

Engagement - ad objective overview

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Increase engagement on your content through likes, comments, shares, clicks to a landing page, LinkedIn Page, or LinkedIn Page follows by running ad campaigns through the Engagement objective. These ad campaigns are in the middle of the marketing funnel, which engages your targeted audience.

Ad formats

We surface only those ad formats that support your Engagement advertising objective. Ad formats available include:

- Single image ads
- Carousel image ads
- Video ads
- Follower ads
- Conversation ads
- Event ads

Bidding optimization goals and strategies

Engagement campaigns automatically select engagement clicks as the optimization goal. You'll be able to choose from the bidding strategies below:

- Maximum delivery (Automated)
- Cost cap
- Target cost
- Manual bidding

Important to know

The cost cap bidding strategy is gradually rolling out while the target cost bidding strategy is gradually being removed. Cost cap will soon be available to everyone.

You can also change the optimization goal to impressions. If you change the optimization goal, only manual bidding is available.

Reporting metrics

Getting people to engage with your content is the key result of Engagement ad campaigns. View a wide variety of reporting metrics from the Campaign Manager reporting dashboard, including:

- Performance metrics
- Engagement
- Conversions
- Bid and Budget

You can also view demographic data about members who are interacting with your ads.


Learn more

- [Engagement campaigns - chargeable clicks](#)
- [Target cost bidding strategy availability](#)
- [Objective-based reporting with key results - overview](#)

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