



Getting Started with the:

LinkedIn Event Ad

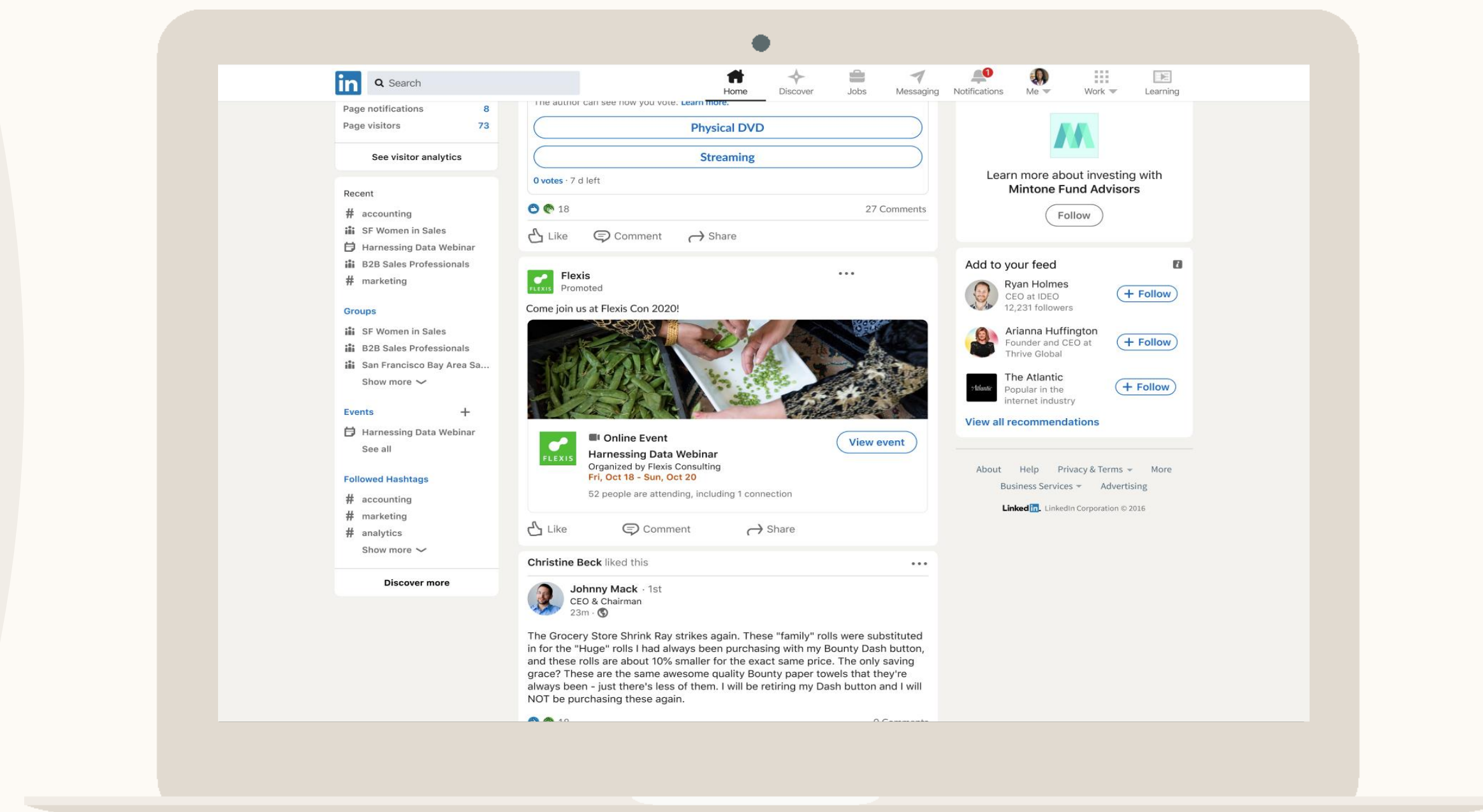


Let's get started

This is a step-by-step guide to getting started with the Event Ad Format.

The Event Ad is a new in-feed ad format that helps drive more event registrations by getting your LinkedIn Event in front of the right professionals.

This guide will walk you through each stage of creating an Event Ad campaign, from campaign creation to campaign reporting.



