LinkedIn advertising benchmarks for B2B



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Introduction

LinkedIn advertising is different, and that's not just thanks to its unique bidding system and unique targeting parameters. LinkedIn is one of the only places online where people actually want to think about work while they scroll.

We've run LinkedIn advertising campaigns for hundreds of B2B brands. Over the years, we've collected the data on what works and what doesn't. This guide is the first time we've compiled this information for public use. Feel free to use this information to get a sense of how your peers — and in turn how you — are doing.

Our goal is to help you tell compelling stories with your data and get budget buy-in, whether you're just getting started or on your 1000th campaign.

And like absolutely everything in advertising and marketing, it's never going to be about reaching a point of perfection. It's about learning from your analysis and making small improvements that lead to more efficient campaign decisions, more positive investment returns, and greater fulfillment of your goals.

And greater chances of getting a raise.

01

All of the data in this report was collected directly from the campaigns in Abe's client portfolio, as well as our sister agency Directive Consulting. Individual sample sizes range from 8 to 152. Our clients range from small-to-medium sized businesses to enterprise companies. Monthly LinkedIn budget range from $3,000 to $300,000. All are in B2B and most are in B2B SaaS. We have anonymized the data to protect client privacy.

02

Every time our account strategists run a campaign for a client, we report performance metrics to a central internal database. Data entries are standardized via internal protocols to ensure consistency across accounts and reporting teams. Data is then queried based on defined filters and grouped by account.

Outliers (defined as observations beyond 1.5 times the interquartile range) are identified and removed to maintain data accuracy. All reported statistics are calculated after outlier removal. Adjusted metrics are labeled as follows: the adjusted median is referred to as "median", adjusted quartile 1 as "lower range", and adjusted quartile 3 as "high range".

03

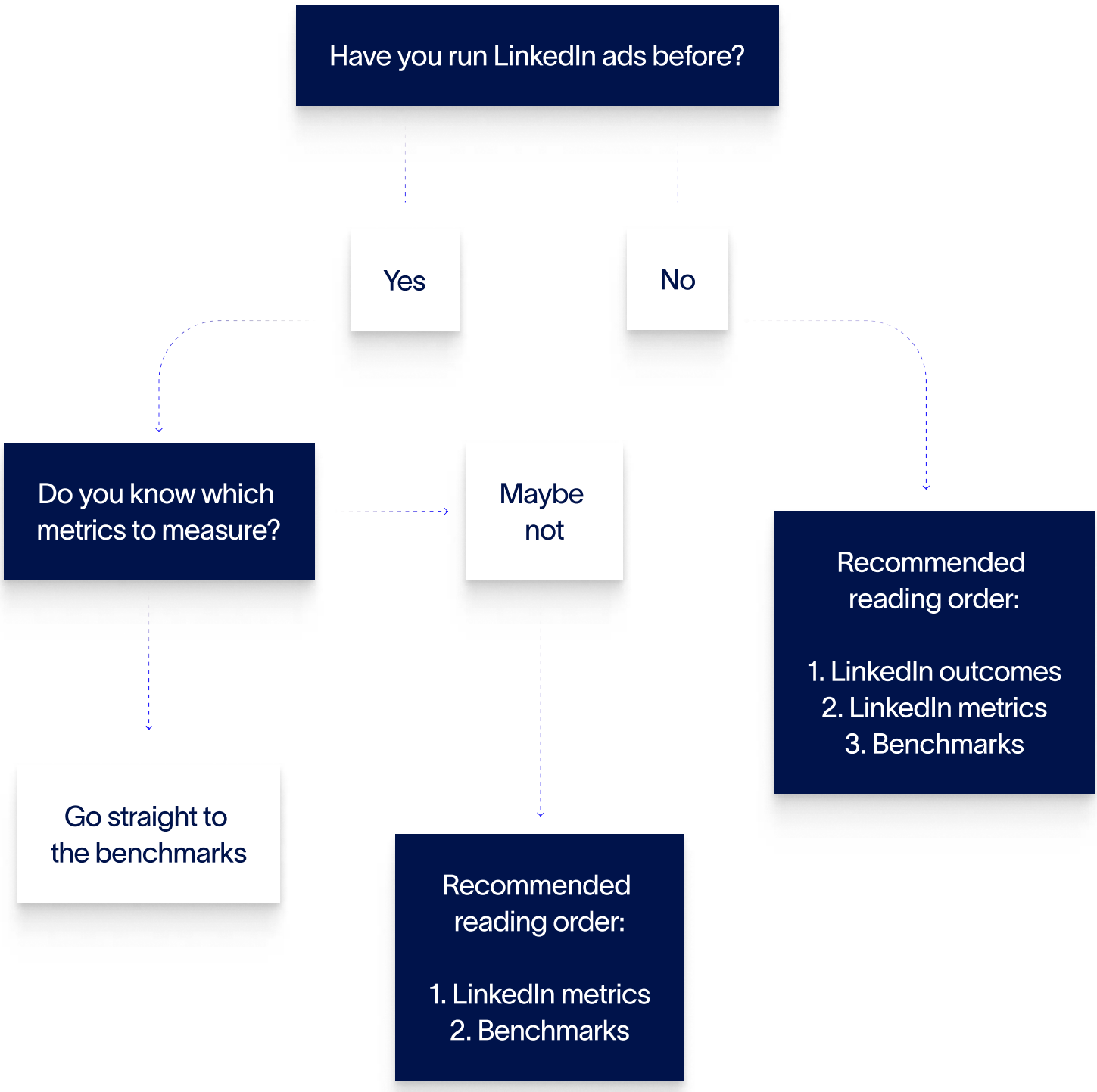
Although our data collection began in 2020, this report includes only data from 2023 through June 2025. We made this decision to minimize dilution from macro-environmental factors and to present acurrent performance snapshot rather than a historical trend analysis.

