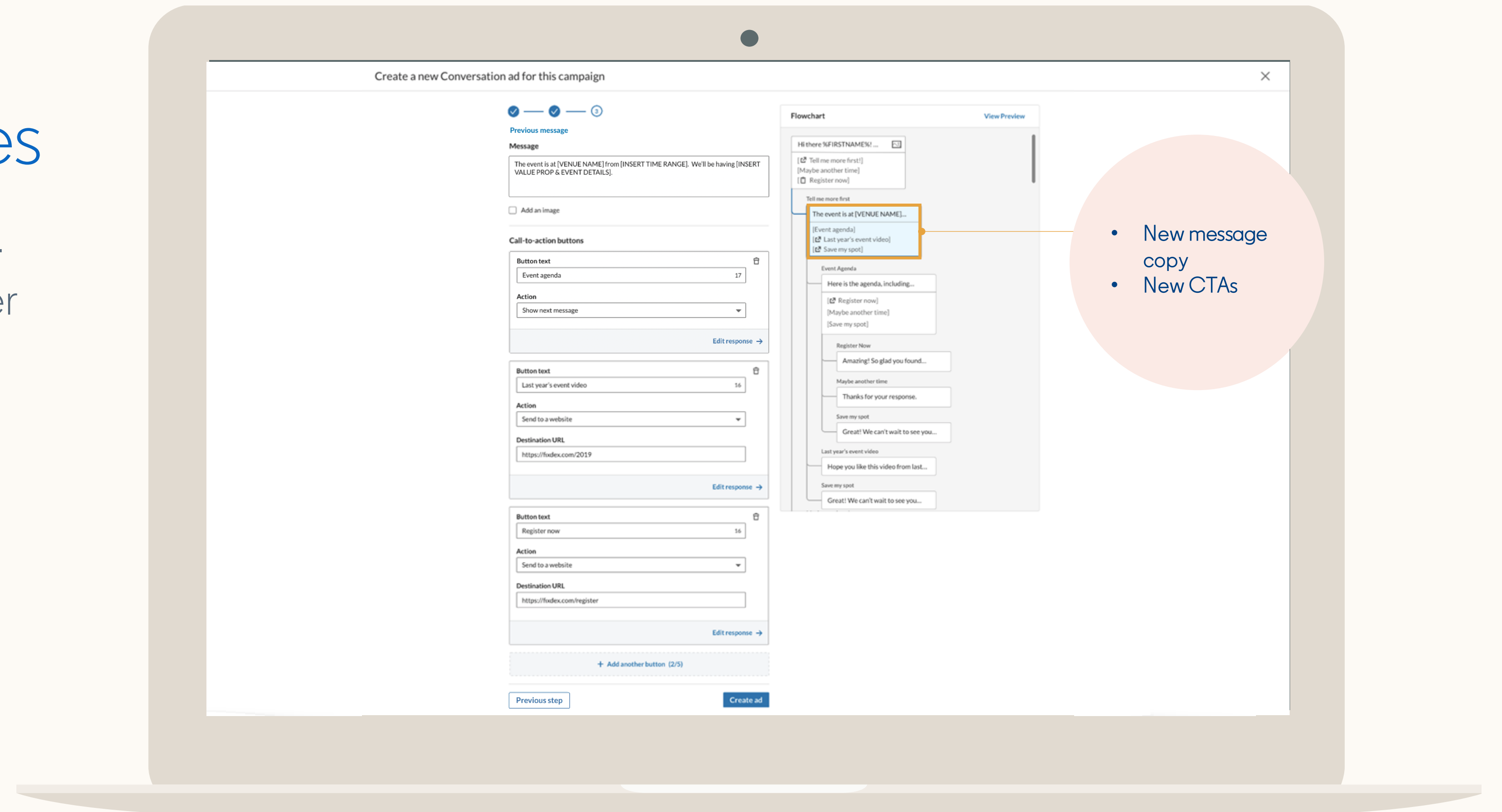
Remember

If you added a Lead Gen Form, ensure your confirmation message matches the rest of the conversation before launching.

🔔 You will not be able to edit the confirmation message in the campaign creation view.

🔔 If the messages don't match the conversation, you can only edit the content if it's a draft form. If it is already live you'll need to use a different Lead Gen Form.

