

Ad Unit Breakdown

	Sponsored Content	Dynamic Ads	InMail	Text Ads
Buy Type	CPC, CPM, CPV	CPC, CPM	CPS	CPC, CPM
Post Type	Single Image, Carousel, Video	300x250 Templated Banner, Spotlight, Follower, Job	Message Ad Sent from Company or User Profile, 300x250 Brand Banner	Text Ad
Placement	Desktop, Mobile	Desktop	Desktop, Mobile	Desktop
Targeting	LinkedIn Targeting Segments, LinkedIn Customer Audience, Axiom, Eloqua, Marketo, Retargeting, Matched Audiences	LinkedIn Targeting Segments, LinkedIn Customer Audience, Axiom, Eloqua, Marketo, Retargeting, Matched Audiences	LinkedIn Targeting Segments, LinkedIn Customer Audience, Axiom, Eloqua, Marketo, Retargeting, Matched Audiences	LinkedIn Targeting Segments, LinkedIn Customer Audience, Axiom, Eloqua, Marketo, Retargeting, Matched Audiences
LinkedIn Measurements	CTR, ER, Lead Gen, Conversion Tracking, Video Views	CTR, ER, Lead Gen, Conversion Tracking	CTR, ER, Lead Gen, Conversion Tracking	CTR, ER, Lead Gen, Conversion Tracking
3rd Party Measurements	Google Ads Manager, Moat (Video Only)	Google Ads Manager		Google Ads Manager