

# Ad Creative

## Best Practices Guide

# Creative Specs

# Terminus Recommended Ad Sizes

For complete list of supported ad sizes, please see our [Support Guide for Display Advertising](#).

## Display

Top 8 Ad Sizes

**728x90**      **320x50**  
**300x250**    **970x250**  
**160x600**    **300x50**  
**300x600**    **320x480**

Supported File Size: Smaller than 200KB for static display ads, up to 5MG for animated .GIF ads

Animated ads are restricted to a maximum of 15 seconds of looping, after which point they must remain static.

Supported File Types: HTML5, .GIF, .JPEG, or .PNG

## Video/CTV

**1920x1080 or 1280x720**

File size must be smaller than 10MB.

Dimensions must be at least 400 pixels in height or width.

Minimum duration for video ads is 5 seconds, and maximum duration is 60 seconds, but Terminus recommends creating separate ads under 15/30/45/60 seconds.

The video target bitrate is 2500 kbps. Greater than or less than 2500 kbps is also acceptable if the total file size conforms to the accepted <10MB.

Supported File Type: .MP4

## Audio

File size must be smaller than 10MB.

Bitrate is 160kbps. Hosted .MP3 files should have contrast birate.

Spot Length: 15 or 30 seconds.

Supported File Type: .MP3, .M4A, or .WAV

Companion Banner File Type: .JPEG, .JPG, or .PNG

## Additional Channels

**LinkedIn: 1200x627**

Maximum File Size: 2MB  
Supported File Types: .JPEG or .PNG

[Here's a link](#) to all of LinkedIn's current ad specs.

**Email: 384x96 and 768x192**

Maximum File Size: 400KB  
Supported File Types: .GIF or .PNG

When designing your GIF, make sure the first frame can stand alone and communicate a clear call-to-action.

**Native**

# Ad Creative Elements

# Anatomy of an Ad

Always include these three elements to create high-performing ad creative.



## Branding



## Messaging & Call-to-Action



## Imagery



# Branding

Examples of branding include, but are not limited to:



Logo



Font Choice



Brand Colors



Design Motif(s)

\*Only if applicable



Logo

Font

Ensure that your ads always **align with your brand standards and guidelines** in order to maintain consistency across all media channels.

Design Motif

(i.e. any design elements that are specific to your brand)



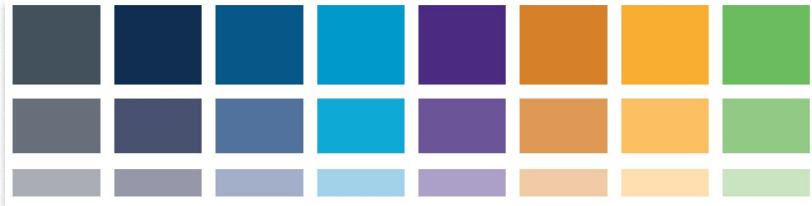
# Brand Guidelines Alignment

## Font

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



## Colors

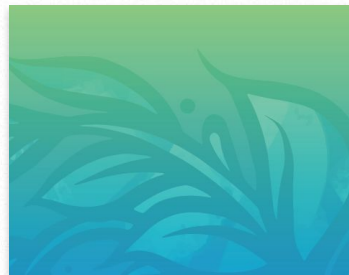


## Logo



All four brand elements are present in the example ad.

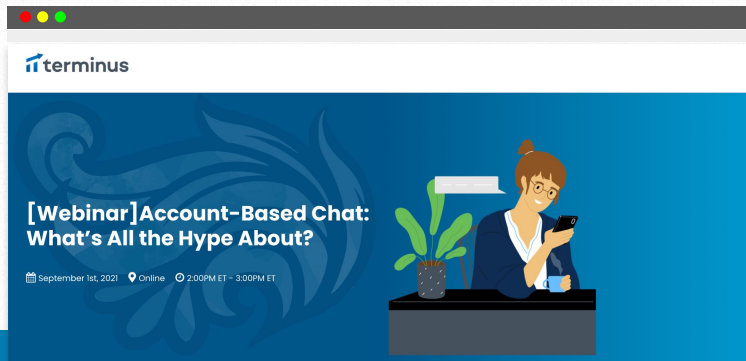
## Design Motif



- Display ads should always match your brand guidelines to ensure consistency across all marketing campaigns.
- People trust companies that are consistent and reliable. Consistency creates brand recognition and builds trust.
- **Purchasing is an emotional decision more than a practical one.** The reader must trust your brand before buying a product or service.

