REPORTING & ANALYTICS AVAILABLE WITHIN LINKEDIN CAMPAIGN MANAGER

HOW TO EVALUATE CAMPAIGN PERFORMANCE

Viewing & Filtering Campaign Metrics

1. Sign in to **Campaign Manager.**
2. Click the correct account and campaign group name.
3. Select the checkbox next to the name of the account.
4. Select the type of metrics you'd like to view by clicking the dropdowns next to Columns and Breakdown.
5. Click on the **Filters** dropdown to filter campaigns by *Status* of the campaign, *Type* of ad and *Objective* of the campaign.

WEBSITE DEMOGRAPHICS

LinkedIn Website Demographics is a free reporting tool that provides you with demographic information about the LinkedIn members who visit your website regardless of having an active campaign.
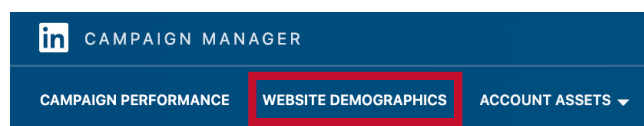
NOTE: This tool requires you to have the **LinkedIn Insight Tag** installed and verified on your organization's website. The Insight Tag is explained on **page 22**.

On the **Website Demographics** tab once inside your ad account, you can view and compare metrics about two different website audience segments at once.

You can further filter the data for the website audiences using the date range dropdown and the following demographic dimensions:

1. **JOB TITLE**
2. **COMPANY**
3. **COMPANY INDUSTRY**
4. **JOB SENIORITY**
5. **JOB FUNCTION**
6. **COMPANY SIZE**
7. **LOCATION**
8. **COUNTRY**

TIP:

Use website demographics to:

- Understand your audience better
- Create tailored content
- Reach your ideal prospects
- Measure the impact, so you can keep learning and optimizing your ROI!

To compare audiences built using your LinkedIn Insight Tag you will select the two, here.

REPORTING & ANALYTICS

LinkedIn Reporting is available at the Campaign Group, Campaign, and Ad Levels.

TO VIEW AND FILTER METRICS FOR CAMPAIGNS

1. Sign in to **Campaign Manager**
2. Click the correct **ad account** and **campaign group name**
3. Select the **checkbox** next to the name of the campaign
4. Select the type of metrics you'd like to view by clicking the drop down menus that appear (i.e. performance, delivery, engagement, etc.)

TO VIEW AND FILTER PERFORMANCE AND DEMOGRAPHICS METRICS CHART OF AN AD WITHIN A CAMPAIGN

1. Sign in to **Campaign Manager**
2. At the **Account/Campaign Group/Campaign/Ad level**:
   a. Select the checkbox next to the correct account/campaign group/campaign/ad name.
   b. Click on Performance Chart or Demographics at the top of the page.

Demographics Page

Performance Chart Page

END OF COURSE.