04

As with any operational dataset, variations in account size, industry niche, and sample size should be considered when interpreting the findings. Data was collected from live client campaigns operating in varied real-world conditions, rather than under controlled experimental settings. As such, external factors (such as seasonality, market shifts, or campaign-specific variables) may have influenced results.

How to use this guide

This guide isn't in a set order — everyone's path is different. Take this quick quiz to find out how you should use this guide.

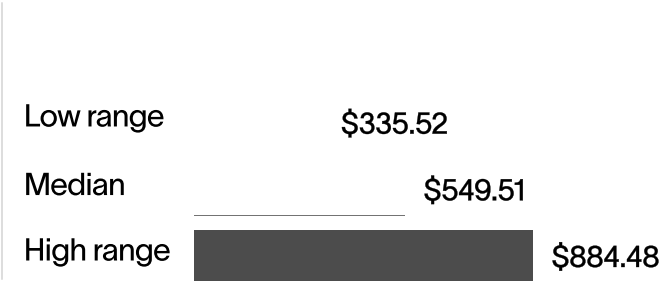




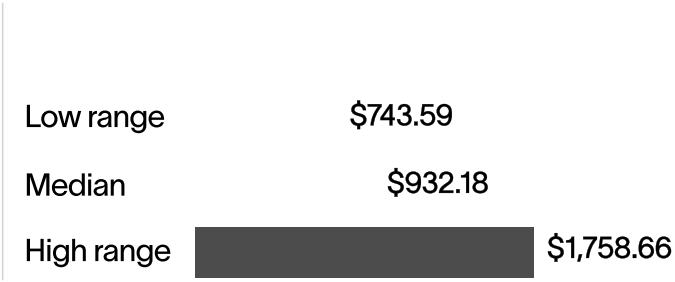
LinkedIn advertising benchmarks

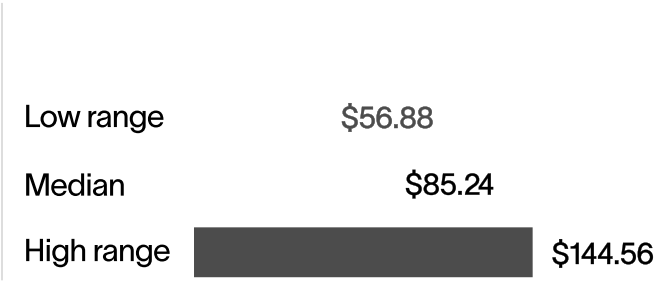
For best results, use benchmarks that match your LinkedIn ad type(s). General benchmarks might not fairly capture the unique factors of your campaign like your audience or goals.