NOTE: This message will show up underneath the rest of the conversation after a member clicks the Lead Gen Form CTA, so you want it to flow naturally.
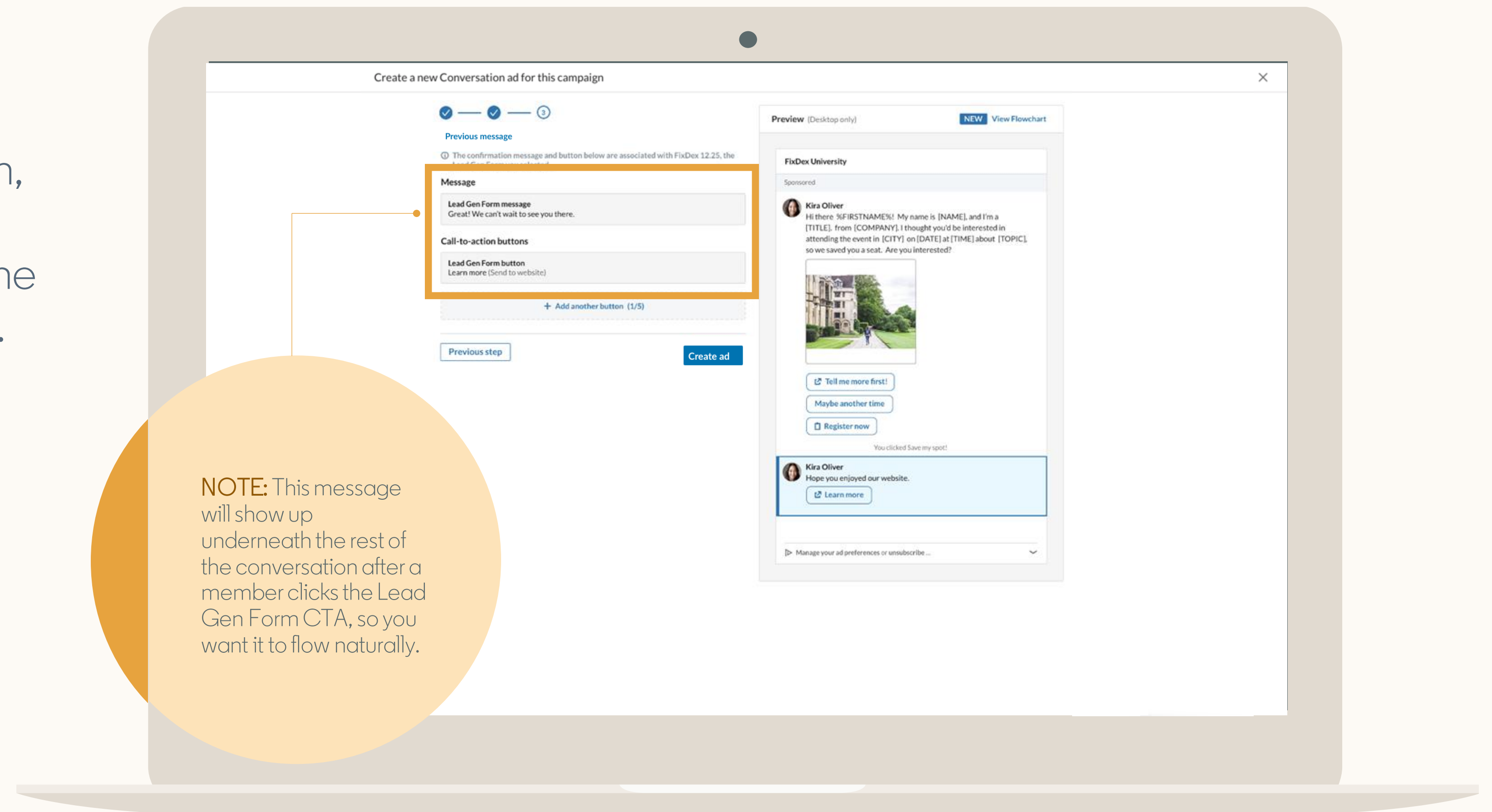
Check and resolve any errors before saving your ad