What you will learn in this guide

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Introducing Event Ads

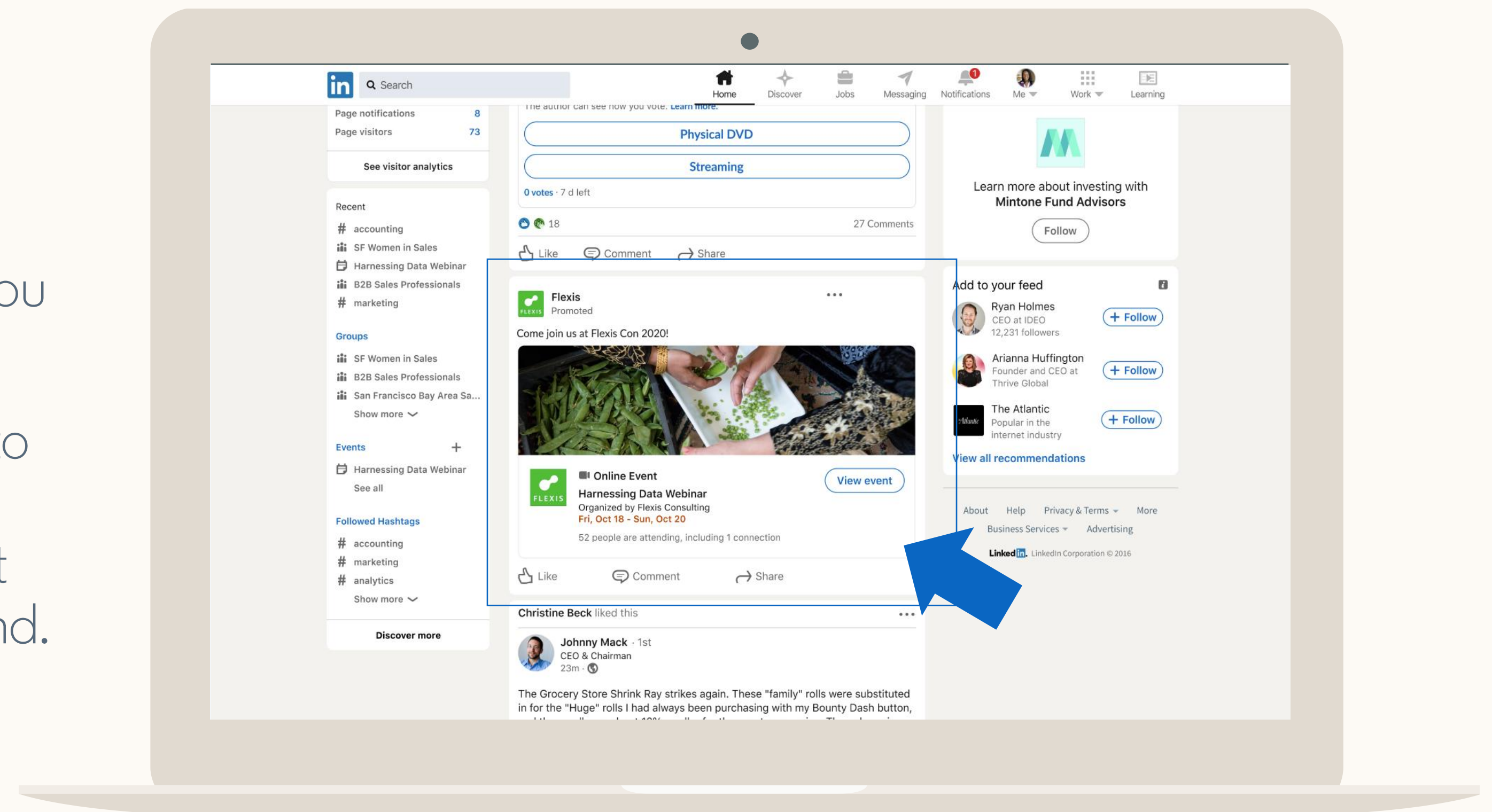
In this section, you will get an overview of Event Ads and what you can do with them.



What is the Event Ad Format?

This is a new in-feed ad format to help expand the reach of your LinkedIn Events to get the professional audiences you care most about to register for your event.

By using this new format you'll get access to new event-specific reporting metrics (i.e., engagements that drove registrations) that help prove the ROI of your campaign spend.





Why promote your event with the Event Ad?

Clients in the beta saw an average of 40% lower cost per registration with the Event Ad over Single Image Ads



Get your Event in front of the right professionals

Use LinkedIn's Event Ad to promote your event beyond people you know like decision-makers and practitioners



Drive more event registrations

Capture your target audience's attention as they scroll through their LinkedIn feed with a format that provides all the event info they need like date, time, and where to join. It's easy - all details are prepopulated from your event to the ad.



Measure the impact of your event spend

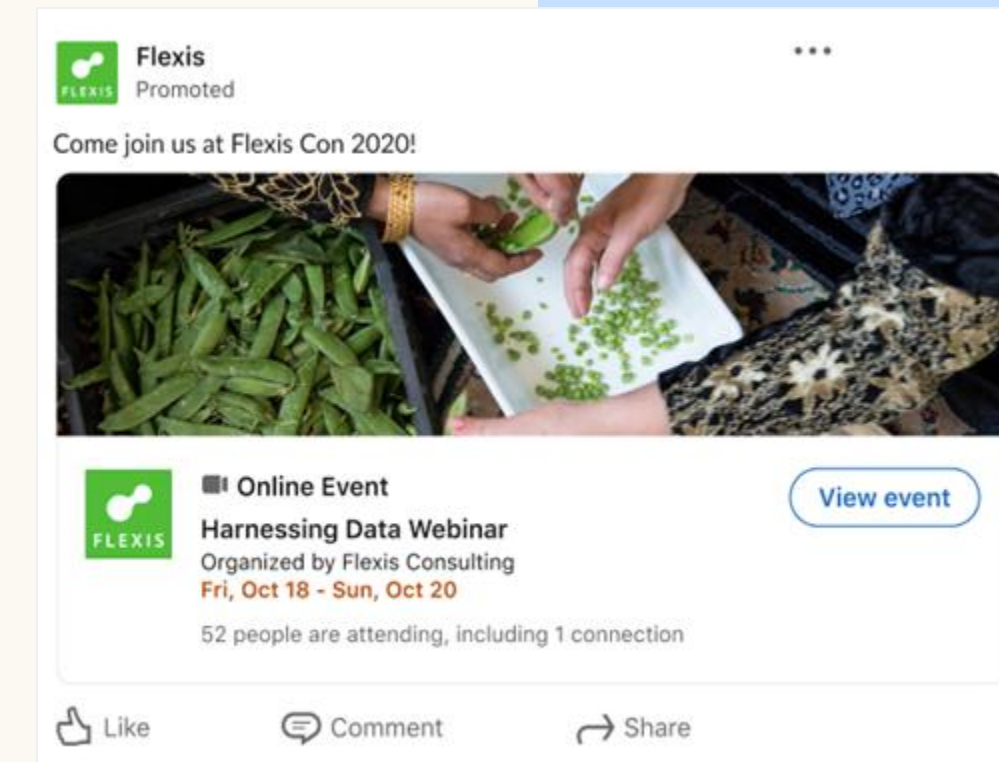
Using the Event Ad, you'll see exactly how many members clicked on or saw an ad and then registered for your event, so you know how effective your campaign was at driving event registrations

Event Ad vs. Single Image Event Ad

In August 2020, we launched the ability to promote LinkedIn Events using Sponsored Content Single Image Ads to help clients amplify organic efforts and reach professionals beyond their known network. This format was built as a stopgap solution.