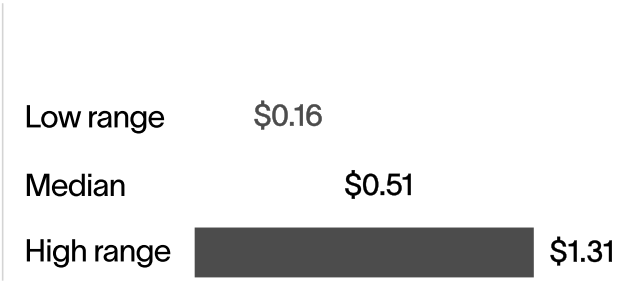


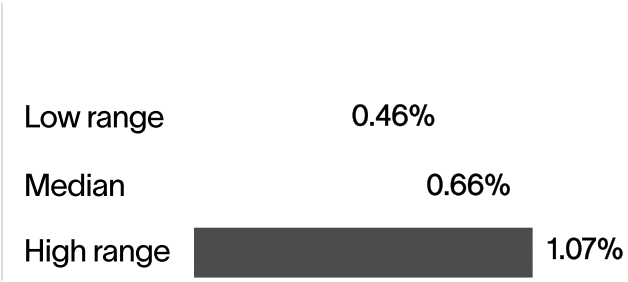


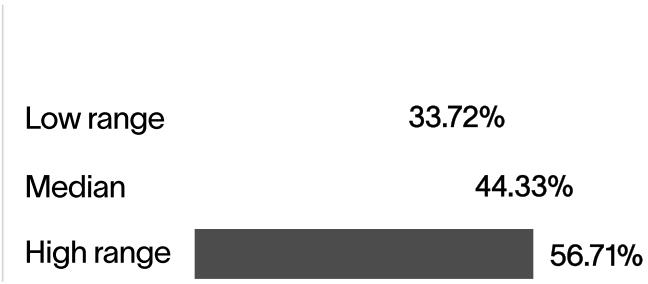
*All ad types: Convo Ads, Lead Gen Form, Sponsored Content, Video, Document Ads.