Before you're able to click 'Create ad', you must resolve all errors in **red.**

A summary of all errors will be shown at the bottom.
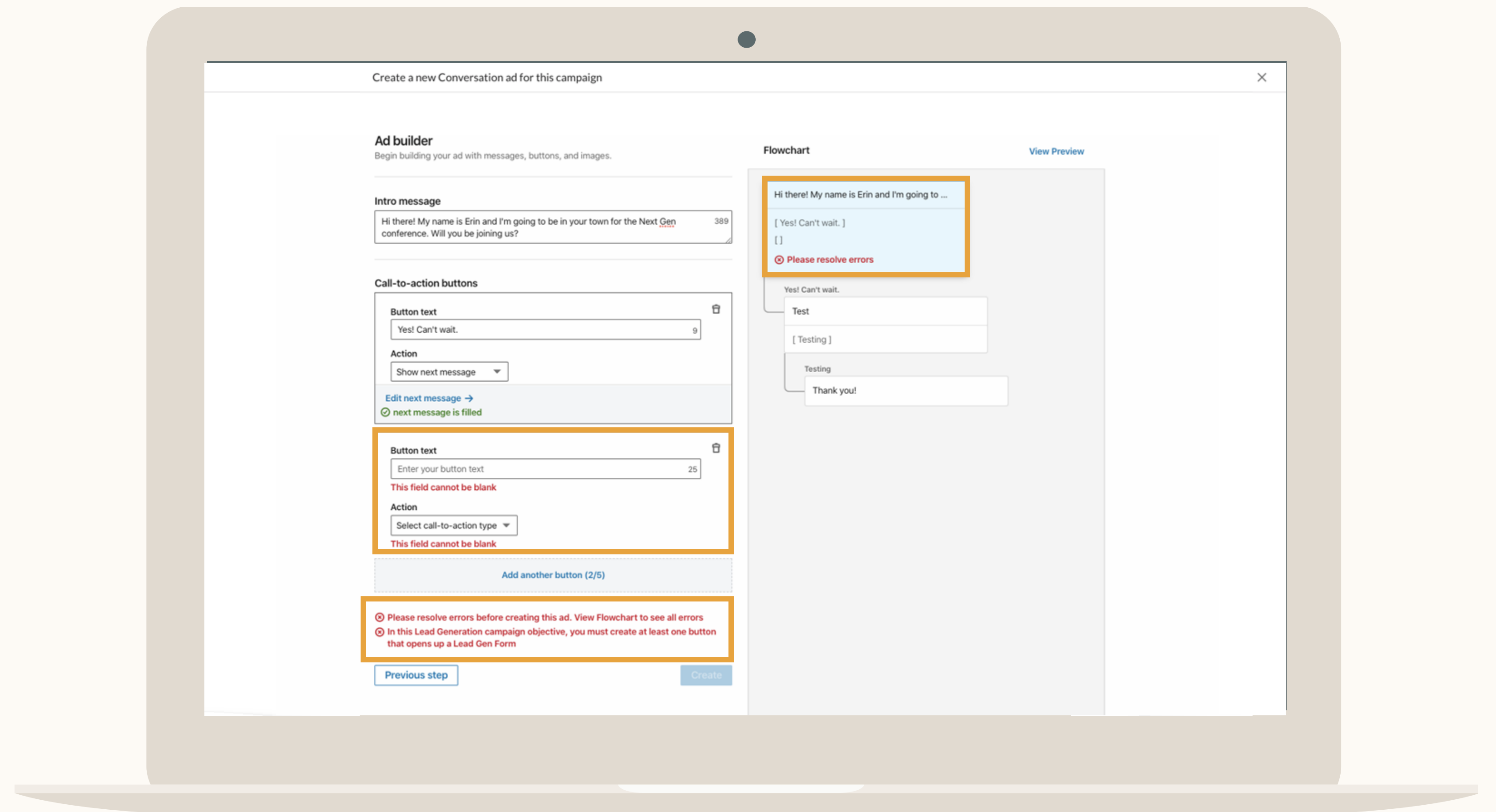