# Ad & Landing Page Alignment

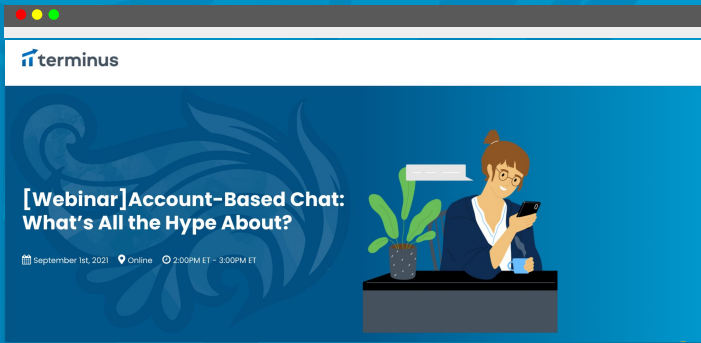
Ensure that your ads and landing page are aligned **in design, messaging, and brand expression.**



- A seamless design creates a better user experience, leading to higher engagements and conversions.
- Just as display ads should match your brand guidelines, your landing page should as well.
- If your brand changes across different media channels, it will be difficult to create brand awareness and recognition.
- The landing page should answer the CTA. If it is difficult for the reader to get the information they need, you will see **lower engagement levels and higher bounce rates.**



# Landing Pages: Key Points & Best Practices



01

**Landing page url must click through to the website of the same brand used in the ad**

02

**Landing page must be crawlable by ad bots**

03

**Landing page link must be to an actual web page**

Can't link directly to a file, such as a downloadable PDF

04

**Landing page link should be the full declared domain**

URL shorteners do work, but aren't considered a best practice

# Messaging

Elements that make up an ad's messaging include:



Headline



Subheading



Call-to-Action



Additional Text



*Amplify*

**The 2021 State of Modern Marketing**

Co-hosted by Jay Baer and Auseh Britt

**October 27th, 1pm ET**

**REGISTER NOW >**

All four elements are not required for an ad to be successful. **Headline and CTA should be prioritized.**

For smaller ad sizes, it's best to use only 1-2 of these elements in order to prevent overcrowding, especially for mobile ads.

← Headline

← Subheading

← Additional Text

← CTA

# Messaging: Do's and Don'ts



- ✓ **Do** be concise, but effective. Value props & CTAs should be clear without overcrowding the ad.
- ✓ **Do** differentiate your messaging based on audience segmentation for higher engagement.
- ✓ **Do** use stats, customer quotes, and other unique call outs to stand out from your competitors.
- ✓ **Do** align messaging with your campaign goals.

- ✗ **Don't** overuse industry jargon or acronyms that may not resonate with your audience.
- ✗ **Don't** be too generic. Scale personalization with messaging that aligns to audience segmentation.
- ✗ **Don't** use assertive Call-to-Actions for top of funnel campaigns. Default to Learn More.

# Call-To-Action

## Step 1: Explain What Action the Reader Should Take

This type of CTA informs the reader what type of content to expect upon visiting the landing page.

**Examples:** Get Free E-Book, Book a Demo, Read Whitepaper

## Step 2: Meet Reader's Expectations

Your reader should not be confused once they act on the call-to-action. The CTA should always align with the landing page the reader is directed to.