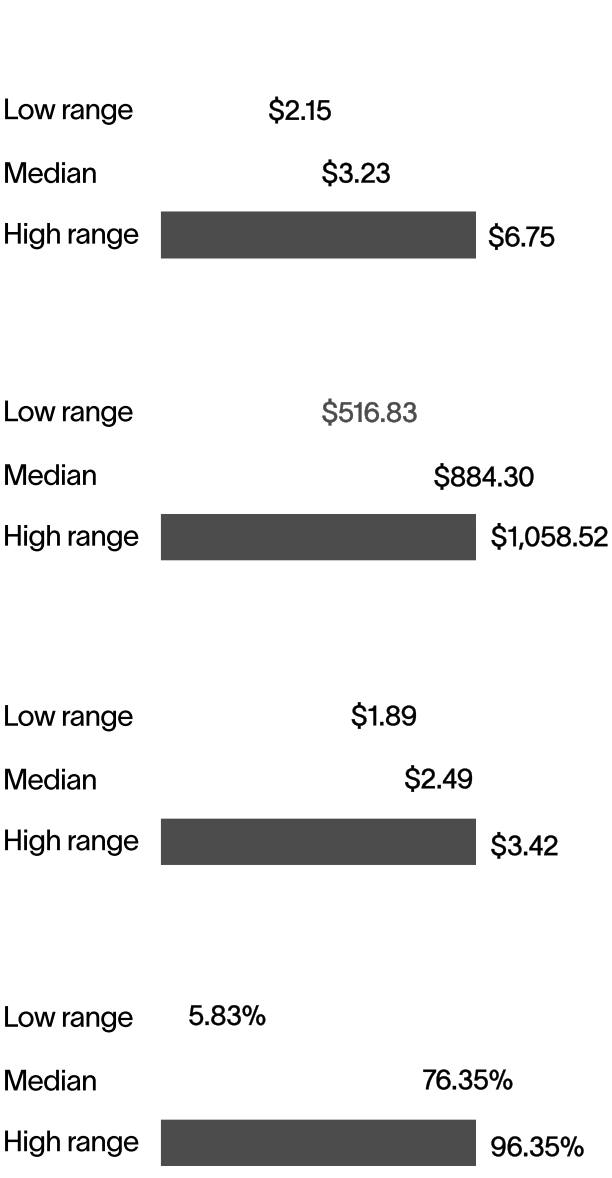


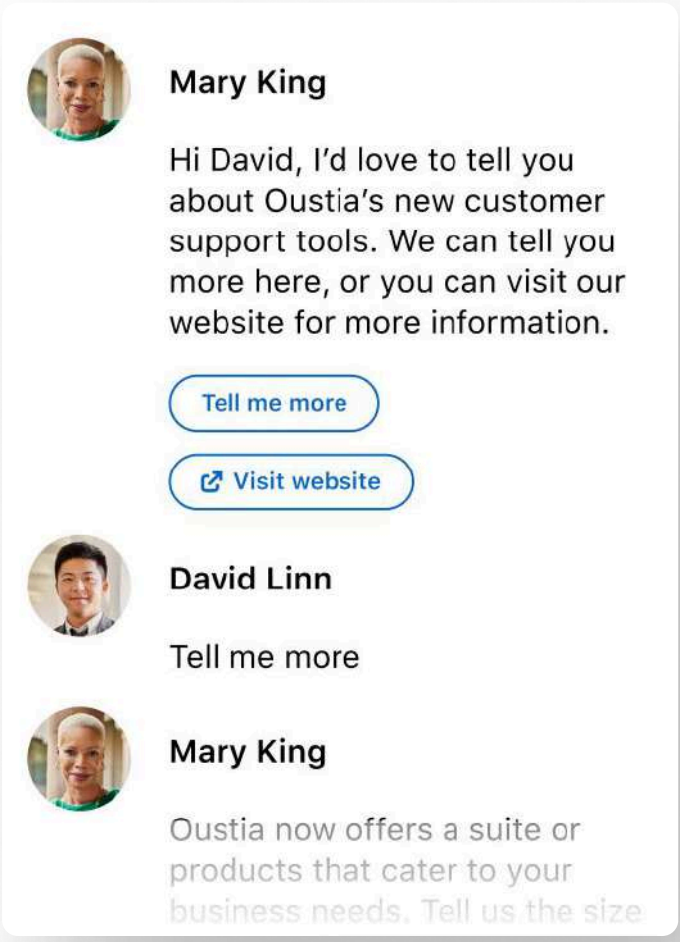
Most brands should balance TOFU, MOFU, and BOFU LinkedIn spend based on their awareness goals, budget, and brand recognition. At Abe, we always recommend putting at least some budget aside for awareness ads.

Conversation Ads land directly in your prospects' inbox. True to their name, they're interactive and follow a natural flow. You have control over both the copy and the direction.

For best results, pair Conversation Ads with a limited-edition perk like a free trial, credits, or an exclusive offer.

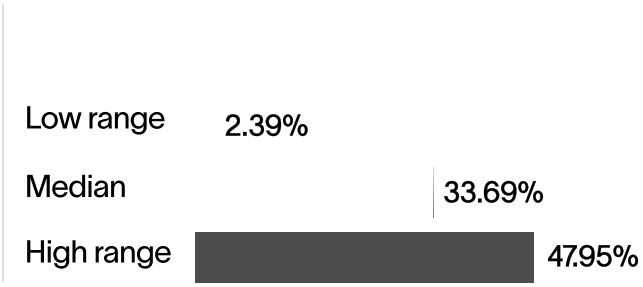
If you already offer a free trial at baseline, feel free to get creative with your incentive. We've had success with retail gift cards and personal tech like Airpods.





Note: These CTOR estimates are derived from aggregate CTR data (92 campaigns) and open rate data (105 campaigns), which are not a perfectly matched dataset. While the values are directionally accurate, they should be interpreted as approximations rather than precise benchmark.







