LinkedIn Ad Testing Framework

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Bring a repeatable testing process to LinkedIn advertising.

What this guide covers

- Choose objectives, metrics and test variables.
- Compare creative, audience and offer variations.
- Document results and plan the next test.

Who this is for

For marketers running LinkedIn campaigns.

Putting the ideas to use

Define one controlled test and record its outcome before expanding.

Book details

Format: Guide. Pages: 15. Words: 766.

Download availability: After payment, download the complete ZIP package or the included PDF separately.