**Examples:** Register Now > Webinar Sign Up Page, Learn More > Informative Page, Article, or Blog Post Book an Appointment > Calendar Page,

CTAs work best when limited to 2-3 words (10-15 characters). **Do not use more than four words;** the shorter the better due to size constraints within display ad banners.

Hypertarget the accounts  
you really care about.

Across web, email, and chat.

Discover the power of Terminus!



terminus

LEARN MORE >

Crawl, Walk, Run of  
Multi-channel ABM  
December 1st, 1pm ET

Hear from Terminus team members  
and rockstar customers



Amplify

REGISTER NOW >

terminus VOLUME III

September Issue

Check out the most creative ad and banner  
designs in digital advertising today!

WALK THE GALLERY



# Typography

**Headline:** The largest and boldest text regardless of ad size.

**Subheading:** A smaller font size and thinner weight in order to provide contrast from the headline.

**CTA:** The text should be a contrasting color from the box around it.

## Optimal Character Count:

160x600: 90 Characters

300x600: 110 Characters

300x250: 100 Characters

320x50: 75 Characters

728x90: 100 Characters

970x250: 110 Characters

[Webinar]  
Account-Based Chat:  
What's All the Hype About?  
Wednesday,  
September 1, 2-3 pm ET  
GET REGISTERED >  
terminus

This advertisement features a blue background with a woman in a business suit talking on a mobile phone. The text is white and yellow, providing clear information about a webinar event.

The 2021 State  
of Modern  
Marketing  
Co-hosted by Jay Baer  
and Auseh Britt  
October 27th, 1pm ET  
REGISTER NOW > Amplify

This advertisement has a dark blue background with a woman in a business suit running. The text is white and yellow, with the Amplify logo in white script.

Our Amplify  
Webinar Series  
Continues!  
Join our weekly webinars for  
actionable best practices from  
other Terminus customers.  
SEE UPCOMING SESSIONS > Amplify

This advertisement features a dark blue background with a woman in a business suit speaking into a microphone. The text is white and yellow, with the Amplify logo in white script.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcde  
fghijklmnopqrstuvwxyz 1234567890!&?

Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcde  
fghijklmnopqrstuvwxyz 1234567890!&?

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcde  
fghijklmnopqrstuvwxyz 1234567890!&?

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
UVWXYZ abcdefghijklmno  
pqrstuvwxyz 1234567890!&?

This block shows four rows of text demonstrating different font weights: Regular, Demi, Bold, and Heavy. Each row includes uppercase and lowercase letters, numbers, and symbols.

Use weights within **2-3 levels of each other** for maximum contrast.

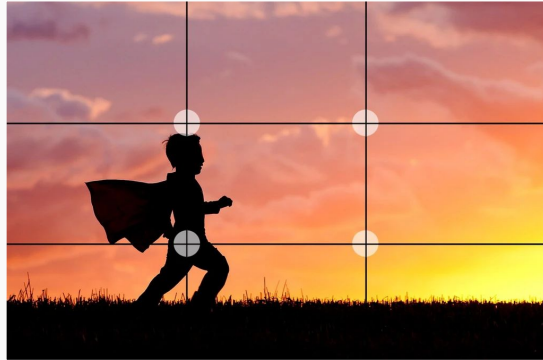
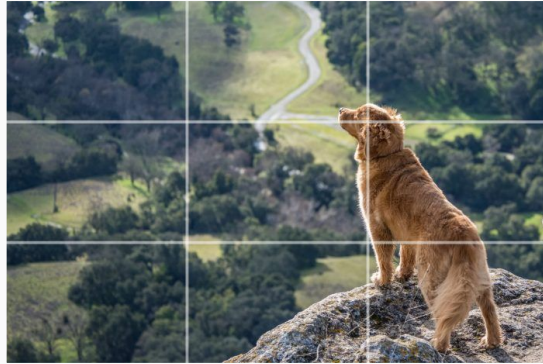
Example: If the headline uses Avenir Heavy, use Avenir Regular for the subheading. Bold or Demi would not provide enough contrast.