Note: in Conversation Ads, a "click" often refers to someone opening the initial message — not necessarily getting to a call-to-action (CTA). To measure intent, we recommend measuring "cost per open" or "CTOR (Click-to-Open-Rate)".

Document Ads collect signups in return for the download of a publication like an eBook or whitepaper. That's probably how you got here!

Document Ads only work if you're offering prospects something they actually need. Ideally, it's something they'll find repeated use for and reference often.

If you're mentioning your brand on every page of your Document Ad, you're doing it wrong, full-stop. Let your company be the backdrop, not the focus.

Low range	$5.30
Median	$9.38
High range	$18.04

Low range	$1,669.28
Median	$2,315.39
High range	$2,927.25

Low range	$38.91
Median	$76.25
High range	$103.58

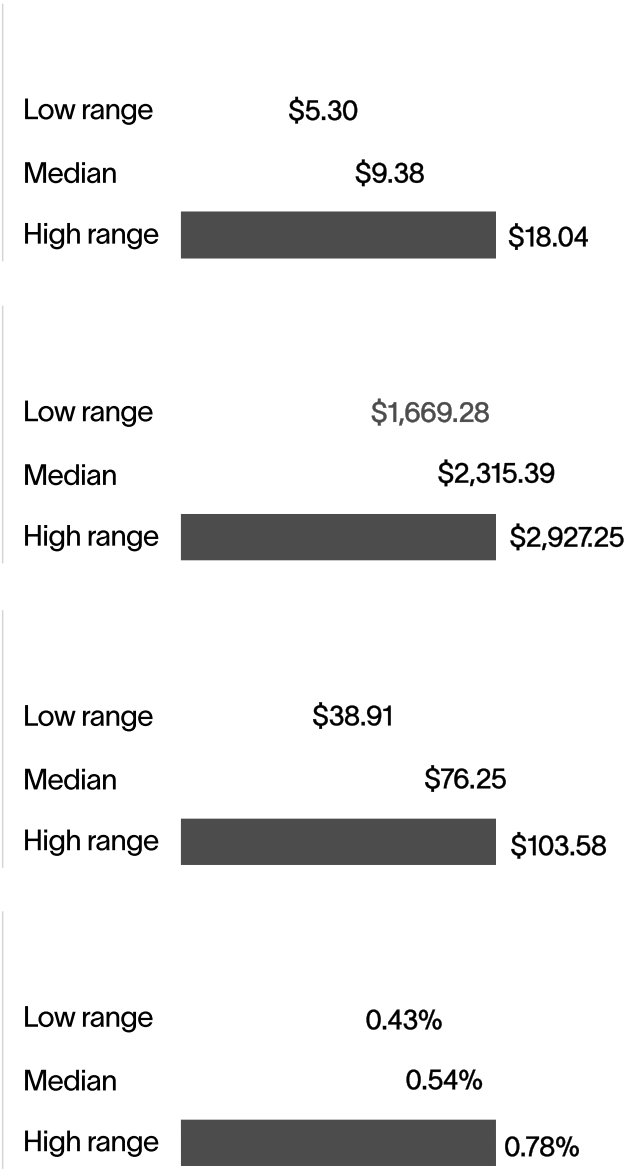
Low range	0.43%
Median	0.54%
High range	0.78%

