



Case Study

Photo vs. Video Creative on LinkedIn Audience Network

Challenge

A financial technology brand wanted to increase awareness of career opportunities among Data Scientists using photo and video content

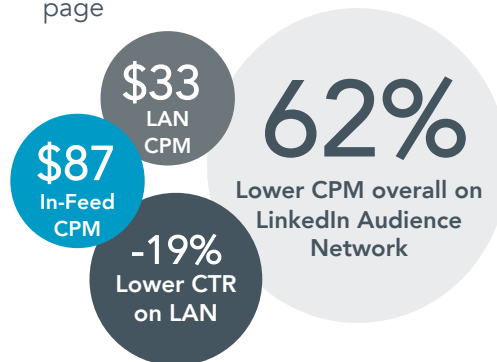
Data Scientists are a small audience that's difficult to reach, so our efforts were focused on LinkedIn In-Feed and LinkedIn Audience Network (LAN) due to the granular targeting LinkedIn offers

This allowed our ads to reach Data Scientists on LinkedIn when they were engaged on the platform, as well as third party sites where they were consuming content

Strategy

During Q4 2018 LinkedIn expanded LAN capabilities to support Video Sponsored Content

The LinkedIn campaign was launched November 2018 with photo & video ads placed across both In-Feed and LAN optimizing towards website clicks that drove users to the financial technology brand's careers landing page



Results

Overall, LinkedIn Audience Network efficiently reaches users and garners awareness, but is the most efficient when utilizing Photo creative as the Video publisher inventory was low. As LinkedIn introduces more publishers that support video content, we anticipate similar efficiencies and recommend leveraging LAN

Although though LAN comes at a lower CPM than In-Feed, it is not necessarily a high traffic driver. Audiences reached on LAN may require multiple impression before the desired click through action

Photo Creative: The algorithm evenly split spend between both In-Feed and LAN placements, but LAN proved to be 64% more efficient in terms of CPM

- LAN resulted in 57% more clicks at a 38% lower CPC
- In-Feed resulted in a 72% higher CTR, but at a premium cost

Video Creative: Only 2% of total spend went towards Audience Network due to a small amount of publishers that could support video creative during the time of the test

- Although LAN resulted in CPM efficiencies, results were inconclusive as there was not enough data for statistical significance