

# Objective-based pricing for LinkedIn advertising

The campaign objective you select determines which ad formats, bidding strategies, and optimization goals are available for your campaign.



The chart below outlines which bid strategies and optimization goals are available for each objective, and how the campaign will be charged based on those selections.

**Note:** Campaigns with Sponsored Messaging ad formats will be optimized for and charged by message sends, regardless of the objective selected.

	Campaign objective	Optimization goal	Bidding strategy	Charged by
Awareness	Brand awareness	Reach*	Maximum delivery	Impressions
		Impressions	Cost cap	Impressions
		Impressions	Target cost	Impressions
		Impressions	Manual bidding	Impressions
Consideration	Website visits	Landing page clicks	Maximum delivery	Impressions
		Landing page clicks	Cost cap	Impressions
		Landing page clicks	Target cost	Landing page clicks
		Landing page clicks	Manual bidding	Landing page clicks
		Impressions	Manual bidding	Impressions
	Engagement	Engagement clicks	Maximum delivery	Impressions
		Engagement clicks	Cost cap	Impressions
		Engagement clicks	Target cost	Engagement clicks
		Engagement clicks	Manual bidding	Engagement clicks
		Impressions	Manual bidding	Impressions
	Video views	Video views	Maximum delivery	Impressions
		Video views	Cost cap	Impressions
		Video views	Target cost	Video views
		Video views	Manual bidding	Video views
		Impressions	Manual bidding	Impressions
Conversion	Lead generation	Leads	Maximum delivery	Impressions
		Leads	Cost cap	Impressions
		Leads	Manual bidding (Enhanced)	Clicks
		Clicks	Manual bidding	Clicks
		Impressions	Manual bidding	Impressions
	Talent leads**	Talent leads	Maximum delivery	Impressions
		Talent leads	Manual (Enhanced)	Landing page clicks
		Landing page clicks	Manual bidding	Landing page clicks
		Impressions	Manual bidding	Impressions
	Website conversions	Website conversions	Maximum delivery	Impressions
		Website conversions	Manual bidding (Enhanced)	Landing page clicks
		Landing page clicks	Manual bidding	Landing page clicks
		Impressions	Manual bidding	Impressions
	Job applicants	Landing page clicks	Maximum delivery	Impressions
		Landing page clicks	Manual bidding	Landing page clicks
Impressions		Manual bidding	Impressions	

- \*Only available for Sponsored Content ad formats.
  - \*\*The Talent leads objective is only available for Talent Solutions Campaign Manager accounts.
  - Landing page clicks are clicks on your ad to open the creative's destination URL.
  - Engagement clicks include clicks to landing page, LinkedIn Page, social actions, social pill, or LinkedIn Page follows.
  - Clicks for Lead Gen campaigns include clicks to the Lead Gen Form, LinkedIn Page, or social pill.
  - Video views are defined as +2 seconds continuous view at 50% or more on screen.
- Learn more about [chargeable clicks by objective and ad format](#).