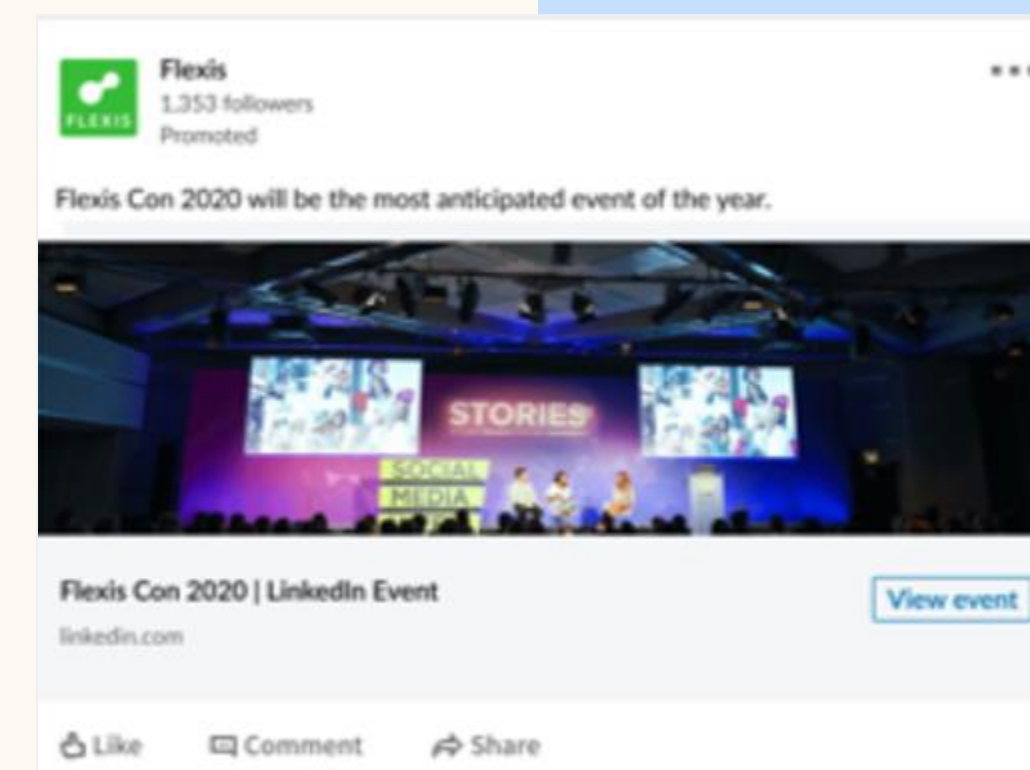
The Event reporting that comes with the Single Image will sunset as you get access to the Event. If you have been using the Single Image Ad format for promotion of your LinkedIn, we ask that you stop using the Single Image and replace it with the Event Ad, as you will no longer get event-specific metrics with this format.

Need more incentive to switch formats? Clients in the beta saw an average of 40% lower cost per registration with the Event Ad over Single Image Ads.



Event Ad

Timeline: 100% GA expected early May



Single Image Ad

Please do not use this format anymore!

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How does the Event Ad work?

In this section, we will explain how members proceed through the event experience and the limitations of the format.

