



LinkedIn Ads Optimization

Checklist for SaaS & Tech Companies



"Hello! I'm Nikita, Chief Technical Officer at Aimers. I'm here to talk about the importance of regular audits for your LinkedIn Ads account.

When executed correctly, running ads on LinkedIn can be a seamless process that yields impressive results.

Running LinkedIn Ads requires constant monitoring and adjustments to ensure optimal performance. Ignoring regular audits could mean missing out on opportunities to improve your campaigns and grow your business. Our team has seen firsthand how regular account audits can lead to significant cost savings by catching and resolving issues early on.

Gathering our expertise working with SaaS & Tech companies, we've put together a comprehensive LinkedIn Ads audit checklist. It covers common issues that can impact campaign success. In each point of the checklist, we've provided detailed guidance on identifying and resolving errors to optimize your settings for maximum impact."

Nikita Yaroshenko
CTO

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Budget and Bidding

✓ Ad Set budget is sufficient to generate at least 5 clicks per day based on your average CPC (typically \$70–100/day)

If an Ad Set cannot receive at least 5 clicks per day, this significantly limits algorithm learning and creates a high risk of inconsistent results. This is because, with an average site CR of 3–5% and a LinkedIn Lead Form completion rate of 10–15%, the budget will be insufficient to aggregate the conversion volume needed for campaign learning.

✓ Manual bidding is used instead of Automatic bidding strategies

Opting for an Automatic Bidding Strategy can limit your control over bid amounts and may not optimize budget allocation effectively. To manage this, switch to a Manual Bidding Strategy in your ad settings. This allows you to set bid amounts manually, optimize budget allocation, and maximize ROI based on performance data.

✓ You constantly monitor and optimize the bids and budget for each campaign

If you're not meeting your campaign objectives, you may need to increase or decrease your bids/budgets to compete more effectively for ad space. It is crucial to test different bids to find the most effective one for a specific campaign.

Ad Set Settings

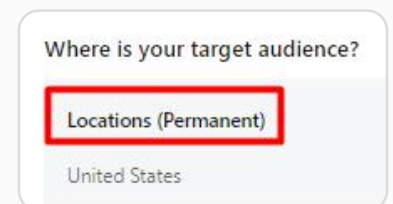
✓ "Permanent" option is selected for Locations

If the "Permanent" option isn't selected for Locations, it could lead to inconsistent targeting and unnecessary changes in location settings.

To manage this, go to your ad set settings and ensure that the "Permanent" option is selected for Locations. This will maintain consistent targeting and prevent unintended location changes.

The two middle levels have been renamed, the current hierarchy is now:

Campaign → Ad Set → Ad.



✓ The Average Frequency metric is about 5

An Average Frequency above 5 indicates that users are being shown your ads too frequently, which can lead to Ad fatigue and decreased engagement.

To manage this, monitor the Average Frequency metric regularly and adjust ad rotation settings or ad creative to avoid overexposure.

Consider refreshing ad content or targeting to maintain user interest and engagement.

Ad Name	Average frequency
4 ads	3.28
Headline 1 Name: Video Ad 1 ID: Video	1.85
Headline 2 Name: Video Ad 2 ID: Video	1.65
Headline 3 Name: Video Ad 3 ID: Video	1.72
Headline 4 Name: Video Ad 4 ID: Video	1.72

✓ All ads in the ad set settings perform similarly, with no ads performing worse than others

If some ads in your campaign are underperforming compared to others, it indicates a need for optimization and refinement.

