

LinkedIn

What LinkedIn Ad Type Should You Use?

Each ad type works best with one (or more) campaign objectives. Here are the ad types available to you and the objectives that suit them best.

	Brand Awareness	Website Visits	Engagement	Video Views	Lead Generation	Website Conversions	Job Applicants
Carousel Ads	✗	✗	✗		✗	✗	
Conversation Ads	✗	✗	✗		✗	✗	
Event Ads	✗	✗	✗				
Follower Ads	✗	✗	✗				
Lead Gen Forms					✗		
Message Ads		✗			✗	✗	
Single Image Ads	✗	✗	✗		✗	✗	✗
Spotlight Ads	✗	✗	✗				✗
Text Ads	✗	✗				✗	
Video Ads	✗	✗	✗	✗	✗	✗	
Single Job Ads							✗

Need Help With LinkedIn Ads?

CommonMind can help you achieve reliable growth with your LinkedIn Ads strategy. Reach out to us. We're here to help.