# Once you finish, click 'Create' to save your ad
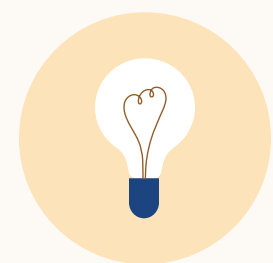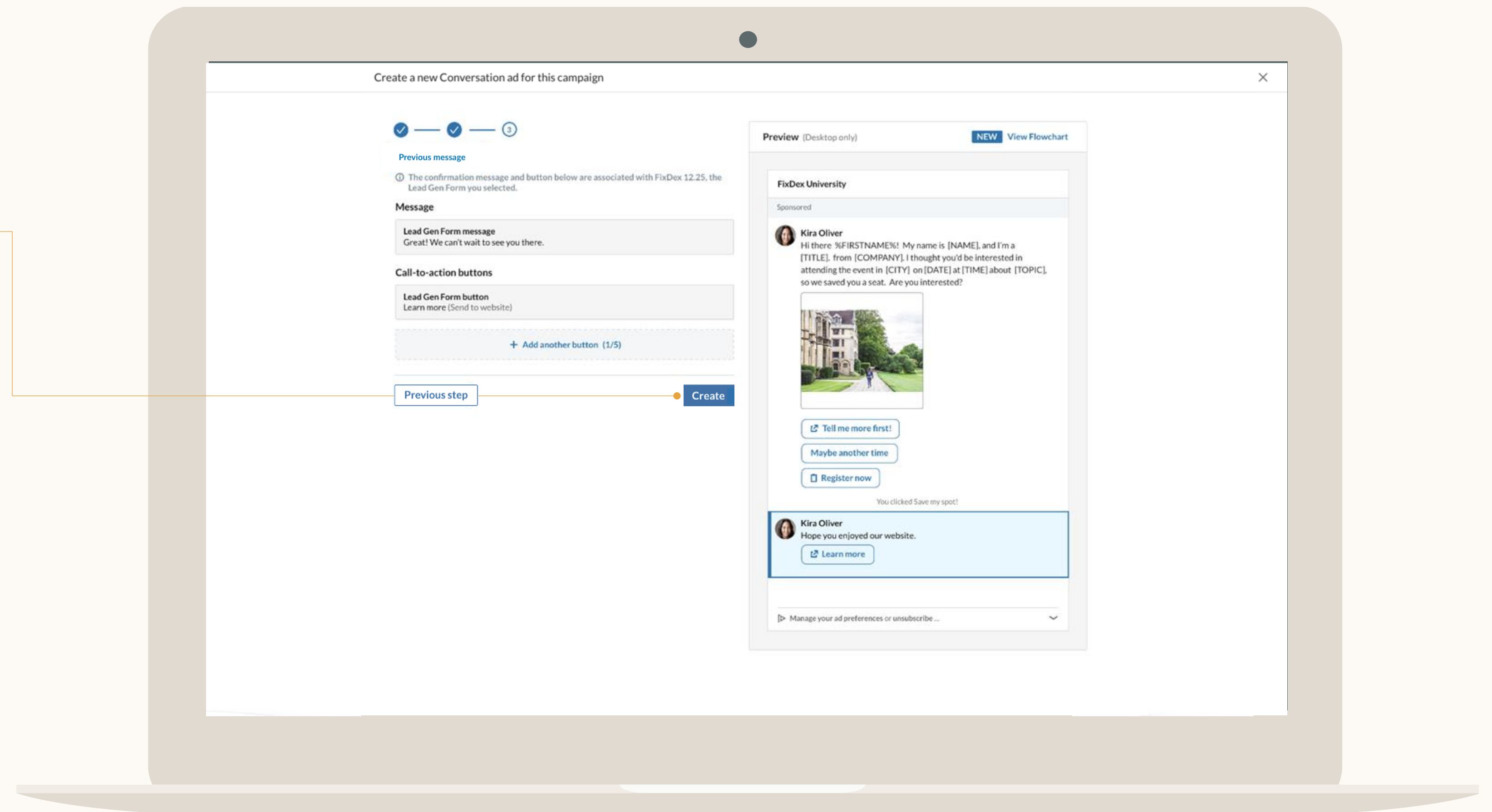
This will not set your campaign live, **only save your ad as a draft.**

