

Engagements

Clicks, Reactions, Comments

LinkedIn Ads Clicks

238

⬆️ 1.7%

LinkedIn Ads Reactions

21

⬇️ -12.5%

LinkedIn Ads Comments

0

N/A

General KPIs

Total Spent, CPC, CPM, CTR

LinkedIn Ads Spent

840.85

⬆️ 5.6%

LinkedIn Ads CPC

3.53

⬆️ 3.8%

LinkedIn Ads CPM

17.34

⬆️ 31.3%

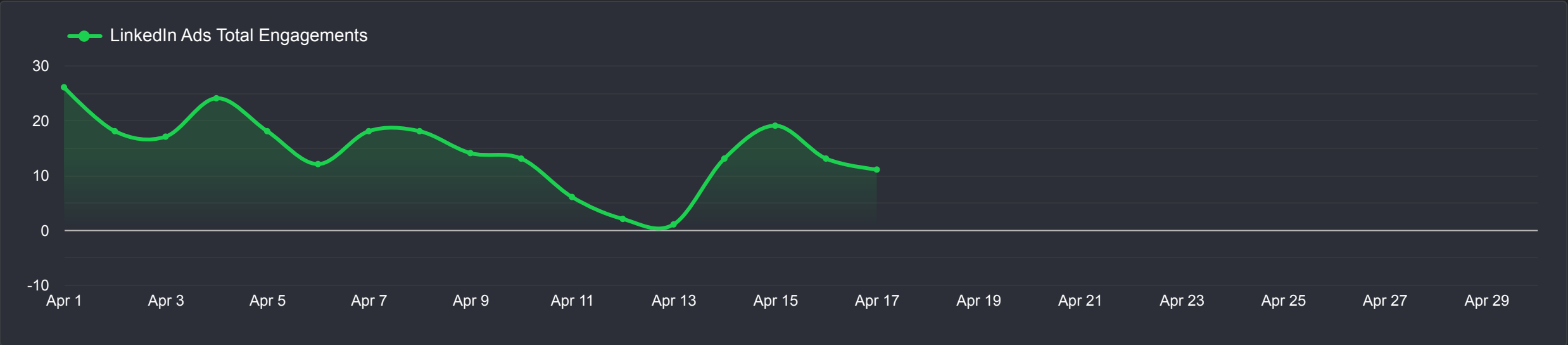
LinkedIn Ads CTR

0.49%

⬆️ 26.5%

Total Social Actions

Reactions, Comments, Shares and Follow Clicks



Top Campaigns

by Cost, Impressions, Clicks, CPC, CTR, Likes, and Comments

	LinkedIn Ads Campaign Name	LinkedIn ...	LinkedIn Ads Impr...	LinkedIn Ads...	Linkedl...	LinkedIn Ad...	LinkedIn Ads Com...
1.	Text Ad Retargeting	16.91	27,147	2	0.01%	0	0
2.	Spotlight Ads - Cold - Marketing Segment	11.82	13,400	2	0.01%	0	0
3.	Image - Thought Leadership - Cold Audience	271.82	2,675	78	2.92%	8	0
4.	Video - Thought Leadership - Open Opps	244.69	2,541	62	2.44%	2	0
5.	Image - Testimonial Gif - Open Opps	256.99	1,880	62	3.3%	10	0

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Top Engaged Companies

by Cost, CPC, CTR, and Impressions

	LinkedIn Ads Member Co...	LinkedIn Ads Spent	LinkedIn Ads CPC	LinkedIn Ads Clicks	LinkedIn Ads CTR	LinkedIn Ads Impressi...
1.	MongoDB	0	0	0	0%	740
2.	Scale AI	0	0	0	0%	321
3.	Notion	0	0	0	0%	315
4.	Endor Labs	0	0	0	0%	195
5.	Colossyan	0	0	0	0%	182
6.	Rillion	0	0	0	0%	175
7.	ConductorOne	0	0	0	0%	171
8.	Citrok	0	0	0	0%	166
9.	Sequence	0	0	0	0%	164
10.	OpenTable	0	0	0	0%	163
11.	Permit.io	0	0	0	0%	156

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Top Engaged Job Titles

by Cost, CPC, CTR, and Impressions

	LinkedIn Ads Job Title	LinkedIn Ads Spent	LinkedIn Ads CPC	LinkedIn Ads CTR	LinkedIn Ads Impressions
1.	Chief Executive Officer	74.16	3.09	0.2%	11,782
2.	Co-Founder	45.45	3.5	0.15%	8,679
3.	Founder	101.22	3.89	0.49%	5,333
4.	Vice President of Sales	0	0	0%	3,883
5.	Vice President Marketing	35.59	3.95	0.32%	2,845
6.	Chief Revenue Officer	7.71	2.57	0.11%	2,702
7.	Chief of Staff	9.41	3.14	0.13%	2,298
8.	Marketing Director	0	0	0%	2,199
9.	Head of Marketing	0	0	0%	1,941
10.	Head of Growth	0	0	0%	1,802
11.	Chief Operating Officer	0	0	0%	1,531

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