Member experience

From engaging with an Event Ad to registering for the Event

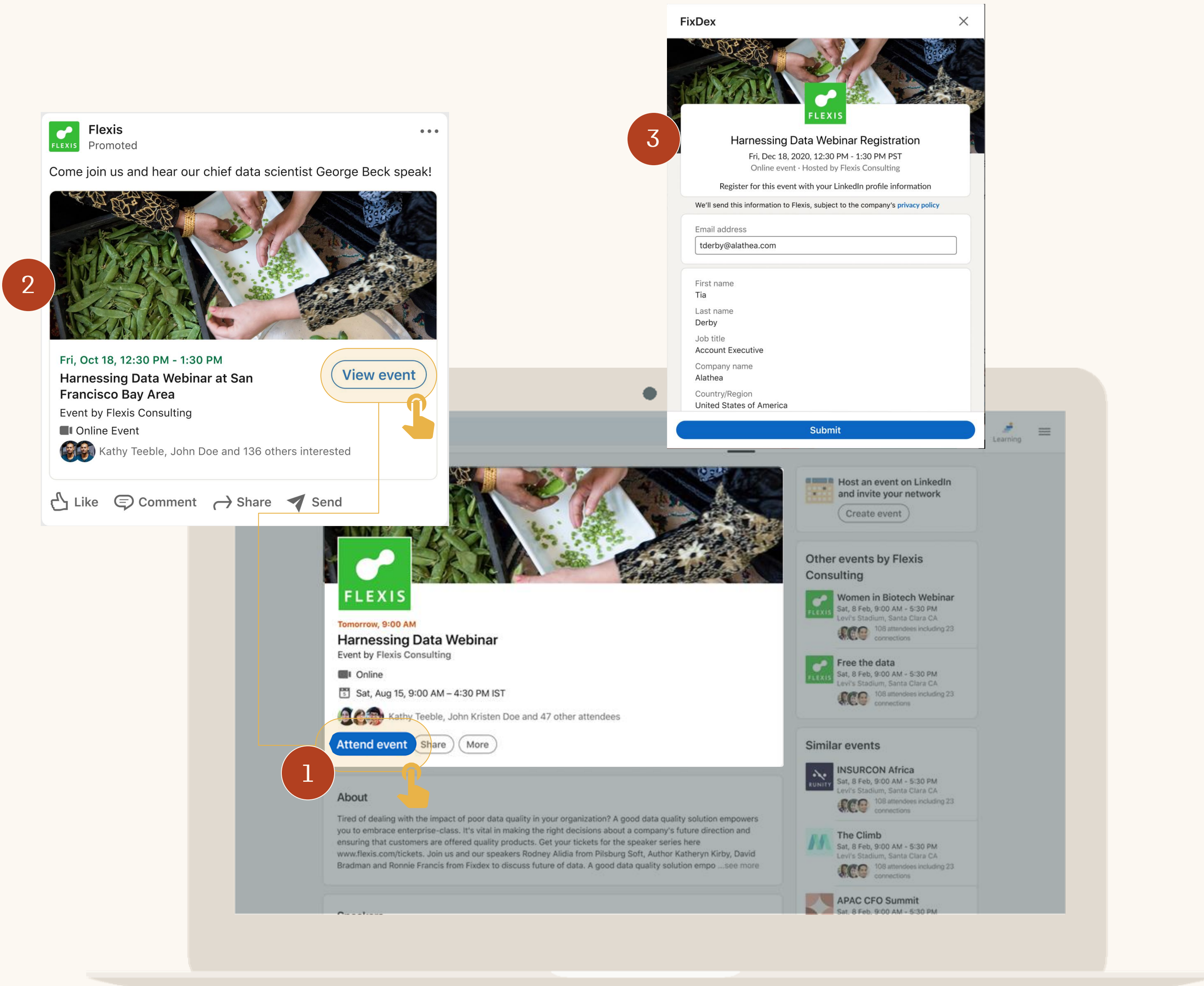
- 1

Member sees the Event Ad in the feed and clicks 'View event'
- 2

Member lands on LinkedIn Event page and clicks 'Attend event'

If your event does not use a registration form, the member is automatically registered.
- 3

If your event does use a registration form, that will appear after clicking the CTA. Member will fill out and submit the registration form, at which point they will be registered.



Event Ad format considerations



Edits to an Event page will send any Event Ad campaigns using the Event page URL back to the review queue



Must be using a LinkedIn Event page URL (vs 3rd party landing page); must use brand awareness, website visits, or engagements objectives



No customizations available (i.e. image, CTA) yet besides the ad copy. The image is populated from your LinkedIn Event cover image and your CTA is preselected to say 'View event'.



The Event URL for an event ad cannot be edited after the ad is created. To change the event URL, duplicate the creative and edit the new creative.



Not compatible with LAN or Stories (feed only format)



Not available in Chinese Mainland Zephyr app

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How to set up the Event Ad

In this section, you will learn how to get started: set up an Event, set up a campaign, and view reporting.

Before you go any further...

Here are some things to consider before setting up your Event Ad



You'll need DSC poster or higher permissions

You'll need at least this level of permissions in order to create a campaign in Campaign Manager



You can only promote LinkedIn Events with the Event Ad

At this time, we do not support the promotion of a third-party landing pages (Marketo, etc) with this new format



The ad image and title are not customizable

The event header image and title will be pulled from the existing event and can't be customized



You can't edit an event ad once it's created

If you need to make changes to an ad, you'll need to either create a brand-new ad or duplicate an existing one

