

# The LinkedIn Cheat Sheet

Top Creative Video Ad Findings for Marketers

Tech Industry

VidMob Analyzed 9.9K ads and 393M impressions from brands that ran paid advertising on LinkedIn.

This report surveyed 57% NA (CA & US) and 43% EMEA (UK, FR, DE) between 7/1/2021 and 7/1/2022 to identify key visual elements and creative strategies.

Timeline Jul 2021 - Jul 2022

Platform LinkedIn

Format Paid Video

Ads 9.9K

Impressions 393M

Region EMEA, NA

# Tech Takeaways

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## ✓ Video

While short and sweet is the usual go-to for video length, for awareness plays in the Tech industry, audiences are engaged with mid length content too (+28% lift in view through 25% for videos 15-30 sec). For audiences mid-funnel, slightly shorter videos saw more clicks (+41% lift in CTR when video duration was between 16-30 sec). Consider a tighter message as you move down the funnel.

## ✓ Terminology

Make use of Tech industry jargon and relevant imagery in creative assets, such as “Data,” “Leader,” “Expert” and “Demand.”

## ✓ Branding

Make sure some reference to the brand appears upfront in the first 3 sec of the creative. We’ve seen +135% lift in completion rate when branding was present and identifiable on awareness ads.

## ✓ Color

Don’t shy away from bright hues in upper funnel assets. This can apply to both images and words on screen, try using more intense colors like greens, oranges, yellows and purples in lighter tones that pop. Overall, brands should stay true to their brand guidelines, but there is room to include something more interesting than just muted colors, like gray, blue or black. Opt for less vibrant colors further down the funnel.

## ✓ Functional Benefits

Focus on functional benefits and how the product or solution can add efficiencies for the audience. We’ve seen +104% lift in CTR with messaging around value in conversion ads.



## Breakdown of Funnel: Awareness

# +28%

Lift in view through 25%  
for videos 15-30 sec, compared  
to videos of other lengths

### Takeaway for video vs static:

While short and sweet is the usual go-to  
for video length, for awareness plays in  
the Tech industry, audiences are  
engaged with mid length content.





## Breakdown of Funnel: Awareness

# +135%

Lift in completion rate  
when branding was present

### Takeaway for branding:

Make sure some reference to the brand appears upfront.

# +39%

Lift in view through rate  
when featuring the word  
“data” in the first quarter

### Takeaway for terminology:

Reference the industry through key words like “data” in order to hook the right audience.

# +31%

Lift in view through rate  
when featuring high saturation  
and vibrant images

### Takeaway for color:

This can apply to both images and words on screen, try using more intense colors like greens, oranges, yellows and purples in lighter tones that pop. Overall, brands should stay true to their brand guidelines, but there is room to include something more interesting than just muted colors, like gray, blue or black.



## Breakdown of Funnel: Consideration

# +88%

Lift in click through rate when featuring industry words like “Leader”

### Takeaway for terminology:

The terms “Expert” saw +82% lift and “Expand” saw +56% lift. Even if some of the visuals in the asset are more playful than serious, make sure the messaging is still centered around the trustworthiness of the brand and how successful they are within the industry.

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# Leaders in the AI revolution

lead with us

00:18



Breakdown of Funnel:

## Consideration

### +41%

Lift in click through rate when video duration was between 16-30 sec

#### Takeaway for duration:

Awareness saw engagement with longer videos, but for audiences mid-funnel, slightly shorter videos saw more clicks, consider a tighter message as you move down the funnel.

### +68%

Lift in click through rate when showing office environments

#### Takeaway for location:

Location, location, location. City settings also led to a +32% lift. It makes all the difference.





## Breakdown of Funnel: Conversion

# +50%

Lift in click through rate  
when opening with techy visuals  
like laptops

### Takeaway for props:

Use electronics, like laptops or mobile phones (+47% lift in CTR) to showcase your brand's offering. Showing UX/UI footage of the product or service you provide is the most common way it's been used successfully.

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high speed  
high value

chet industries

start today

00:03



## Breakdown of Funnel: Conversion

# +53%

Lift in click through rate  
when showing smiling talent

### Takeaway for human presence:

Showing people in the first 2 sec, smiling or not, also led to a +39% lift in CTR. Consider prioritizing optimistic talent, in the opening scenes of your ads.

# +15%

Lift in click through rate  
when using neutral colors

### Takeaway for colors:

While awareness plays showed preference for highly saturated colors, opt for less vibrant colors further down the funnel.

# +104%

Lift in click through rate  
with messaging around value

### Takeaway for messaging:

Focus on functional benefits and how the product can add efficiencies for the audience.

# +13%

Lift in click through rate  
featuring CTA in first 3 sec

### Takeaway for CTAs:

Include CTA early with a direct action verb like “Sign”, or “Get”.



# Methodology & Glossary

## Vertical Agnostic

VidMob analyzed 16.7K ads and 804M impressions from brands that ran paid advertising on LinkedIn in 43% EMEA (DE, ES, FR, UK, CH, IT), 52% NA (US & CA), and 5% APAC between 7/1/2021 and 7/1/2022 to identify key visual elements and creative strategies.

## Financial Services

VidMob Analyzed 1.9K ads and 83.6M impressions from brands that ran paid video advertising on LinkedIn in 20% EMEA (UK, DE) and 80% NA (US) between 7/1/2021 and 7/1/2022 to identify key visual elements and creative strategies.

## Tech Industry

VidMob Analyzed 9.9K ads and 393M impressions from brands that ran paid video advertising on LinkedIn in 57% NA (CA & US) and 43% EMEA (UK, FR, DE) between 7/1/2021 and 7/1/2022 to identify key visual elements and creative strategies.

**VTR** View Through Rate  
The number of completed views of a skippable ad over the number of initial impressions.

**VTR 25%** View Through 25% Rate  
The percentage of your video that was played to 25% of its length out of total impressions received.

**VCR** Video Completion Rate  
Total video completions/total views with at least 2 seconds of continuous playback.

**CTR** Click Through Rate  
The number of clicks on an ad over the number of initial impressions.

**CTA** Call to Action  
The key message or desired user action. A question in the Project Create brief.

**Engagement Rate (Static & Video)** The metrics that demonstrate the level of interaction your audience has with your content.

**Funnel stages** Advertisers typically align their campaign goals with 3 key points in a user's journey as someone discovers and engages with a brand.

**Awareness**  
Top of Funnel (TOFU)  
The highest level of which your audience is becoming acquainted with your brand (and therefore product). This can be referred to as 'top of the funnel.'

**Consideration**  
Middle of Funnel (MOFU)  
The second level of which your audience is more familiar with your brand and may or may not be interested in purchasing your product or service. This can also be known as 'middle of the funnel.'

**Conversions**  
Bottom of Funnel (BOFU)  
The third and closest level for your audience and your brand. One where the goal is to drive conversions. This stage is known as the 'bottom of the funnel.'