

LinkedIn Advertising Benchmarks

Compare your performance against best-in-class delivery across key markets

Using LinkedIn benchmarks

For a start, use these to benchmark your campaign results.

Creating your own benchmarks

After you've run a few campaigns, it's recommended that you develop your own internal benchmarks. When you use your own average costs and engagements to establish a baseline, you can spot performance outliers and adjust your strategy.

Average CTR	Clicks divided by impressions
Engagement Rate	Paid and free clicks divided by total impressions
Video View Through Rate	Number of views multiplied by 100
Video Completion Rate	Completions divided by views
Open Rate	Total Sponsored Message opens divided by total sends
Click to Open Rate	Total clicks after opening Sponsored Message divided by total opens
Lead Gen Form Fill Rate	Form submissions divided by form opens
Conversion Rate	Total conversions divided by clicks

These benchmarks are based on the results of all campaigns within the territories that were active on LinkedIn from January 2022 to March 2022. 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.

Single Image Ads						
Country	CTR		Engagement Rate		Lead Gen Form Fill Rate	
	Good	Best in Class	Good	Best in Class	Good	Best in Class
South Africa	0.55%	0.94%	1.17%	1.70%	11.32%	21.06%
Kenya	0.79%	1.90%	1.64%	2.52%	8.51%	10.56%
Nigeria	0.71%	1.26%	1.90%	2.71%	14.58%	20.59%

Carousel Ads									
Country	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	0.44%	0.86%	0.15%	0.30%	0.71%	1.60%	3.57%	3.57%	
Kenya	0.50%	0.65%	0.14%	0.15%	0.81%	1.35%	8.57%	11.76%	
Nigeria	0.82%	0.91%	0.20%	0.30%	1.15%	1.69%	13.05%	20.37%	

Sponsored Video									
Country	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	26.30%	29.80%	6.10%	14.90%	0.45%	0.57%	3.42%	6.25%	
Kenya	22.90%	25.50%	10.60%	24.70%	1.70%	2.52%			
Nigeria	20.00%	21.40%	10.80%	22.80%	1.63%	2.73%			

Message Ads						
Country	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	54.60%	57.70%	3.70%	5.30%	44.00%	48.26%
Kenya	56.60%	60.30%	6.30%	6.80%		
Nigeria	54.60%	82.10%	4.80%	4.80%		