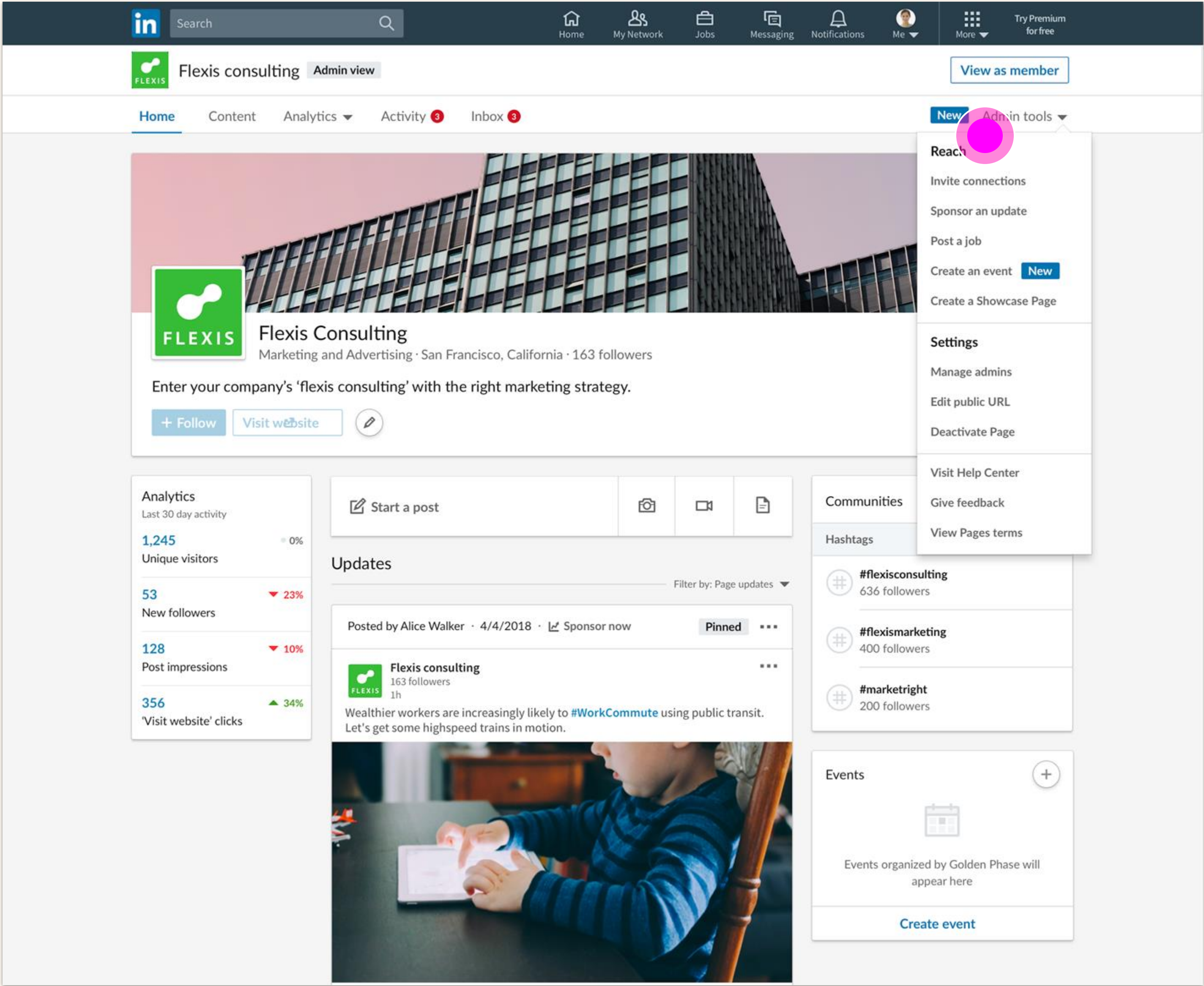


We recommend you pair the Event Ad with a registration form on your event

Adding a registration form makes it easy to collect leads from your event. Fields on the form include first & last name, and email address. Country, company, and job title are coming soon.

Create a LinkedIn Event from your company's LinkedIn Page

Note: only LinkedIn Page Admins can create an Event that is associated with their organization's LinkedIn Page. If you do not have access, work with your Page Admins to set this up.

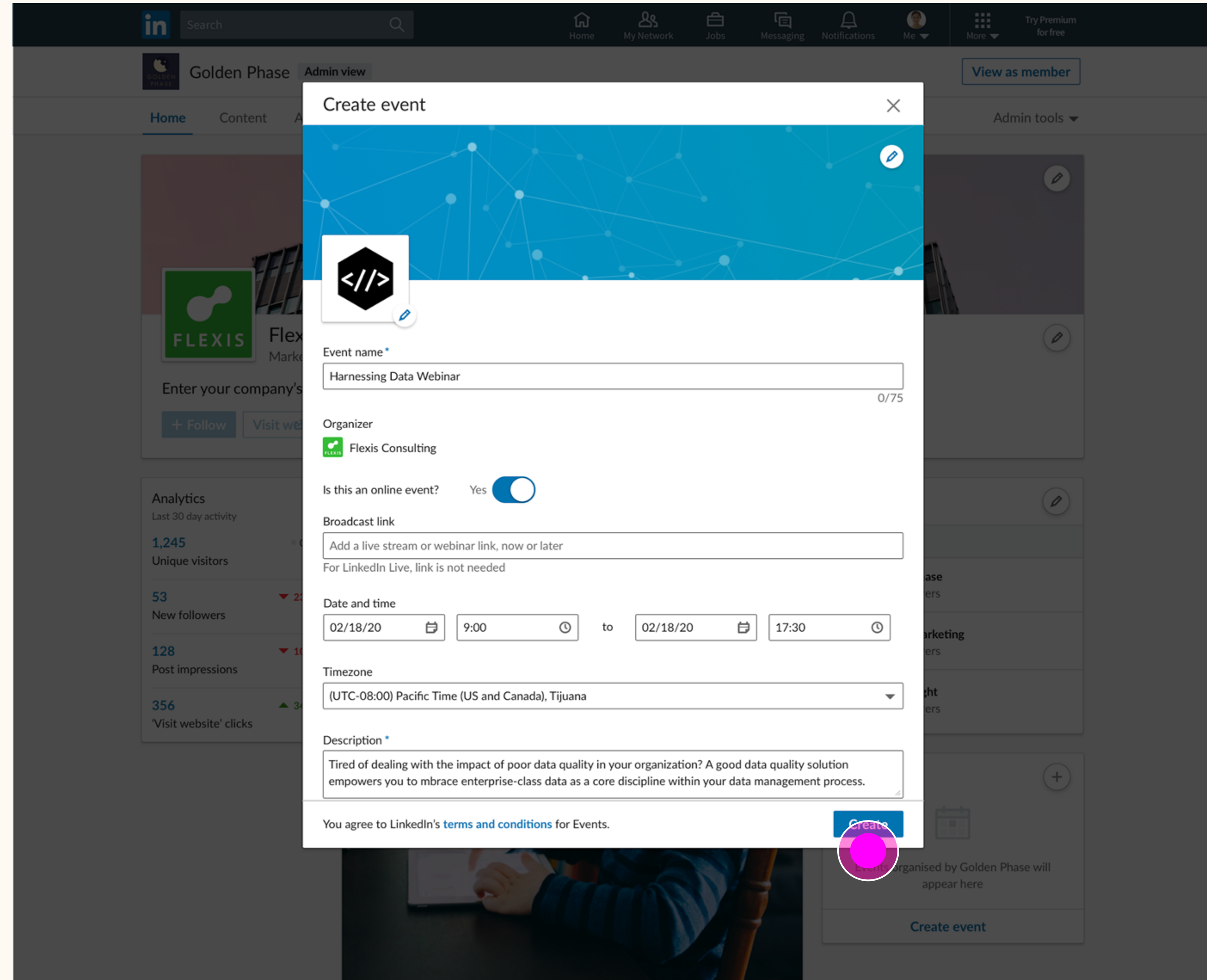


Creating your Event

Fill out the event details

Once you create your LinkedIn Event, you'll have a unique URL to add to your ad campaign setup.

Just copy and paste the event page link from your browser!



