
TURNLEFT
LinkedIn Advertising Benchmarks.
Compare your performance against best-in-class delivery across key markets.
Q2 2026
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Using LinkedIn Benchmarks: Use these to benchmark your campaign results.

Creating your Benchmarks:
After you've run a few campaigns, it is recommended that you develop your own internal benchmarks. By using your average costs and engagements to establish a baseline, you can spot performance outliers and adjust your strategy.



	Single Image Ads					
	CTR		Engagement Rate		Lead Gen Form Fill Rate	
	Good	Best in class	Good	Best in class	Good	Best in class
South Africa	0.67%	1.01%	0.87%	1.63%	11.59%	22.71%
Kenya	0.88%	1.99%	1.90%	3.65%	10.62%	20.00%
Nigeria	0.78%	1.84%	1.61%	3.51%	14.03%	26.09%



	Carousel Ads							
	Ad Unit CTR		Carousel Card CTR		Engagement Rate		Lead Gen Form Fill Rate	
	Good	Best in class	Good	Best in class	Good	Best in class	Good	Best in class
South Africa	0.66%	0.96%	0.29%	0.75%	0.89%	1.32%	5.13%	10.18%
Kenya	0.66%	1.25%	0.20%	0.28%	1.17%	2.05%	4.04%	7.67%
Nigeria	0.59%	0.95%	0.18%	0.30%	1.07%	1.97%	6.25%	10.76%



	Sponsored Video							
	View Through Rate		Completion Rate		Video CTR		Lead Gen Form Fill Rate	
	Good	Best in class	Good	Best in class	Good	Best in class	Good	Best in class
South Africa	51.5%	79.3%	4.7%	19.9%	0.24%	1.20%	3.45%	8.92%
Kenya	35.40%	44.10%	1.20%	3.20%	0.50%	1.51%	5.00%	15.08%
Nigeria	39.8%	56.4%	2.20%	7.80%	0.46%	1.45%	5.00%	13.19%

- These benchmarks are based on the results of all campaigns within the territories active on LinkedIn from 01 April 2026 – 30 June 2026.
- Only campaigns with at least 5 000 impressions were included.
- To help you make sense of your LinkedIn campaign results, we have defined 'good performance' using median results and 'best-in-class performance', as the 75th percentile across your peers.



Message Ads

	Open Rate		Click to Open Rate		Lead Gen Form Fill Rate	
	Good	Best in class	Good	Best in class	Good	Best in class
South Africa	47.8%	51.8%	3.7%	7.1%	41.41%	49.32%
Kenya	52.8%	58.2%	6.9%	14.0%	48.98%	57.72%
Nigeria	50.1%	56.6%	7.6%	13.4%	56.12%	63.65%



Document Ads

	CTR		Engagement Rate		Lead Gen Form Fill Rate	
	Good	Best in class	Good	Best in class	Good	Best in class
South Africa	1.30%	5.38%	7.51%	12.84%	31.97%	47.74%
Kenya	3.03%	6.43%	8.72%	14.16%	22.69%	34.18%
Nigeria	2.70%	6.49%	8.76%	14.31%	25.25%	41.27%

- Average CTR: Clicks divided by impressions.
- Engagement Rate: Paid and free clicks divided by total impressions.
- Video Views Through Rate: Number of views multiplied by 100.
- Video Complet ion Rate: Completion divided by views.
- Open Rate: Total Sponsored Message opens divided by total sends.
- Click to Open Rate: Top clicks after opening Sponsored Messages divided by total opens.
- Lead Gen Form Fill Rate: Form submissions divided by form opens.
- Conversion Rate: Total conversions divided by clicks.



Lead Gen Form Ads

	Lead Gen Form Fill Rate		Cost Per Lead	
	Good	Best in class	Good	Best in class
South Africa	14.46%	31.84%	$16.65	$57.21
Kenya	12.50%	27.84%	$10.33	$29.54
Nigeria	16.95%	37.50%	$9.01	$27.71



Organic

	CTR		Engagement Rate	
	Good	Best in class	Good	Best in class
South Africa	4.40%	8.77%	5.70%	10.29%
Kenya	4.67%	9.89%	6.03%	11.48%
Nigeria	4.74%	8.55%	6.41%	10.96%