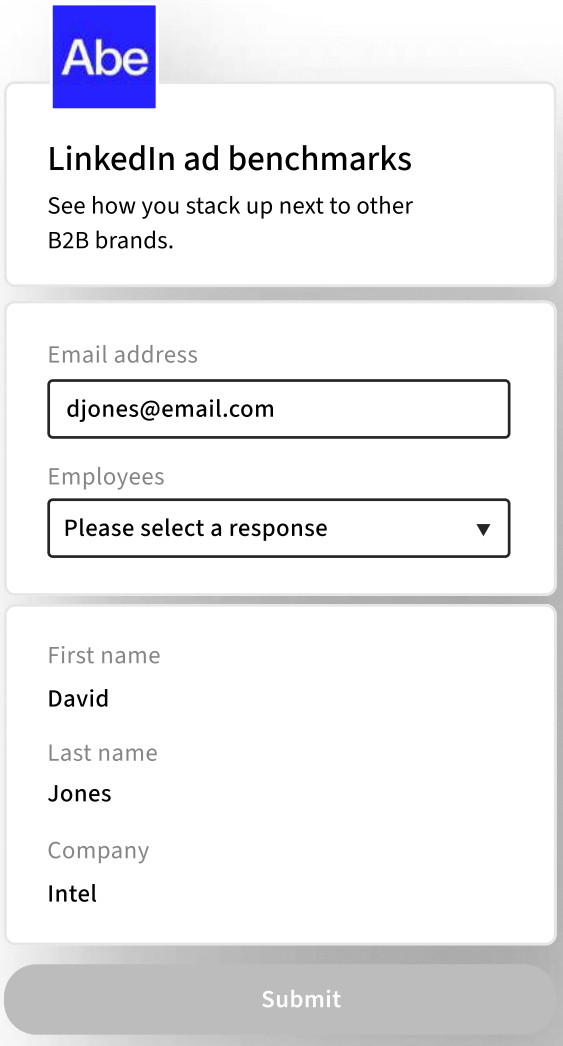


Lead Generation (Gen) forms capture data from your customer directly in LinkedIn. No need for the extra step of an external landing page.

Most people aren't in the habit of filling out online forms for fun, so you'll want to give your audience a reason to give up their information. A webinar, a tutorial, or a report are all good reasons.

You hear a lot about keeping form fills at an absolute minimum, but we'd argue this isn't always the case. Your form length can be relevant to the value of your offer.





Sponsored Content is a paid post that looks and reads like something your audience would choose to engage with.

Sponsored Content is a great way to generate brand knowledge. Even passive scrollers can gain brand familiarity if the visuals are effective enough.

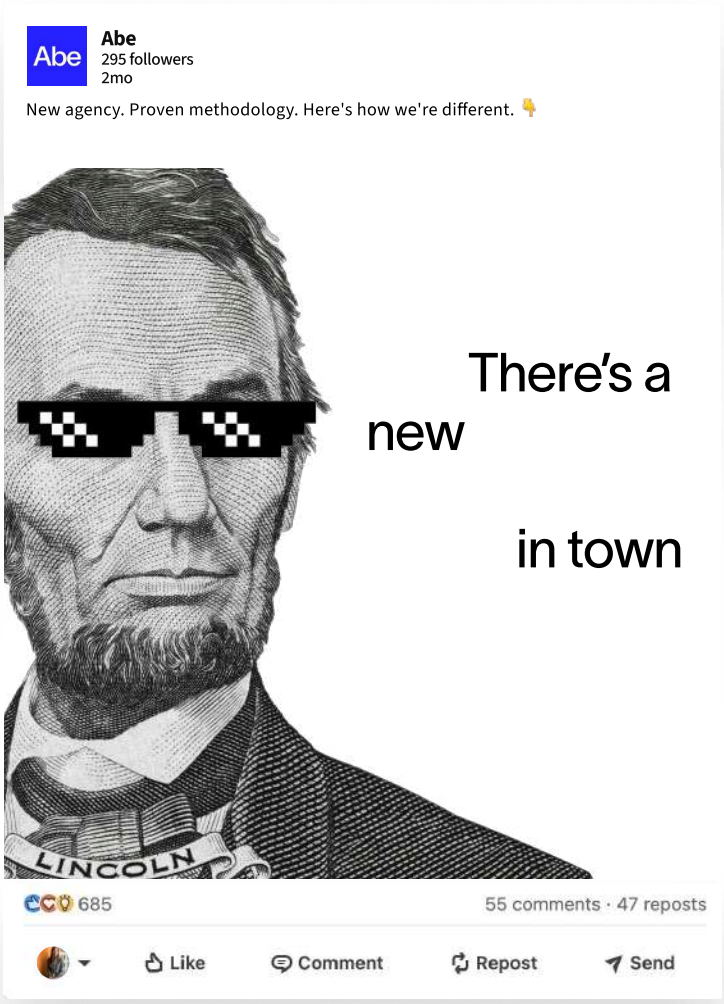
It might be tempting to cut costs on design, but in the age of AI, it's more important than ever to stand out with bold and original creative choices.