The screenshot shows the LinkedIn 'Create event' modal form. The background is a blurred view of the LinkedIn interface for the 'Golden Phase' company page. The modal is titled 'Create event' and has a blue header with a network diagram. Below the header is a profile picture placeholder with a code icon. The form fields include:

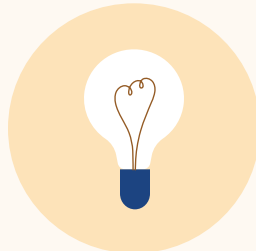
- Event name ***: A text input field containing 'Harnessing Data Webinar'.
- Organizer**: A dropdown menu showing 'Flexis Consulting'.
- Is this an online event?**: A toggle switch set to 'Yes'.
- Broadcast link**: A text input field with the placeholder 'Add a live stream or webinar link, now or later'.
- Date and time**: Two date and time pickers. The first is set to '02/18/20' at '9:00', and the second is set to '02/18/20' at '17:30'.
- Timezone**: A dropdown menu showing '(UTC-08:00) Pacific Time (US and Canada), Tijuana'.
- Description ***: A text area containing the text: 'Tired of dealing with the impact of poor data quality in your organization? A good data quality solution empowers you to mbrace enterprise-class data as a core discipline within your data management process.'

At the bottom of the modal, there is a checkbox for 'You agree to LinkedIn's terms and conditions for Events.' and a blue 'Create' button. A pink circle highlights the 'Create' button.

Once you've created your event, log in to Campaign Manager to set up your LinkedIn Event ad

Create a campaign and select one of the following objectives:

- Brand awareness
- Website visits
- Engagement



The three objectives listed above are the only objectives that currently support the Event Ad.

Objective ⓘ

Let's get started! Select the objective that best fits your goals below.

Awareness

Brand awareness

Consideration

Website visits

Engagement

Video views

Conversions

Lead generation

Website conversions

Job applicants

Audience

Ad format

Placement

Budget & Schedule

Conversion Tracking

Save and exit

Next

Set up your targeting

Tune your targeting to reach the right professionals who would be interested in your event.

Don't know where to start? Try leveraging interest, group, and company targeting. You can also use Matched Audience to retarget or exclude past event attendees.

Audience Saved Audiences Audiences

Create a new audience Reset audience

Where is your target audience?

Locations Recent or permanent location

INCLUDE

United States + Add Locations

!

We're making updates to our location targeting to provide better accuracy and more locations. You may encounter slight changes in location naming or audience size to accurately reflect your intended regions. Campaigns will function as normal. [Learn more](#)

X

EXCLUDE people in other locations

Profile language

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

English

Who is your target audience?

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

Q Search

Learn more about targeting criteria

Audience attributes

Add targeting criteria like job title, industry, or skills

Matched audiences

Use your data to retarget website visitors or reach known contacts and accounts

Company NEW

Demographics

Education

Job Experience

Interests and Traits

+ Exclude audience

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









View audience summary Save as template

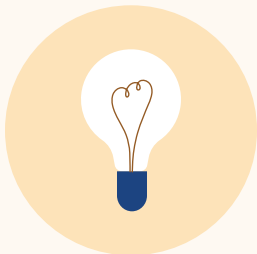
Select 'Event ad' as your format

Select the Event ad to promote your event in the LinkedIn feed.

Ad format

Choose your ad format.

<div></div> <div>Single image ad</div>	<div></div> <div>Carousel image ad</div>	<div></div> <div>Video ad</div>	<div></div> <div>Text ad</div>
<div></div> <div>Spotlight ad</div>	<div></div> <div>Message ad</div>	<div></div> <div>Conversation ad</div>	<div><div></div><div>Event ad NEW</div></div>



Tip: Event registrant reporting is only available when using this format.

Set up your bid & budget

In the “schedule” section, set the “end date” to be the date your event ends.

For bid type, try maximum delivery bid to get the most clicks to your event, while delivering your full budget.

Budget & Schedule

① Your Campaign Group is scheduled to run from 9/17/2021

Budget

Set a daily budget ▼

Daily Budget

\$100.00

Actual amount spent daily may vary ?

Schedule

☒ Run campaign continuously

Start date

5/7/2021

Your campaign will run **continuously** starting from **May 7, 2021** with no end date. ?

☐ Set a start and end date

Bidding NEW

Optimization goal ?

Landing page clicks [Change](#)

Bidding strategy ?

☒ Maximum delivery (Automated)

- Get the most results possible with your full budget

☐ Target cost

- Get the most results possible while staying near your cost goal

[Show additional options](#) ▼

Next, create a new ad for your campaign

Select which of your LinkedIn Events you want to promote.

Add the unique Event URL to the 'LinkedIn event URL' field and the details (event name, image, and date) will prepopulate from the Event page.

You can edit the ad name (55 characters) and introductory text (600 characters).

Once your ad is ready, click create!

Create new event ad

Name this ad (optional) ⓘ
Default name - Example 1

Introductory text (optional)
Come join us at Flexis Con 2020! 489

LinkedIn event URL ⓘ
Flexis Con 2020

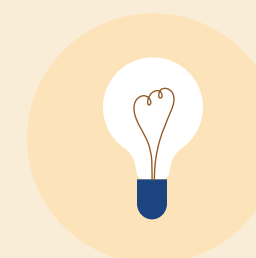
Cancel ☒ Add to campaign ⓘ Create

Preview
Desktop Mobile

Flexis Promoted
Come join us at Flexis Con 2020!

