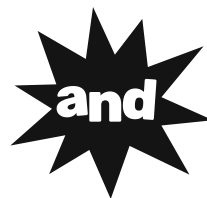
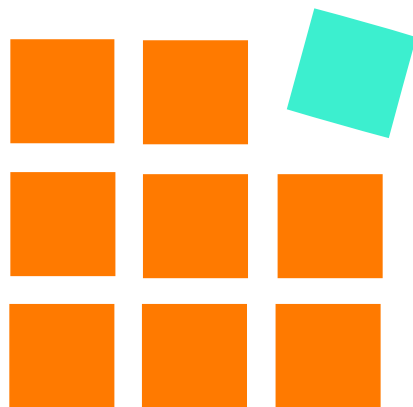


# LinkedIn Ads

# Natively Managed vs Metadata managed



# Summary

## Lead Generation

### CTR ▲

Metadata is better for 5/8 experiment types and in AVG is 7.64% higher

### CPC ▼

Metadata CPC is worse for 8/8 experiment types and in AVG is 21% higher

### CPL ▲

Metadata CPL is better for 4/4 Lead Gen Form experiments and in AVG is 50% lower.

*We don't have Landing Page Leads Data leads running via native platform so we can't compare CPL for that type.*

# Lead generation

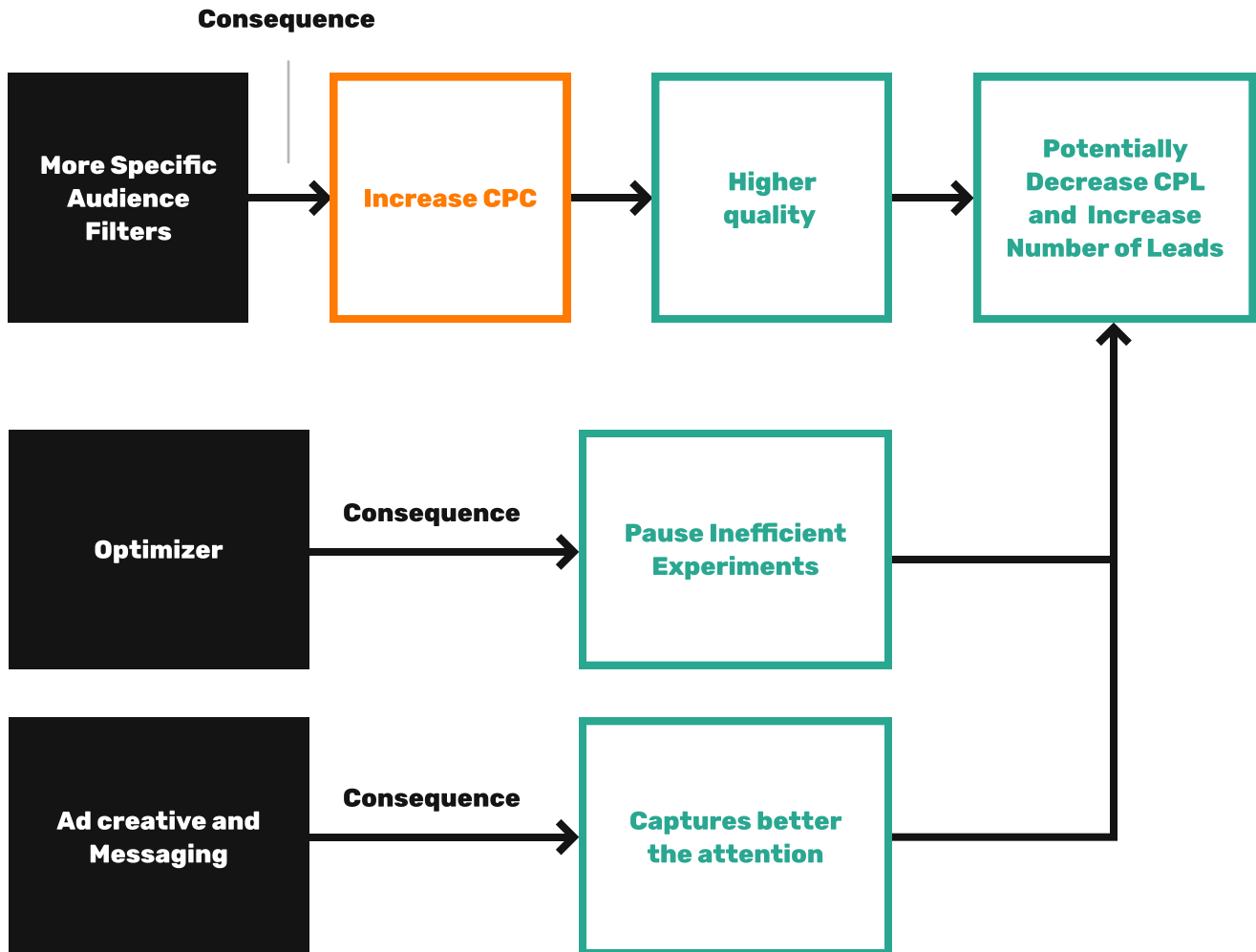


# Lead Gen Metadata outperforms LinkedIn

Metadata **CPL is lower** and **Click to Lead Rate is higher** in all Ad Types/Goal/Offer.

METADATA GOAL	Lead generation	Lead generation	Lead generation	Lead generation
AD TYPE	Carousel	Convo	Image	Video
OFFER TYPE	LG	LG	LG	LG
CPC	13.94%	34.14%	0.69%	12.21%
CTR	7.86%	2.87%	2.76%	-4.65%
CPL	-66.05%	-38.42%	-51.36%	-46.02%
CLICK TO LEAD RATE	219.19%	48.01%	84.68%	79.04%

# When experiments have higher CPC, equal CTR and lower CPL?



**What is the ideal  
audience size for LG  
experiments in order to  
have the lowest CPL?**

**130K**

## EXPLANATION

# LG Audiences should have approximately 130k contacts

Experiments were grouped in 4 equal groups according to their CPL. The median value for audience size for each group are shown in the table below.

GROUP	NUMBER OF CONTACTS
Group 1	130,000
Group 2	110,000
Group 3	56,000
Group 4	57,000