Low range	$4.26
Median	$11.16
High range	$22.26

Low range	$1,192.81
Median	$1,685.31
High range	$2,067.61

Low range	$32.66
Median	$57.63
High range	$113.79

Low range	0.43%
Median	0.56%
High range	0.77%



Video Ads

Engage the Eyes and Ears

Video Ads add a variety of media type to your digital strategy, ideal for audiences who absorb information through sight and sound.

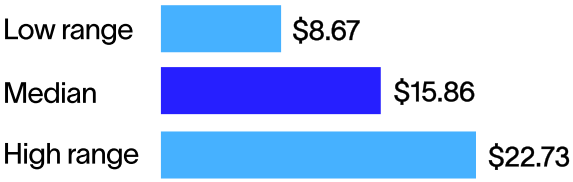
Visuals That Cut Through the Noise

Video performs best when it's straight-to-the-point and visually pleasing. Never forget who you're competing with for attention — cat videos!

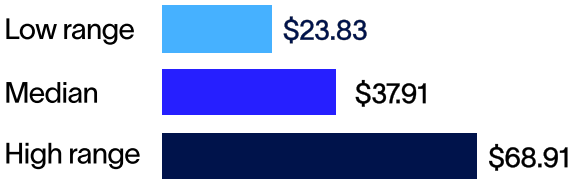
Abe's Hot Take:

You don't need to spend $50,000 on a new video for a campaign yet. We recommend chopping up any existing videos you have and testing it to see how your audience reacts before you jump in.

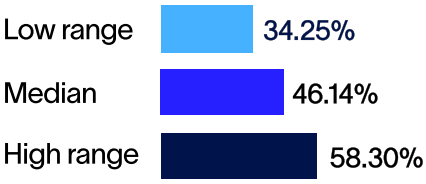
CPC



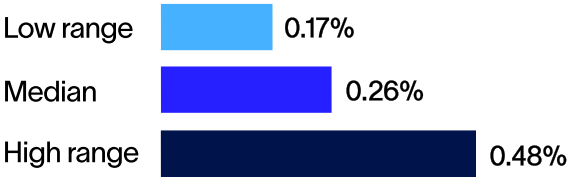
CPM



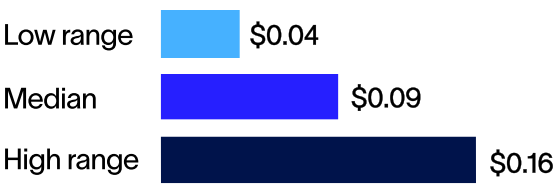
View Rate

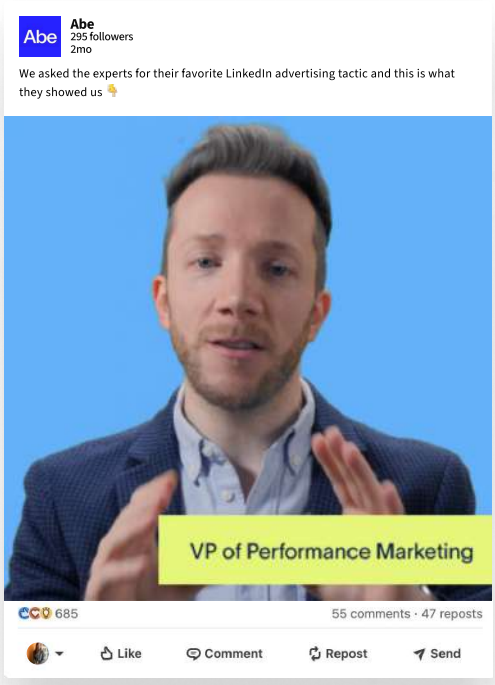


CTR



CP Video View





Note: LinkedIn defines a video view as a user watching at least 2 continuous seconds of a video while at least 50% of the video player is in view on their screen.



LinkedIn advertising metrics defined

LinkedIn advertising metrics

How to read these definitions

Funnel stage: the stage of the funnel that the metric is most commonly associated with.

