

# The LinkedIn Cheat Sheet

Top Creative Video Ad Findings for Marketers

Industry Agnostic

VidMob analyzed 16.7K ads and 804M impressions from brands that ran paid advertising on LinkedIn.

This report surveyed 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.

Timeline Jul 2021 - Jul 2022

Platform LinkedIn

Format Paid Video

Ads 16.7K

Impressions 804M

Region EMEA, NA, APAC

# Takeaways

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## ✓ Creative Type

Video drives results across the entire funnel when the correct duration is used. For consideration, shorter form videos have the best engagement, while videos of all lengths, up to 30 sec, perform well in both awareness and conversion (+13% Lift in click through rate with 15-30 sec duration).

## ✓ Visualizing Stats

Numbers, percentages and costs can be incorporated into creative to prove value. Data and stats that emphasize the brand's competitive advantage, expertise in the field, or support key value props help drive business results.

## ✓ Branding

Your brand's logo or name should be present across the funnel, including at conversion stages where we've seen +17% lift in CTR when featuring brand logo in the opening 2 sec.

## ✓ Messaging

Copy/words can be used to drive view through and clicks. While there are nuances across the funnel, introducing key messaging prominently with contrasting colors works well for views and clicks.

## ✓ Humanity

Don't ignore the emotional benefit of a personal storyline. On-screen talent should be acting in a style true to the brand. Test product interactions, testimonial styles and footage of the types of people who would use your products/services. These prove effective for viewers.



## Breakdown of Funnel: Awareness

# +149%

Lift in view through 25%  
when displaying messaging in  
the opening quarter

### Takeaway for messaging timing:

Whether your messaging is more emotional  
or functional, include key messaging that  
covers the full storyline in the beginning of  
your ads, no matter the length.





## Breakdown of Funnel: Awareness

# +54%

Lift in engagement rates  
with 7-15 sec video duration

### Takeaway for video length:

For Awareness plays, use shorter videos to convey emotional benefits and brand specific storylines.

# +102%

Lift in view through 25%  
with high text contrast

### Takeaway for text contrast:

Highlight key messaging with a stark color difference between the text and the background at the beginning of the creative.

# +175%

Lift in view through 25%  
when showing a person in the  
opening quarter

### Takeaway for human presence:

On-screen talent should be acting in a style true to the brand. Test product interactions, testimonial styles and footage of the types of people who would use your product/services.

# +98%

Lift in view through rate  
with CTA in the first 6 sec

### Takeaway for CTAs:

Make sure to include your CTA upfront, such as 'Apply Now', 'Learn More', 'Register' or 'Get a Quote'



## Breakdown of Funnel: Consideration

# +39%

Lift in completion rate  
when opening with data  
or stats

Takeaway for numbers:

Use impactful data points to support your  
key messaging in the opening of your ads.

FastFresh  
5,983 followers

478  
Communities

32  
Cities

2000  
Daily Deliveries

00:01



## Breakdown of Funnel: Consideration

### +15%

Lift in click through rate  
with 6-30 Sec video duration

#### Takeaway for static images:

Consider including short video assets  
for a mixed media approach.

### +15%

Lift in click through rate  
using high color contrast

#### Takeaway for high contrast:

Use colors that represent your brand but  
ensure the colors stand out against each  
other in the creative.

### +6%

Lift in video completion rate  
when featuring a human  
presence

#### Takeaway for human presence:

While stats and messaging are important,  
you can't forget to have larger  
overarching theme/story with relatable,  
relevant personas.

### +100%

Lift in click through rate  
when using 'Expert' or 'Leader'  
in text in the opening frames

#### Takeaway for static images:

Portray your brand as trustworthy and  
prominent player in your respective industry.



## Breakdown of Funnel: Consideration

# +74%

Lift in video completion rate when using a city or local setting

### Takeaway for local visuals:

Featuring city and local settings also saw a +34% lift in click through rates. Use city imagery and local settings, if natural to include, to build a visual connection.

# +33%

Lift in click through rate when offer includes 'Get a Quote'

### Takeaway for CTAs:

'Register' also saw a 31% increase, and 'Sign up' saw a 17% lift. Test different wording and be sure to include CTAs towards the beginning of your creative in a prominent way.



## Breakdown of Funnel: Conversion

# +17%

Lift in click through rate  
when featuring brand logo  
in the opening 2 sec

### Takeaway for branding:

Make sure the brand's logo or name is  
featured at the beginning of creative.







## Breakdown of Funnel: Conversion

# +13%

Lift in click through rate  
with 15-30 sec duration

### Takeaway for video:

For conversion plays your audience may be more likely to watch mid-range length videos, provide more information using a mixed-media approach.

# +3%

Lift in click through rate  
when featuring a single person  
instead of a crowd

### Takeaway for human presence:

Focus on one person interacting with the product or talking to camera to provide a more personalized individual story.

# +72%

Lift in click through rate  
when using text overlays

### Takeaway for messaging:

Video ads shouldn't lean on narration or talking heads. Include key messages prominently on-screen as supers.

# +12%

Lift in click through rate  
when using 'Sign Up'

### Takeaway for CTAs:

'Learn More' also saw a 7% increase compared to the average. Be sure to use specific CTAs that drive towards the campaign objectives.

# 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.'