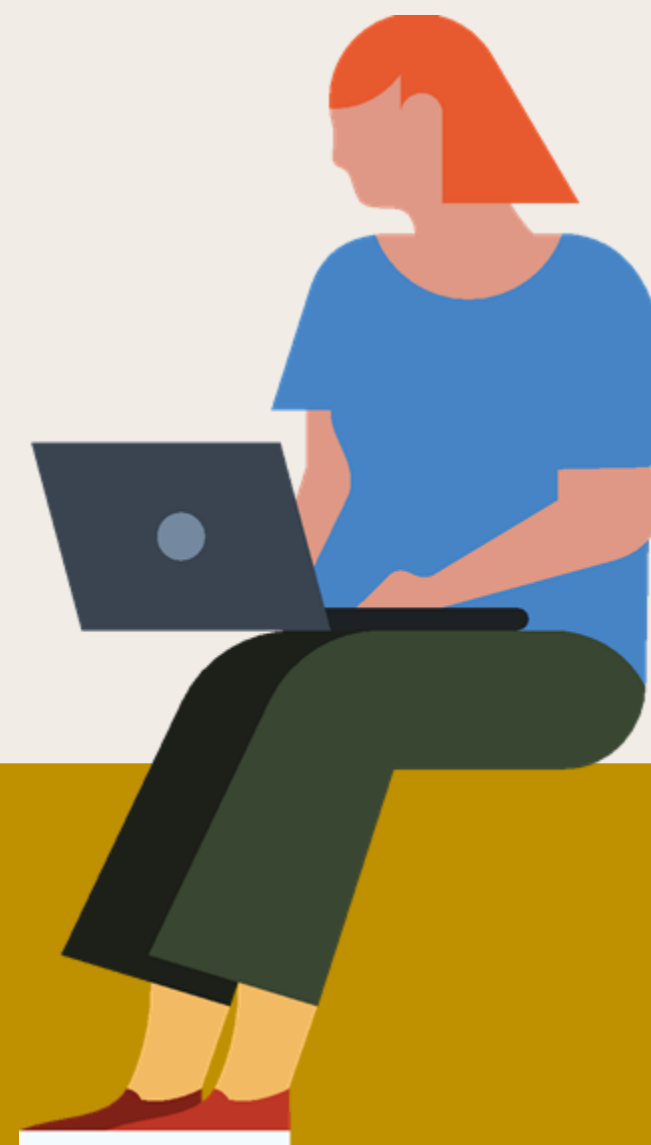
Online Event
Flexis
Harnessing Data Webinar
Organized by Flexis Consulting
Fri, Oct 18 - Sun, Oct 20
52 people are attending, including 1 connection
View event

Like Comment Share



Note: you cannot customize the image or CTA at this time. The image is taken from the banner of your event.

Event Ad reporting

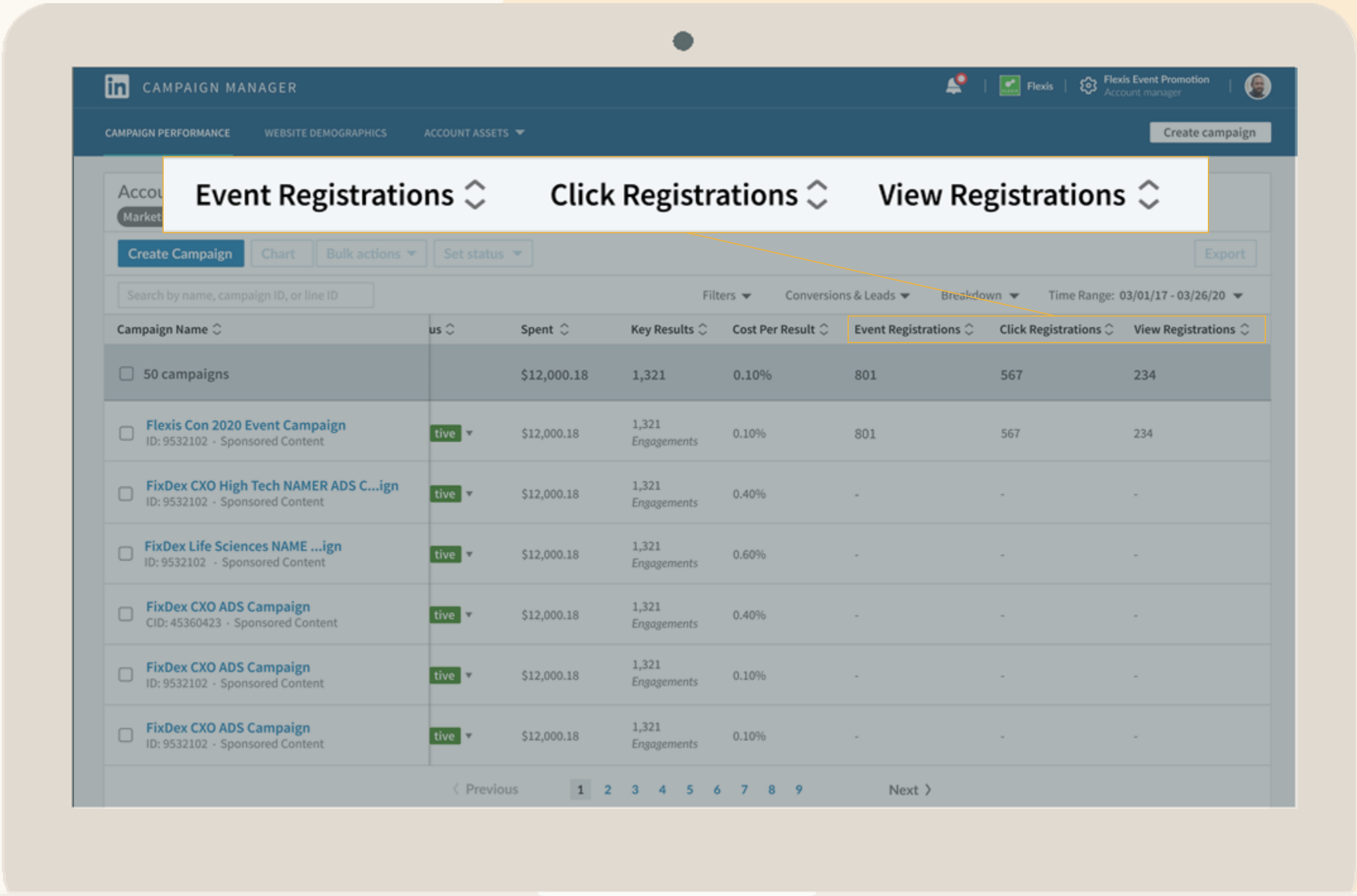


Event Ad Reporting

Use **Campaign Manager** to view the number of registrations generated by event promotion. You'll see these three new columns on the far right side under the 'Conversions & Leads' report.