Measures: what the metric is measuring from the perspective of raw data, before analyzing.

Formula: how to calculate the metric.

Indicates: the most common analytical conclusion that you can come to from the metric (not the only one, just the most common).

Cost Per Click (CPC)

Measures: how much you spend on each individual click.
Indicates: whether people are interested in what you have to offer

$$\frac{\text{Total cost}}{\text{Total clicks}}$$

Cost Per Lead (CPL)

Measures: how much it costs to acquire each lead, where “lead” is any prospect.
Indicates: how much it costs you to find someone who’s interested.

$$\frac{\text{Total ad spend}}{\text{Total leads}}$$

Cost Per Mille (CPM)

Measures: the cost of getting your ad in front of 1,000 potential customers
Indicates: how costly it is to reach your audience at scale.

$$\frac{\text{Total ad spend}}{\text{Total impressions}} \times 1000$$

Cost Per Conversion (CPC)

Measures: how well your content drives users to convert form fills, demo requests, or book downloads.
Indicates: how well your marketing strategy impacts the bottom line.

$$\frac{\text{Total ad spend}}{\text{Total conversions}}$$

Cost Per Video View

Measures: the cost to get a click on your CTA OR 2+ seconds of video playback (with 50% in view), whichever comes first.
Indicates: whether your video is interesting to your audience.

$$\frac{\text{Total ad spend}}{\text{Total leads}}$$

Measures: used for Conversation Ads when CTR is misleading (because LinkedIn counts a message open as a click, therefore not measuring real engagement).
Indicates: how many people take action after clicking on your ad.

Measure: How often messages are opened vs. how many are sent.
Indicates: Quality of subject line.

Measure: How many people viewed your video after it was served.
Indicates: Strength of your targeting, creative hook, and thumbnail appeal.



LinkedIn may attribute a “conversion” even if a user only scrolled past — and never clicked — your ad. To better assess true ad impact, be sure to distinguish between click-through and view-through conversions, which LinkedIn reports separately.



LinkedIn advertising outcomes by stage

LinkedIn advertising outcomes by stage

Top of Funnel (TOFU)

For top of funnel initiatives, we recommend Sponsored Ads, CTV, and Video Ads.



Brand awareness

Brand awareness is a measurement of how many people in your target market are aware of your product or service. To measure brand awareness, look at engagement metrics like:

- Impressions
- CPM (Cost Per Mille)
- Audience penetration



Brand lift

Brand lift is a measurement of how much your brand awareness has grown over time. To measure brand lift, look at changes in engagement metrics like:

- Impressions
- CPM (Cost Per Mille)
- Ad recall
- Brand familiarity

Middle of Funnel (MOFU)

For middle of funnel initiatives, we typically recommend Document Ads and Lead Gen Forms.



Reputation and trust

To build a loyal audience, you have to offer subject matter that's of value. It can be something like a gated resource, a webinar, or even an infographic. What's most important is that it sits in your zone of expertise.

- Conversions (likely defined as a download)
- Conversion rate
- Cost per lead



Community building

Events, both online and offline, are another great way to build a community around your brand. They bring like-minded people together and offer an opportunity for thought leadership.

- Conversions (likely defined as a sign-up)
- Clicks
- CPC (Cost Per Click)
- Traffic

For bottom of funnel initiatives, we typically recommend Account-Based-Marketing (ABM) and Conversation Ads.

Most brands don't push a sales conversation on the first face-to-face. A discovery call is a casual opportunity to sell what makes your brand special.

- Leads
- MQLs
- SALs
- SQLs
- Opportunities
- Customers

Determining how many discovery calls turn into sales calls is a great way to assess the quality of your leads and your sales strategy.

- Leads
- MQLs
- SALs
- SQLs
- Opportunities
- Customers

Abe is a consultancy built for LinkedIn advertising. LinkedIn is all we do.

We run every campaign on our Customer Generation Methodology, which champions scientific data over guesses, first-party sources over third-party ones, financial modeling, and creative excellence. We are the only agency that uses custom-built lists of customers to target.

If you're interested in working with us, or you have any questions or comments about this guide, you can reach out to us here.

Happy benchmarking!

