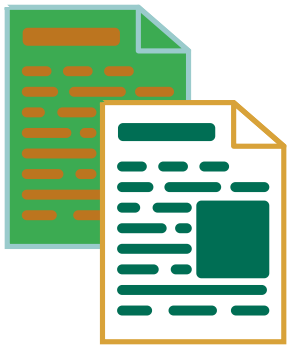


MASTERING LINKEDIN ADS



Ad copy essentials

✓ **Main Ad Copy:** Max 600 characters, truncates after 150

Tip: Place critical info at the top

✓ **Headline limit:** 70 characters

Tip: Test various lengths to see what engages your audience best!

Creative Constraints

✓ One creative type per campaign (e.g. video, image, carousel)

Tip: Choose your creative type wisely—plan ahead!



Campaign Management

✓ Run 4-5 ads per ad set for optimal data clarity

Tip: Fewer variables, better insights!

Optimal Image Sizes

✓ **Creative Sizes:**

- 1200 x 628 px: Ideal for horizontal/landscape (desktop & mobile)
- 1200 x 1200 px: Perfect for square images (desktop & mobile)



Start creating your LinkedIn ads
Contact us for help