Ad reporting will track the following metrics:

- **Event Registrations:** Total number of people that click “attend event” driven from your Event Ad)
- **Click Registrations:** Clicks on ad that led to an event registration (member viewed an ad, clicked, and registered in the moment or later)
- **View Registrations:** Impressions on ad that led to an event registration (member viewed an ad, did not click, and registered later)
- **Key Result:** number of times a campaign achieved an outcome based on objective and campaign settings (members clicked through to the Event page)



Note: Event reporting will be available only with the use of the **Event Ad** for these objectives: **Brand Awareness, Website Visits, and Engagement**



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Best Practices & Customer Examples

Benchmarks and Best Practices Coming Soon!

We're in data collection mode. As the Event Ad becomes available for more clients, we can provide you with more benchmarks and more! Stay in touch with your LinkedIn rep for updates.

Best in class example

Turn Left Media

Background

Turn Left Media hosted an event focused on educating their audience of marketing and digital decision makers in South Africa on LinkedIn Marketing Solution's latest product release.

Event promotion began 10 days prior to the session and ran campaigns that compared the Single Image Ad to the new Event Ad format.

Key results [Event Ad vs Single Image Ad]

- CTR: 2X higher for Event Ads
- # of registrations: 179% more generated by the Event Ad
- CPC: 50% lower for Event Ad on average
- Cost per registration: 64% lower for the Event Ad

Industry: Marketing & Advertising

Segment: SMB

Geography: Africa

“The Event Ad outperformed the traditional Single Image Ad in every metric, with performance 2X higher, and costs significantly lower. We’ll be using it for all of our event advertising going forward.”

– Marius Greeff, Founder and Director, Turn Left Media



Turn Left Media | LinkedIn Marketing Solutions Sub-Saharan ... Promoted

[FIRST 2021 WEBINAR] Get an exclusive look at LinkedIn Marketing's' recently released features, from targeting to distribution channels, AND STORIES. Join Turn Left Media and Lara Julio, where we'll walk you through some of the latest product features and how to use them to achieve your marketing goals.

During the 45 minutes, and 15 minute Q&A, we'll cover:

- Updated trust report and latest platform insights
- A deeper look into some of our past key releases
- The newest product enhancements

Look Back to Look Forward
Marketing recent releases and product roadmap

Lara Ferrari Julio
Agencies & Channel Enablement Manager
LinkedIn

[View event](#)

Wed, Feb 17, 2:00 AM - 3:00 AM PST

LinkedIn Marketing Look Back to Look Forward (Product Review and Roadmap)
Event by Turn Left Media | LinkedIn Marketing Solutions Sub-Saharan Africa

Online

Lara Julio, Carlos Prazeres and 441 other attendees

9 • 1 comment

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FAQ

In this section, you will get an overview of frequently asked Event Ad questions.

Frequently asked questions

What you should know about the Event Ad



Can I customize the Event Ad?

No, not at this time. The image shown on the Event Ad is pulled from the Event page header and the CTA is fixed.



Is the Event Ad a one-click registration?

No. Members will be directed to the advertiser's LinkedIn Event page where they can learn more. They will have to click "Attend" on the Event page in order to sign up for the event.



What are the specs for the image included on an Event?

Event name: 55 characters
Introductory text: 600 characters
Image: 4:1 aspect ratio. This will be pulled from the Event page to the Event Ad.



What objectives will the Event Ad be available under?

The Event Ad will be available under the Brand Awareness, Website visits, or Engagement objectives.



Will the Event Ad format be available in all languages?

Yes, it will be available in all languages. However, there are location restrictions. We do not serve event ads to Chinese Mainland or on LinkedIn Lite.



Will the Event Ad automatically stop running once the event is over or do you have to make sure this is reflected in the campaign end date on CMT?

We recommend you set a date in Campaign Manager to reflect the Event end date, but the ad campaign will automatically be paused if:

- The LI event has been cancelled
- The LI event has been deleted

Frequently asked questions

What you should know about the Event Ad



Is there an API for the Event Ad?

No, not at this time. This means we cannot currently integrate with campaign creation partners like Sprinklr and Hootsuite.



Can I sponsor a private event?

Yes! However, please keep in mind if you're using a registration form those are only available with public events.



Can I extend the Event ads on the LinkedIn Audience Network (LAN)?

No, the LAN placement is not enabled for Event Ads.



Can I use the Event Ad to promote a third-party landing page?

No, the Event ad is only compatible with LinkedIn Event pages.



Ads delivered on mobile?

Yes!



What permission level does my client need to promote their event with the Event Ad?

- Creative Manager access or higher on the ad account
- Designated Admin or Sponsored Content Poster on the LinkedIn Page



Congratulations!

You have now completed
this guide to Event Ads on
LinkedIn.

Thank you

Your LinkedIn sales contacts



<Name Here>

Position goes here
Marketing Solutions
email@linkedin.com



<Name Here>

Position goes here
Marketing Solutions
email@linkedin.com



<Name Here>

Position goes here
Marketing Solutions
email@linkedin.com