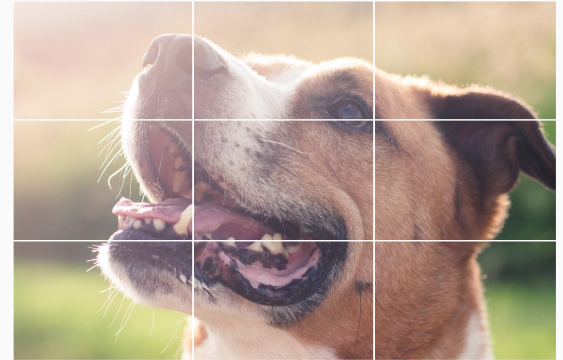
# Rule of Thirds

- The rule of thirds describes a basic compositional structure of a photograph.
- Taking any image, you can split it into 9 segments by using 3 vertical and 3 horizontal lines.
- The Points of Interest are at areas which two lines intersect. Your key subject matter, or focal points, should be positioned here.
- The Rule of Thirds is a fantastic tool for quickly improving a photo to make it more pleasing to view.

## Good Examples

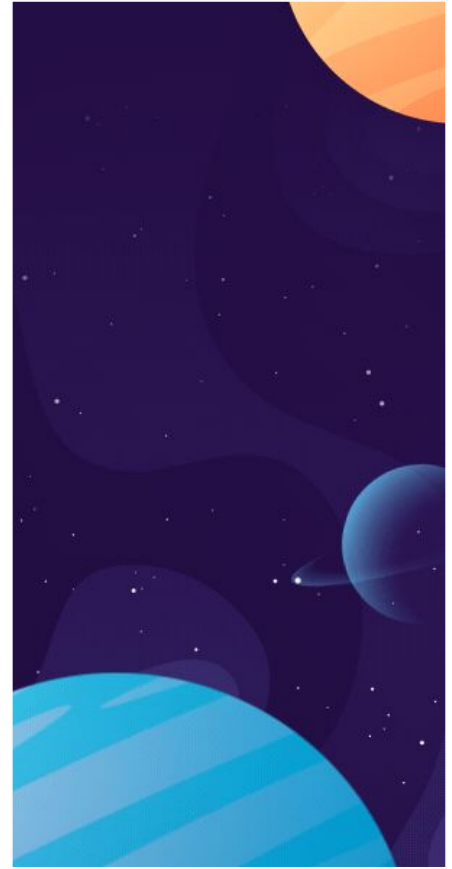


## Bad Examples



# Illustrations

- Illustrations can provide a new and custom look that stands out from competition.
- Match the illustration style with your brand's personality and tone of voice.
- Illustrations won't resonate with every audience. Keep this in mind when deciding between illustrations and stock photos as stock images of photos tend to perform better.
- When targeting higher seniority, stick with photography.
- Illustrations perform better when animated.



# Creative Data & Performance

# Benchmarks by Creative Type

Creatives are only as strong as the design, targeting, and messaging

File Type Display/LinkedIn	CTR	CPM	% of inventory
<b>Static:</b> Typically Easiest to Deliver File types- Jpg, PNG	.04-.10%	\$10-\$15	75%
<b>Animated:</b> Eye-Catching File types- GIF	.10-.20% (2-3x Static)	\$12-\$18	Depends on if the publisher supports this format type
<b>HTML5:</b> Better Overall Performance File types- Zip	.20-.50% (4-5x Static)	\$12-\$18	Depends on if the publisher supports this format type
<b>Video:</b> Engaging Content File types- Mp4	.20-.40% (4-5x Static)	\$14-\$20	20%



## PRO TIPS

1. Use benchmarks over time to gauge budget efficiency and creative performance
2. Benchmarks vary by industry, dept, function, and creative format/size



# Benchmarks by Channel

Benchmarks should not be used to measure success. Success should be measured by the progression toward the business goals. Benchmarks are merely a gauge of browsing behavior

