

# The three-course menu for tantalising LinkedIn Video Ads



## Start with an irresistible appetiser

Reach new audiences by creating clear and compelling micro-stories that are easy to share.



Be careful though, GIFs and short loops that lack a story are among the lowest performers on LinkedIn.

### Key stats for reach

**Length:** Under 15 seconds

**Type:** Brand-oriented micro-stories

**Performance:** 57%-85% view-through rate (VTR)

#### VTR definition:

LinkedIn defines view-through rate as the percentage of videos that played for at least two seconds. You can use the formula  $VTR = \text{completed views} / \text{initial impressions}$  to calculate it yourself!



## Lay out an alluring main course

Keep your audience engaged by using visual flair and real people to create a human connection.



Make eye contact with the camera and do something interesting to grab attention.

### Key stats for engagement

**Length:** Under 45 seconds

**Type:** Product demos, case studies, event content, thought leadership

**Performance:** An average 1% engagement rate

#### Engagement rate definition:

Use the formula  $\text{engagement rate} = (\text{likes} + \text{comments} + \text{shares}) / \text{impressions}$  to calculate it yourself!



## Serve a dessert that delivers

Generate demand by filming intriguing and product-centric videos.



Don't just use click-through rate to measure the success of your video! Connect it with other audience actions like sales and form-fills.



Drive curiosity and click-through by using actions and interesting cuts to build a sense of urgency.

### Key stats for demand

**Length:** Under two minutes

**Type:** Product demos, case studies, thought leadership

**Performance:** An average click-through rate (CTR) of 0.62%-0.71%

#### CTR definition:

Use the formula  $CTR = \text{clicks} / \text{impressions}$  to calculate it yourself!

