



Report date: 1/1/17 – 12/31/17

Compared to 1/1/16 – 12/31/16

Duration: 365 days

Your LinkedIn Ads report

Conversions

Total number of times people took a desired action after clicking on or seeing your ad



73 444
Conversions

+1.14%
Previous:
72 616



Source: Whatagraph.com - Whatagraph.com Showc...

Amount spent

Amount of money spent on clicks and impressions for your ad



€543,638.00
Spent on ads

-1.51%
Previous:
€551,966.00



Source: Whatagraph.com - Whatagraph.com Showc...

Leads

Number of leads collected from LinkedIn members submitting their information in response to your ad

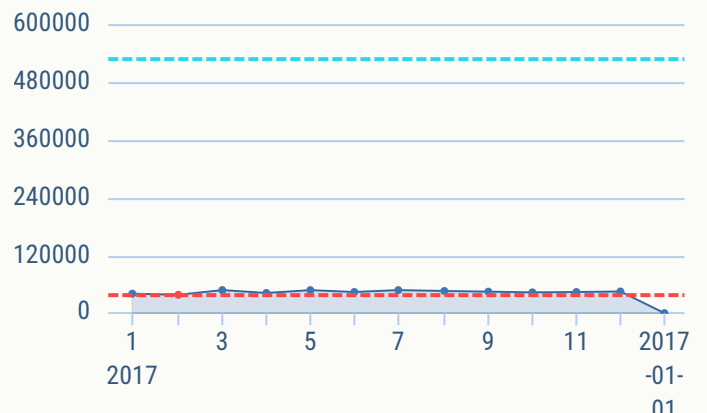


549 519
Leads

+1.94%
Previous:
539 085



Source: Whatagraph.com - Whatagraph.com Showc...



Impressions and clicks

The number of impressions and clicks on your ads during this period



90 370
Clicks

-1.20%
Previous:
91 465

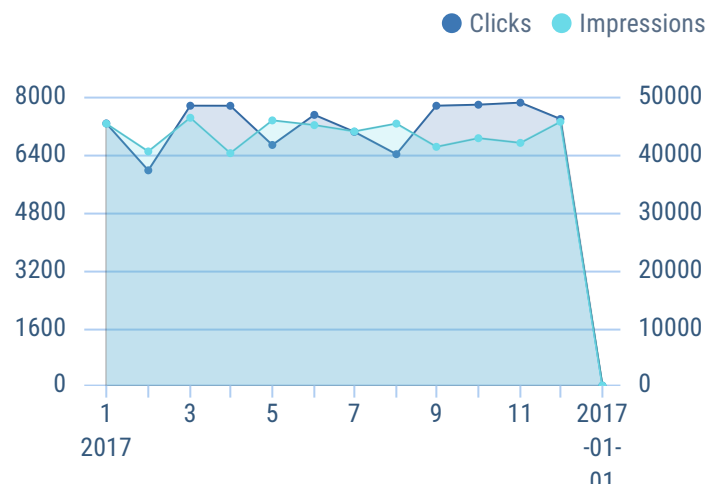


545 486
Impressions

-2.09%
Previous:
557 136



Source: Whatagraph.com - Whatagraph.com Showc...



Total social actions

The volume of social engagement your ad received

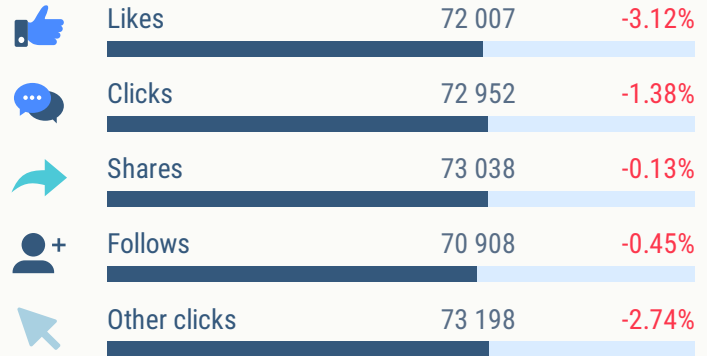


112 735

Total social actions

+4.98%

Previous:
107 386



Source: Whatagraph.com - Whatagraph.com Showc...

Avg. cost per conversion



€12.13

Cost per Conversion

-4.89%

Previous:
€12.75



€1.67

Cost per Click

+0.55%

Previous:
€1.66



Source: Whatagraph.com - Whatagraph.com Showc...



Source: Whatagraph.com - Whatagraph.com Showc...

Total engagements

Indicates paid clicks plus social clicks on your LinkedIn ads

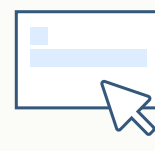


545 126

Total engagements

-0.73%

Previous:
549 139



2 002%

Average engagement

-2.27%

Previous:
2 049%



Source: Whatagraph.com - Whatagraph.com Showc...



Source: Whatagraph.com - Whatagraph.com Showc...

Top campaigns

	Impressions	Clicks	Soc. actions	Engagements	Avg. CPC	Avg. CPM	Total spent
1. A campaign	11 004	8 385	5 996	4 169	€0.02	€13.60	€149.70
2. B campaign	2 265	8 172	3 825	1 888	€0.00	€10.14	€22.97
3. C campaign	284	8 119	3 052	1 322	€0.00	€54.44	€15.46
4. D campaign	279	4 496	11	1 106	€0.00	€37.35	€10.42
5. E campaign	258	3 587	8	359	€0.00	€23.37	€6.03



Source: Whatagraph.com - Whatagraph.com Showc...