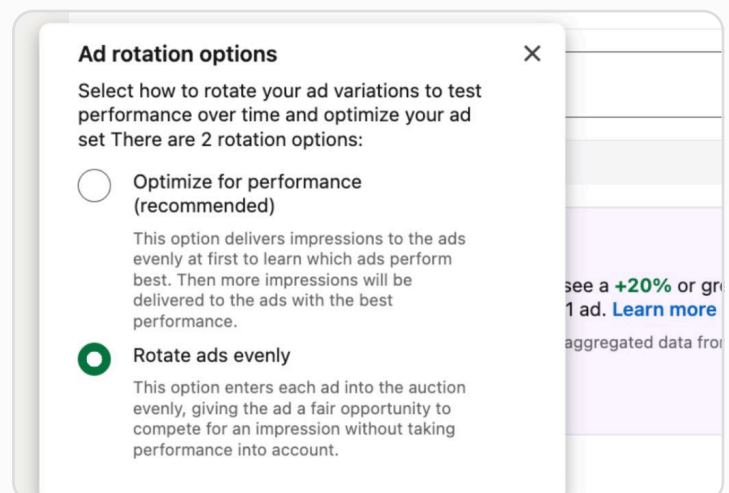
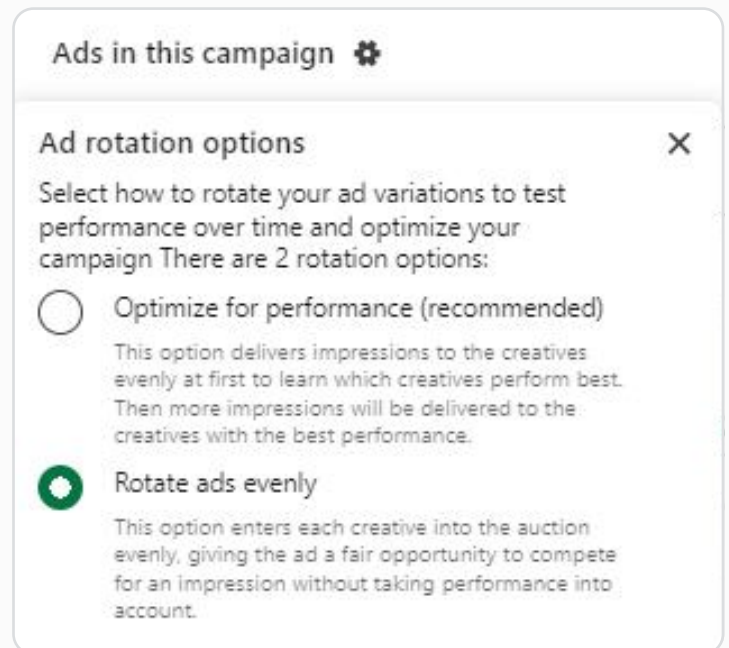
To manage this, regularly review ad performance metrics such as click-through rate, conversion rate, and engagement rate. Identify underperforming ads and make data-driven optimizations such as updating ad creative, adjusting targeting, or refining ad messaging to improve performance and overall ad set settings effectiveness.

✓ Ad rotation is enabled

Disabling ad rotation means that the same ad is shown repeatedly without variation, which can lead to decreased ad performance and user engagement over time.

To manage this, enable ad rotation in your ad set settings to ensure that different ad variations are shown evenly. This will help maintain ad freshness, improve performance, and prevent ad fatigue among users.

Campaign > Ad set > Edit > Ads in this ad set (click “Next” in general Ad set settings)

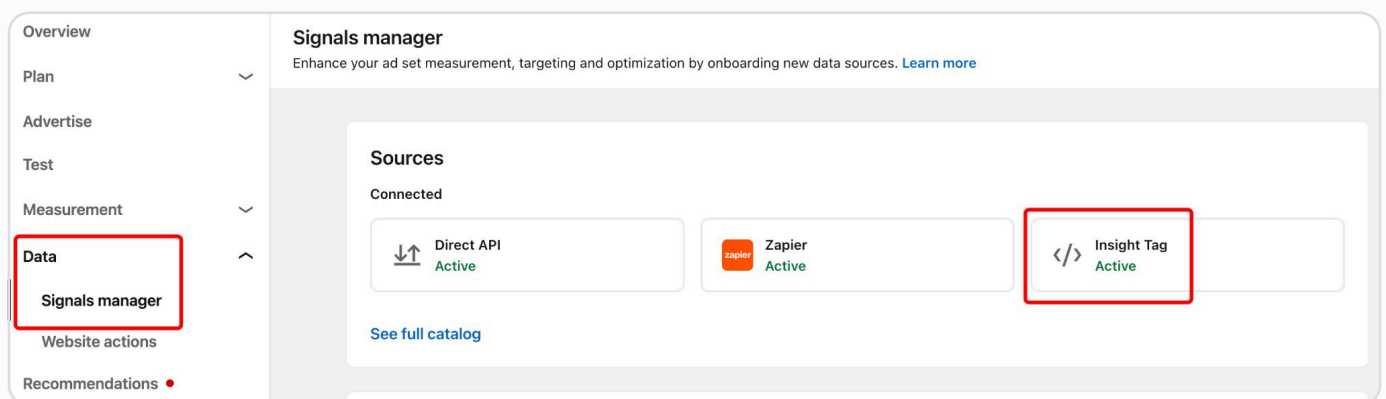


Analytics & Reporting

✓ Insight Tag is placed on the website

Having the Insight Tag on your website allows you to track conversions, retarget website visitors, and gather valuable data for optimizing your campaigns.