Channel	CTR	CPM	CPC
Standard Display	.04% - .30%	\$9 - \$15	\$5 - \$10
IP	.04% - .25%	\$9 - \$15	\$6 - \$11
Retargeting	.20% - 2.2%	\$12 - \$25	\$3 - \$7
LinkedIn	.50% - 60%	\$20-\$25	\$12-\$15
Email Signature	.50% - .80%	N/A	N/A



## PRO TIPS

1. Use benchmarks over time to gauge budget efficiency and creative performance
2. Benchmarks vary by industry, dept, function, and creative format/size





# Benchmarks by Ad Format

Benchmarks should not be used to measure success. Success should be measured by the progression toward the business goals. Benchmarks are merely a gauge of browsing behavior

Channel	CTR	CPM
300x250	.06% - .30%	\$9 - \$15
300x50	.04% - .25%	\$9 - \$15
300x600	.20% - 2.2%	\$12 - \$25
160x300	.50% - 60%	\$20-\$25
728x90	.50% - .80%	N/A
970x250	.50% - 60%	\$20-\$25



## PRO TIPS

1. Use benchmarks over time to gauge budget efficiency and creative performance
2. Benchmarks vary by industry, dept, function, and creative format/size



Color	CTR Ranking	Popularity
Blue	1	13%
Black	2	16%
Green	3	16%
Orange	4	2%
Pink	5	3%
Gray	6	14%
Purple	7	12%
Red	8	2%
White	9	22%

# Background Color

## Most Popular Colors

White, Black, and Green

## Top Performing Colors

Blue, Black, and Green  
*(Bright and Bold colors typically outperform)*

\*Data based on survey of 5,000 tactics launched by Terminus customers.

Image Type	CTR Ranking	Popularity
People	1	30%
Graphics	2	52%
Photos	3	5%
None	4	13%

**People:** Photographs of people or one person

**Graphics:** Illustrations or vector images

**Photos:** Photographs of places or things that do not include people

**None:** No imagery present

# Types of Imagery

**Most Popular Imagery Type  
used in Terminus Ads**  
Graphics

**Top Performing Ads by CTR**  
People

\*Data based on survey of 5,000 tactics launched by Terminus customers.

# **Creatives for Buying Stages**

# Demand Generation: Persona/Role

## Human Resources

**LEVER**

**Time to switch your ATS.**  
Streamline your hiring process with Lever.

[LEARN MORE >](#)

**Transform the way you hire**  
Lever elevates recruiting out of process and into outcomes.

**Hire faster, better, smarter**

Icons: Hourglass, Bar chart, Dollar sign

## CXO, Finance

**LEVER**

**Recruiting data shouldn't be a black box.**

[LEARN MORE](#)

**Integrations**  
All your HR tools, working together.

Lever is one of many essential tools in your HR tech stack. It's about time that those tools talked to each other. Eliminate the back and forth, the manual data entry, and the inefficient processes. From source to offer generation, we're committed to streamlining the way you work.

Search integrations

Filter by category

- A-List**  
A-List enables you to identify high-quality candidates before they apply, and use A-List to prioritize, recruit what they want and build a pipeline of high-quality candidates.
- abacus**  
Abacus streamlines the recruiting experience with fast and easy employer and candidate tools. From source to offer, it's all in one place.
- Adobe Sign**  
Adobe Sign makes offers and digital workflows a reality with tools, legal and compliance, signature, and the best of all.

## IT Operations

**Streamline your HR tech stack with modern recruiting software.**

[LEARN MORE](#)

**Lever Analytics**  
Talent analytics have never been so approachable.

Track your recruiting metrics

Dashboard showing: Candidates (3,850), Openings (26), Jobs (13), 3,267, and a line chart for Performance.



