

# LinkedIn Carousel Ads

Best practices that drive results



## Objective based

- Plan your carousel content based on your objective
- Think about what type of story you want to tell. Are you trying to attract people to your brand, or generate demand?

## Define metrics

- Understand which metrics matter most to you before launching your carousel campaign
- Different metrics matter depending on your marketing objective.

## Clear CTA

- Apply existing Sponsored Content best practices
- Be descriptive in the overall ad unit intro text, feature clear calls-to-action, and optimize your targeting.

## Strong Visuals

- Feature strong visuals to capture attention
- Use eye-catching visuals with strong photos, graphics, and text that strengthen your story and draw your audience in.

## A/B Testing

- Test and optimize cards in your carousel ads
- A/B test the number of carousel cards, the order of cards, content, and the individual card headlines to see what your audience responds to best.

Research shows that up to 5 cards generates best results.

Detailed reporting is available with results per card.