

REPORTING & ANALYTICS AVAILABLE WITHIN LINKEDIN CAMPAIGN MANAGER

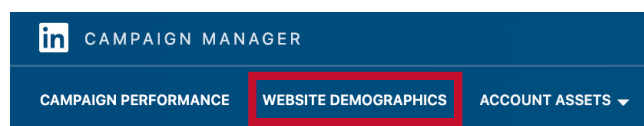
HOW TO EVALUATE CAMPAIGN PERFORMANCE

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.

Website audience: All website visitors ▼ Compare to website audience: Select Audience ▼

All website visitors
Create new audience
Manage audiences

Demographic Options Time Range

CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS ▼

Website Demographics:
Gain insights about your website audience with professional data from LinkedIn. Demographics metrics are approximate to protect member privacy. [Learn more.](#)

Website audience: All HJ website home... ▼ Compare to website audience: Select Audience ▼ Display: Job function ▼ Time range: 2/18/2020 - 3/18/2020 ▼

Name	% of page	Job function
Accounting		Job title
Administrative		Company
Arts and Design		Company industry
Business Development		Job seniority
Community and Social Services		Company size
		Location
		Country/Region
		County

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.)

Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC	Conversions	Cost Per Conversion	Leads	Cost Per Lead
1 selected campaign	-	\$94.21	-	-	2,424	16	0.66%	-	\$38.87	\$5.89	0	-	0	-
Video views - Feb 3, 2020	Active	\$94.21	1,112 Views	\$0.08	2,424	16	0.66%	\$0.10	\$38.87	\$5.89	0	-	0	-

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

Demographics for 1 ad

View: Demographics | Display: Job function | Time range: 2/18/2020 - 3/18/2020

Name	Job title	Impressions	Clicks	Average CTR
Finance	Company	334 (13.78%)	Below reporting minimum	-
Operations	Company industry	320 (13.2%)	Below reporting minimum	-
Information Technology	Job seniority	317 (13.08%)	Below reporting minimum	-
Business Development	Company size	304 (12.54%)	Below reporting minimum	-
Research	Location	296 (12.27%)	5 (31.25%)	-
Human Resources	Country/Region	223 (9.2%)	Below reporting minimum	-

Performance Chart Page

Performance for 1 ad | Aggregated | On | Time range: 2/18/2020 - 3/18/2020

View: Performance | Display: Clicks

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