

Engagements

Clicks, Reactions, Comments

LinkedIn Ads Clicks

549

⬆️ 16.6%

LinkedIn Ads Reactions

59

⬇️ -42.7%

LinkedIn Ads Comments

1

⬆️ N/A

General KPIs

Total Spent, CPC, CPM, CTR

LinkedIn Ads Spent

22,340.33

⬆️ 58.0%

LinkedIn Ads CPC

40.69

⬆️ 35.5%

LinkedIn Ads CPM

557.38

⬆️ 32.7%

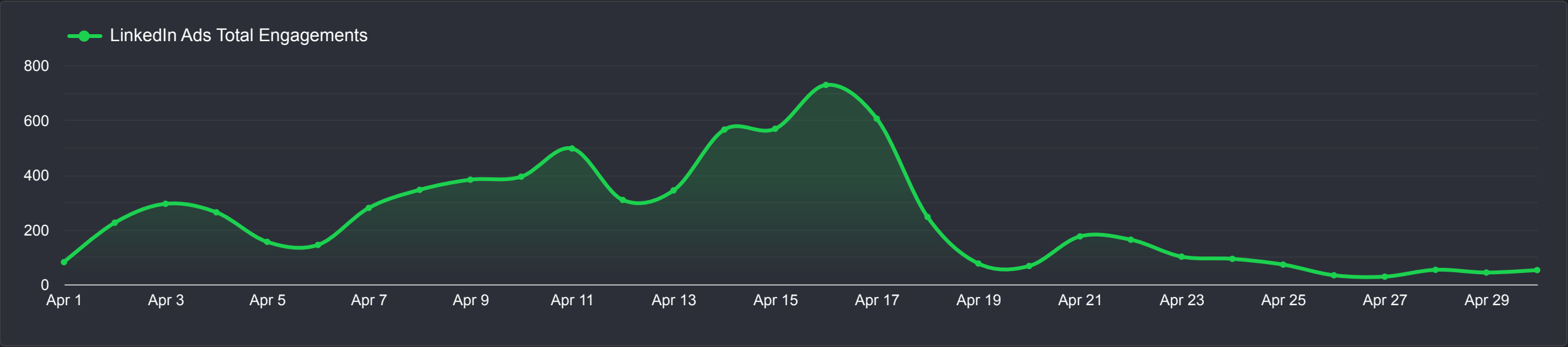
LinkedIn Ads CTR

1.37%

⬇️ -2.1%

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... | Linkedi... | LinkedIn Ad... | LinkedIn Ads Com... |
|----|---|--------------|----------------------|-----------------|------------|----------------|---------------------|
| 1. | Thought Leader Ads - IT Audience - Bora - 4.2 | 1,068.74 | 8,605 | 162 | 1.88% | 11 | 0 |
| 2. | Prospecting - Demo - LGF - 11.18 Campaign | 600 | 7,865 | 34 | 0.43% | 5 | 1 |
| 3. | RSAC Video - Book Meeting - Engagement - 4.11 | 976.94 | 7,396 | 77 | 1.04% | 16 | 0 |
| 4. | RSAC Video - Book Meeting | 225 | 4,915 | 10 | 0.2% | 3 | 0 |
| 5. | Boosted posts - IT Persona | 131.27 | 4,562 | 48 | 1.05% | 4 | 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. | Metrolinx | 0 | 0 | 0 | 0% | 111 |
| 2. | ONxpress Transportation Partners | 0 | 0 | 0 | 0% | 105 |
| 3. | Databricks | 0 | 0 | 0 | 0% | 98 |
| 4. | Dataminr | 0 | 0 | 0 | 0% | 74 |
| 5. | Paycom | 0 | 0 | 0 | 0% | 73 |
| 6. | KINESSO | 0 | 0 | 0 | 0% | 66 |
| 7. | BDC | 0 | 0 | 0 | 0% | 64 |
| 8. | CrowdStrike | 15.54 | 5.18 | 3 | 4.69% | 64 |
| 9. | Two Sigma | 0 | 0 | 0 | 0% | 60 |
| 10. | Affirm | 29.47 | 4.91 | 6 | 11.54% | 52 |
| 11. | Thrivent | 0 | 0 | 0 | 0% | 52 |

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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. | Information Technology Manager | 2,962.02 | 51.97 | 1.19% | 4,776 |
| 2. | Vice President of Engineering | 583.17 | 9.72 | 1.51% | 3,961 |
| 3. | System Manager | 375.44 | 17.88 | 0.82% | 2,557 |
| 4. | Director of Information Technology | 376.24 | 31.35 | 0.61% | 1,975 |
| 5. | Chief Information Officer | 477 | 17.67 | 1.37% | 1,966 |
| 6. | Vice President Information Technology | 955.6 | 63.71 | 0.98% | 1,530 |
| 7. | Network Administrator | 147.36 | 10.53 | 1.03% | 1,360 |
| 8. | Vice President Security | 477.91 | 23.9 | 1.5% | 1,335 |
| 9. | Database Administrator | 407.33 | 21.44 | 1.53% | 1,243 |
| 10. | Chief Information Security Officer | 613.16 | 19.78 | 2.85% | 1,086 |
| 11. | Senior Information Technology Manager | 196.93 | 11.58 | 1.73% | 984 |

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