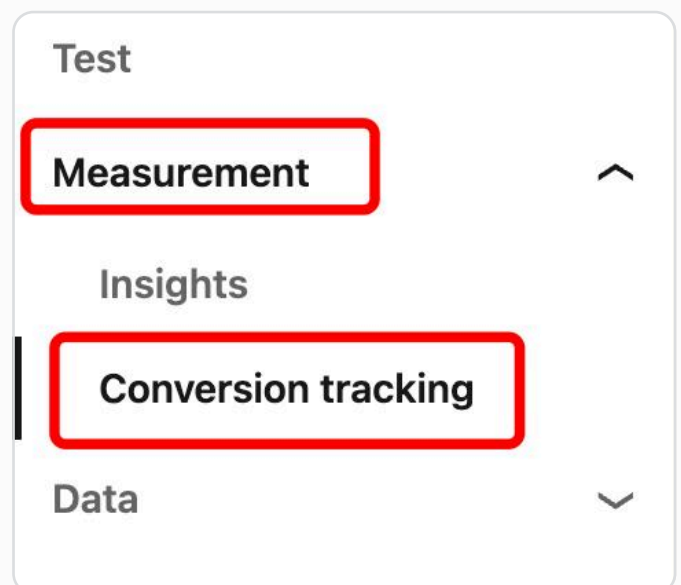
Ensure the Insight Tag is properly installed on your website to unlock these benefits and maximize your advertising performance.



✓ The account tracks conversions

If your account isn't tracking conversions, you're missing out on valuable data about the effectiveness of your campaigns.

To manage this, ensure that conversion tracking is properly set up in your LinkedIn account. Go to "Analyze > Conversion tracking" and follow the steps to enable and configure conversion tracking for your ad set settings.



✓ Using of LinkedIn's reporting interface to find the most/less effective demographics/targets

Leveraging LinkedIn's reporting interface allows you to analyze ad set settings performance, identify effective and ineffective demographics and targeting criteria, and make data-driven decisions.

Regularly review your campaign reports to optimize targeting and allocate resources where they generate the best results.

Targeting

✓ **There are no impressions for job seniorities such as Entry, Training, Unpaid**

Job seniorities such as Entry, Training, Unpaid usually don't make decisions regarding the adoption of solutions for the company they work for. Therefore, it makes little sense to present them with any business proposals.

✓ **There are no impressions for irrelevant Job Titles**

If your ads are receiving many impressions for irrelevant Job Titles, it indicates a need to refine your targeting criteria and focus on job titles that align with your target audience.

To manage this, update your targeting settings to exclude irrelevant Job Titles and concentrate on reaching users with job titles that are more likely to engage with your ads and convert.

✓ **Company employees, competitor employees, recent purchasers, and lead form fillers are excluded**

If your ads are not excluded from being shown to specific audience segments such as company employees, competitor employees, recent purchasers, and lead form fillers, it can lead to irrelevant ad impressions and reduced campaign effectiveness.

