

The LinkedIn Ads Benchmark

grade your account in 60 seconds.

☐ OUR ACCOUNTS ☒ INDUSTRY DATA

the ruler open campaign manager, circle your column for each row.				
	FIX IT	MEDIAN	EXCELLENT	OUTLIER
ctr single image, lead gen low? creative and offer, not audience.	under 0.44%	0.44 to 0.65%	0.8 to 1.3%	3%+ cr8 3.34%
cpc sponsored content high? bid setting and audience size.	\$9+	\$5.26 to 5.74	under \$4.50	under \$1 cr8 avg €0.98 best €0.06
cpl vs your industry industry averages: all b2b \$94 · saas \$103 to 160 · finance \$148 to 200 · education \$68 to 95 high? form mechanics and offer.	2x your industry average or more	around your industry average	below it	under \$60 in any industry cr8 \$52 · \$33
form completion rate low? paid clicks hitting a landing page in a low-trust category.	under 8%. landing pages live here by default (2 to 5% is typical).	8 to 11% native median	12 to 15%	15%+

THE RULER WORKS

one account graded with this ruler: **3.34%** avg ctr across **224 ads**. best ad **16.54%** at **€0.06 a click**. cpls of **\$90** **\$52** **\$33**

circled fix it anywhere? the next two sections are the repair order.

what moves each number

2x

faces beat faceless creative by 2x on the same account.

17.34% vs 1.01%

engagement vs lead-gen objective, same account. match the objective before blaming the ad.

2 to 3x

native lead forms beat landing pages on completion, and cost **25 to 35%** less per lead.

\$300 → \$90

one qualifying question on the native form. keeps the sql quality that landing-page friction gives you (**20 to 40%** higher), without the landing-page cpl.

+6 to 18 leads

added by dropping the phone field. zero new budget.

\$90 vs \$287

manual bids vs max delivery, per lead. identical ctr, one dropdown.

do this today

☐ bid setting. manual or max delivery? switch to manual.

☐ phone field. on the form? delete it.

☐ landing page or native form? move to native, add one qualifying question.

THE RULE

offer,

form,

bid.

in that order.



Bogdan Liutic

Founder, CR8. want these run on your account?

→

the free audit at cr8.eco

the one other agencies charge \$2,000 for.