Before setting your campaign live, send a test message

Select **'Send test message'** in the ellipses on the **'Ads in this campaign'** screen to send yourself a test drop.
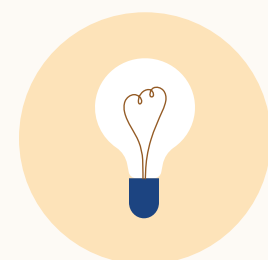
Review the ad, check that all links drive to the correct websites or LGFs, and **launch your campaign.**

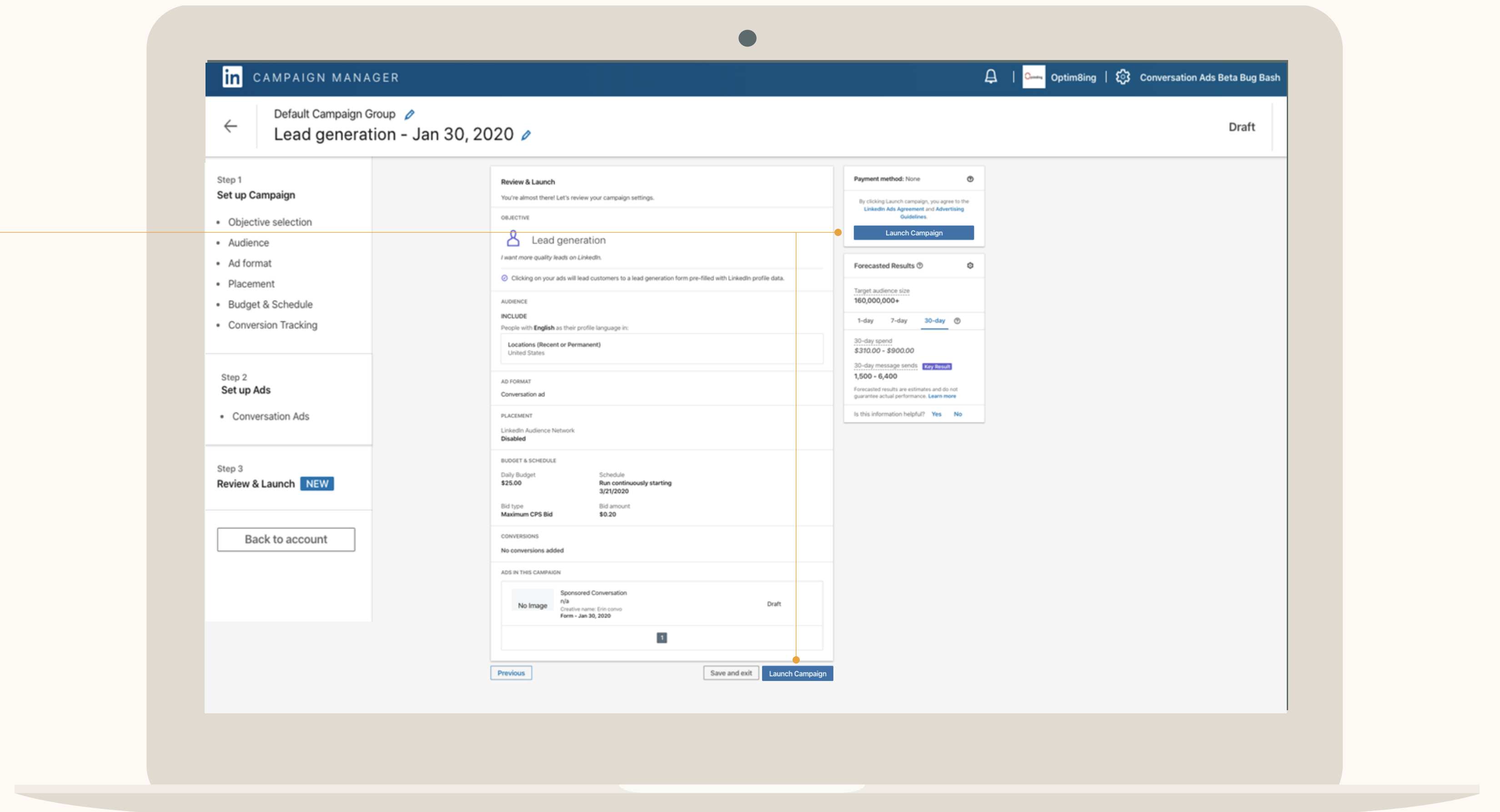The test will appear in your LinkedIn Messaging
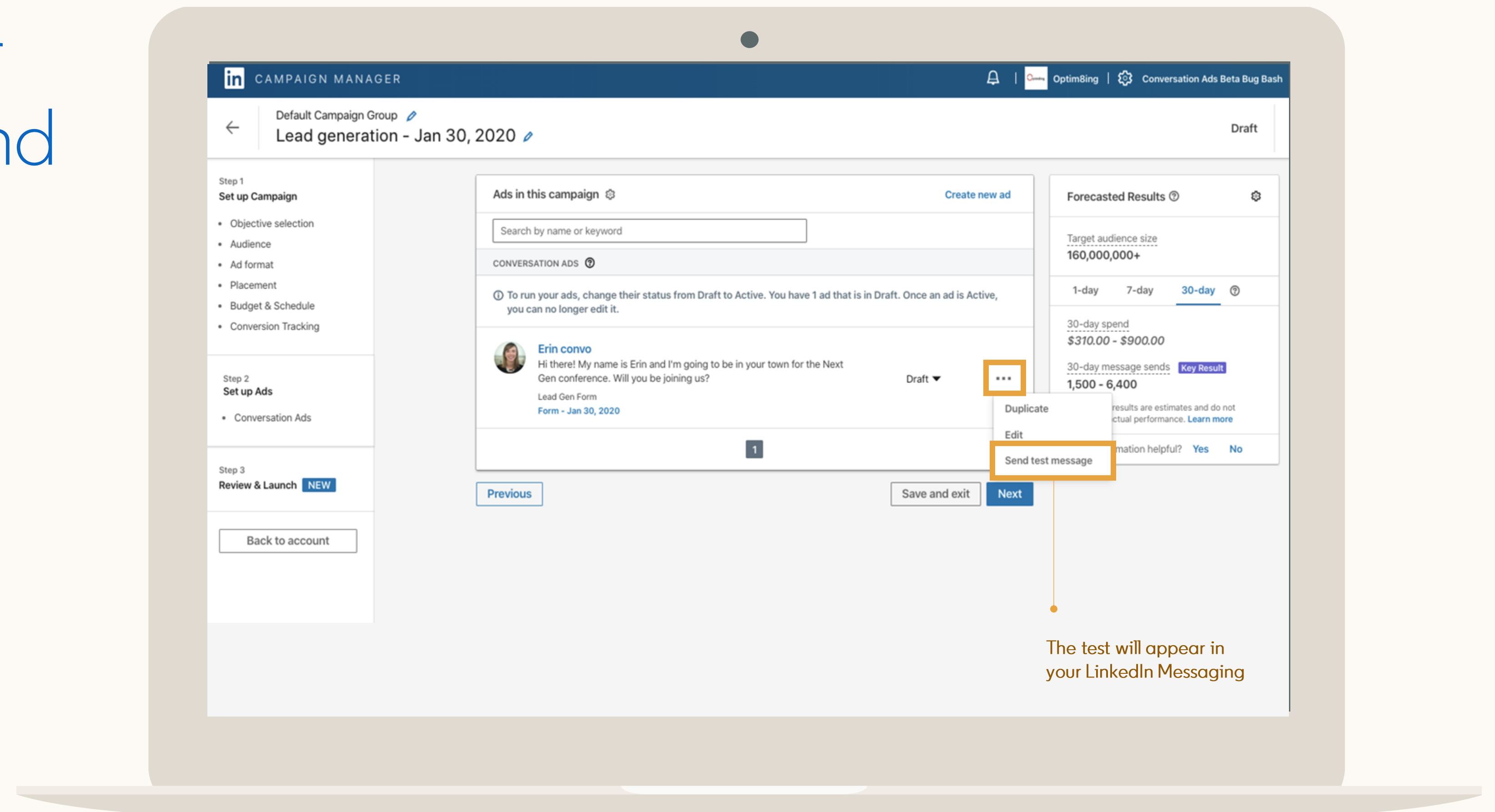
Review the campaign details and launch!

Make sure all the information looks accurate.

Once you set a Conversation Ad campaign live **you will not be able to edit the details.**

Thank you!

LinkedIn