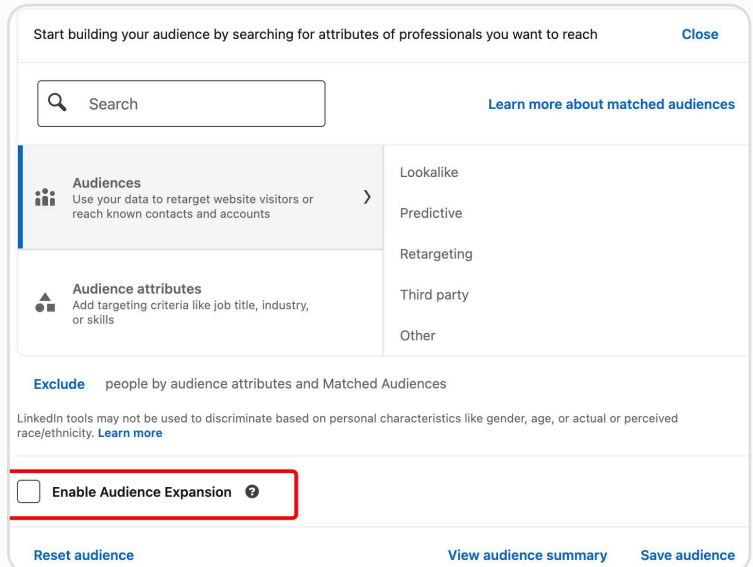
To manage this, review and update your targeting settings to exclude these audience segments. This will ensure that your ads are reaching the right audience and improving overall campaign performance.

Audiences

✓ Audience Expansion is turned off

Enabling Audience Expansion can result in your ads being shown to audiences beyond your specified targeting criteria, potentially reducing relevance and impacting performance.

To manage this, go to your ad set settings and disable Audience Expansion. This will help maintain precise targeting and improve ad relevance for your desired audience.

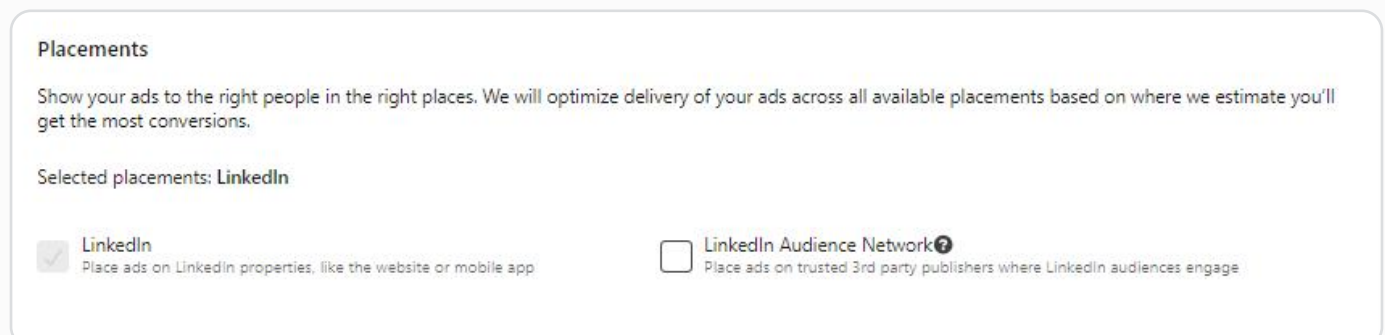


The screenshot shows the LinkedIn Audience Expansion settings interface. At the top, it says "Start building your audience by searching for attributes of professionals you want to reach" with a "Close" link. Below this is a search bar and a "Learn more about matched audiences" link. The main content area is divided into two sections: "Audiences" and "Audience attributes". The "Audiences" section includes "Lookalike", "Predictive", "Retargeting", "Third party", and "Other". The "Audience attributes" section includes "Exclude" (people by audience attributes and Matched Audiences) and a note: "LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. Learn more". At the bottom, there is a checkbox for "Enable Audience Expansion" which is currently unchecked and highlighted with a red box. Below the checkbox are links for "Reset audience", "View audience summary", and "Save audience".

✓ LinkedIn Audience Network is disabled

Enabling the LinkedIn Audience Network showing means that your ads may appear on partner websites and apps outside of LinkedIn, which can impact performance and targeting precision.

To manage this, review your ad set settings and disable LinkedIn Audience Network showing. Focus on advertising within LinkedIn's platform to maintain control over ad placements and audience targeting.



The screenshot shows the LinkedIn Placements settings interface. It starts with the heading "Placements" and a description: "Show your ads to the right people in the right places. We will optimize delivery of your ads across all available placements based on where we estimate you'll get the most conversions." Below this, it says "Selected placements: LinkedIn". There are two checkboxes: "LinkedIn" (checked) with the description "Place ads on LinkedIn properties, like the website or mobile app" and "LinkedIn Audience Network" (unchecked) with the description "Place ads on trusted 3rd party publishers where LinkedIn audiences engage".

