

The Ultimate LinkedIn Dynamic Ad & Text Ad Benchmarks Guide

Find out how well your ads are actually doing



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Dynamic Ad Benchmarks





2 MAIN WAYS TO USE DYNAMIC AD

1) Gain followers with follower ads:

- Acquire more page followers through personalized ads featuring your LinkedIn profile photo, company name, job title, and more

Ad ...

Get the latest jobs and industry news by joining us on LinkedIn

Theresa, explore opportunities from Golden Phase



[Follow](#)

2) Web visit/conversion with spotlight ads:

- Drive traffics to website through personalized ads featuring your LinkedIn profile photo, company name, job title, and more

Ad ...

Get access to 100+ consultants worldwide

Donald, get the business advice that matters 24/7

[Request demo](#)

DYNAMIC AD CTR & COST PER FOLLOW BENCHMARKS: Regions

CTR Benchmarks:

REGION	CTR
All	0.08%
NAMER	0.06%
South America	0.17%
Europe	0.06%
Australia	0.04%
Asia	0.11%

Cost per Follow Benchmarks:

REGION	COST PER FOLLOW
All	USD 11.90
NAMER	USD 12.74
South America	USD 4.27
Europe	USD 15.84
Australia	USD 14.02
Asia	USD 8.46

DYNAMIC AD CPC BENCHMARKS:

Top Countries

COUNTRY	CPC RANGE
United States	USD 4.45-4.90
India	USD 1.15-1.27
China	USD 5.40-6.00
Brazil	USD 2.45-2.70
United Kingdom	USD 6.35-6.99
France	USD 6.85-7.54
Canada	USD 3.80-4.20
Indonesia	USD 5.10-5.70
Mexico	USD 2.80-3.10
Italy	USD 6.30-7.00
Spain	USD 6.30-7.00
Australia	USD 5.70-6.30
Germany	USD 5.15-6.67
Turkey	USD 6.30-7.00
Netherlands	USD 6.50-7.65

Text Ad Benchmarks



ONLY WAY TO USE TEXT AD

Drive low cost clicks and traffic to website

- Easy to create as it requires some text and a logo only
- Only appear on desktop
- Low CPC compared to other LinkedIn ad formats

The screenshot displays the LinkedIn desktop interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Recruiter. Below the navigation bar, a search bar is visible. The main content area is divided into several sections. On the left, there is a profile card for a user with 39 views of their profile and 385 views of their post. The central section shows a post creation area with options to 'Write an article' or 'Image', and a 'Post' button. Below this, there are sections for '10 new connections made in your network' and 'Suggested for you'. On the right, there is a 'What people are talking about now' section with a list of trending topics. At the bottom right, there is an 'Ads You May Be Interested In' section. A green box highlights a text ad in this section with the headline 'Reaction Buttons - Engage your audience with reaction buttons. Trusted by +1000 customers. Ad ...'. The ad features a blue logo and a blue arrow pointing right. Below the ad, there are two other ad options: 'Want a career in sports?' from Columbia University and 'Webinars In-Person Events'.

TEXT AD CTR BENCHMARKS:

Regions

REGION	CTR
All	0.022%
NAMER	0.017%
South America	0.032%
Europe	0.018%
Australia	0.008%
Asia	0.023%

TEXT AD CPC BENCHMARKS:

Top Countries

COUNTRY	CPC RANGE
United States	USD 8.41-13.35
India	USD 2.15-2.80
China	USD 2.71-4.21
Brazil	USD 2.06-3.08
United Kingdom	USD 3.78-6.08
France	USD 2.91-4.51
Canada	USD 5.85-11.33
Indonesia	USD 2.33-3.21
Mexico	USD 2.95-4.46
Italy	USD 2.67-4.09
Spain	USD 2.71-4.02
Australia	USD 4.97-7.62
Germany	USD 4.02-6.40
Turkey	USD 2.28-3.03
Netherlands	USD 2.97-4.40

Got any LinkedIn or B2B
marketing questions?

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