✓ Remarketing audiences are created and actively used

If you're not using remarketing audiences, you're missing opportunities to re-engage users who have shown interest in your offerings.

To manage this, create remarketing audiences based on user interactions with your website or previous ad engagements. Actively use these audiences in your ad set settings by tailoring ad messaging and offers to re-engage and convert these users.

Lead Gen Forms

✓ Lead Gen Forms are connected to CRM via native integration, not CSV download

LinkedIn has native integrations with HubSpot, Salesforce, Marketo, and Microsoft Dynamics available directly in Campaign Manager. Leads not followed up within 24 hours convert at roughly half the rate of same-day follow-ups. Manual CSV download is a critical process risk.

Path: Campaign Manager → Account Assets → Lead Gen Forms → Integrations

✓ Lead Gen Form variants are A/B tested (offer angle, field count, CTA wording)

Test a short form (2 fields, low-friction gated asset) against a longer form (4 fields, high-intent demo request). Also test offer angles: a "Free Audit" vs. a "30-Min Strategy Call" for the same audience often yields dramatically different lead quality and volume profiles.

Path: Campaign Manager → Test → A/B Test → Lead Gen Form variable

Creative & Ad Copy

✓ Each ad set setting has 4-5 creatives and they rotate

Using multiple ad creatives within each ad set setting and enabling ad rotation ensures that your audience sees fresh and engaging content.

Keep at least 4 or more creatives in rotation to prevent ad fatigue and maintain user interest over time.

✓ Each creative is tailored to the target audience you're targeting

Personalizing ad creatives based on your target audience's interests, demographics, and behaviors can significantly improve ad relevance and performance.

Ensure that each creative speaks directly to the specific needs and preferences of your target personas for maximum impact.

✓ Compelling CTA is actively used in Ads

Including a compelling Call-to-Action (CTA) in your ads encourages users to take desired actions, such as visiting your website, signing up for a demo, or downloading a resource.

Ensure that your CTAs are clear, persuasive, and aligned with your campaign objectives to drive conversions and engagement.

✓ From time to time you experiment with different Ad formats

LinkedIn offers various ad formats such as single image ads, carousel ads, video ads, and text ads. Experiment with different formats to see which performs best with your target audience and use your budget accordingly.

Insights from Aimers

✓ **Stick to an approximate audience size of 30,000-100,000**

If the audience size is less than 30,000, it can be challenging to consistently generate a sufficient number of leads.

With an audience size exceeding 100,000, it makes sense to limit this audience using parameters such as Company Size, Company Industry, Company Revenue, or to split the campaign into several using one of the targeting parameters (for example, by Locations or Company Size).

✓ **There's a big difference between your estimated and actual LinkedIn ads audience size**

Keep in mind that your ads will not be shown to the entire audience defined by your targeting. This is because a significant portion of users may not use LinkedIn for extended periods, and therefore, they will not have the opportunity to see your ad.

✓ **When choosing targeting options, not only exclude irrelevant Company Sizes, but also include relevant ones**

This will prevent from being shown to employees of companies that do not have a company size set.

✓ **Use [LinkedIn Ad Library](#) to search for new ad ideas, facilitate competitor analysis, and identify industry trends**

By using the Ad Library effectively, you can enhance your advertising campaigns and adapt your strategies to align with the evolving landscape of digital marketing.

✓ Explore targeting ideas using pre-created audiences from LinkedIn

Experiment with different audience combinations and use LinkedIn's audience insights to uncover new opportunities for reaching your ideal audience and maximizing campaign performance.

The screenshot displays the LinkedIn Audiences interface. At the top, there are tabs for "Audience" and "Saved Audiences", and a dropdown menu for "Audiences". Below this, there is a search bar labeled "Search by name". A dropdown menu is open, showing a list of pre-created audience segments, each with a small LinkedIn logo icon to its right. The segments listed are:

- Members with a Bachelor's Degree
- Expertise in Biotechnology
- Expertise in Bitcoin / Blockchain
- Expertise in Computer Science
- Corporate HR Professionals
- Customer Experience Professionals
- Expertise in Development Operations
- Expertise in Enterprise Resource Planning (ERP)

At the bottom of the dropdown menu, there is a link that says "See all audiences".

Need Help Managing Your LinkedIn Ads Campaigns?

Get in Touch with Us