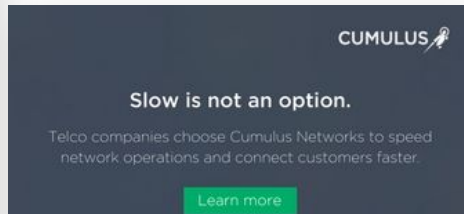
# Demand Generation: Industry/Vertical



For Telcos, poor service is not an option.

Improve network performance & operations with Cumulus Networks.

[Check it out](#)



CUMULUS

Slow is not an option.

Telco companies choose Cumulus Networks to speed network operations and connect customers faster.

[Learn more](#)

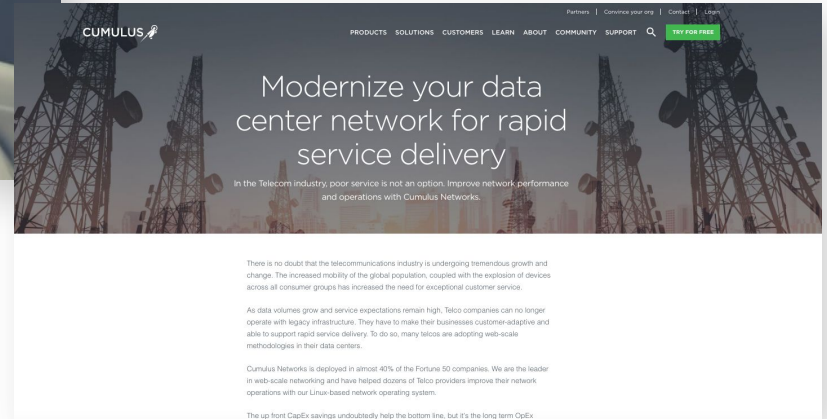


CUMULUS

Want to optimize your network performance?

Get improved network connectivity & reduce downtime

[Learn how](#)



CUMULUS

PRODUCTS SOLUTIONS CUSTOMERS LEARN ABOUT COMMUNITY SUPPORT [TRY FOR FREE](#)

## Modernize your data center network for rapid service delivery

In the Telecom industry, poor service is not an option. Improve network performance and operations with Cumulus Networks.

There is no doubt that the telecommunications industry is undergoing tremendous growth and change. The increased mobility of the global population, coupled with the explosion of devices across all consumer groups has increased the need for exceptional customer service.

As data volumes grow and service expectations remain high, Telco companies can no longer operate with legacy infrastructure. They have to make their businesses customer-adaptive and able to support rapid service delivery. To do so, many telcos are adopting web-scale methodologies in their data centers.

Cumulus Networks is deployed in almost 40% of the Fortune 50 companies. We are the leader in web-scale networking and have helped dozens of Telco providers improve their network operations with our Linux-based network operating system.

The up-front CapEx savings undoubtedly help the bottom line, but it's the long term OpEx

Target a specific vertical with messaging and design that speaks to that industry's pain points directly and **leads to an industry-specific product page.**

# Pipeline Velocity: Pre-Opportunity

## ABM Stage: Unaware

WANT A WORDPRESS PLATFORM WITH A GLOBAL INFRASTRUCTURE? PRESS AHEAD.

WPengine

SALES 1-877-973-4444 CONTACT SUPPORT SIGN IN

PLANS ENTERPRISE OUR DIFFERENCE SUPPORT BLOG CONTACT

**BEST-IN-CLASS ENTERPRISE WORDPRESS HOSTING**

Power and protect your brand's digital experience with a full-service performance platform.

CONTACT US

Our performance, security, and service suite is engineered on our experience hosting over 70,000 customers and 500,000 digital experiences. We help your business move forward faster with content performance that keeps you a step ahead.

**WHY PLATFORM PERFORMANCE MATTERS**

Every second of delay in page load time can impact [Sales Rep Online](#) [CLICK HERE TO CHAT](#)

Enterprise Vertical Page

## ABM Stage: Aware

CLINTON ELECTRONICS SEES 60% IMPROVEMENT WITH PHP 7. PRESS AHEAD. DOWNLOAD CASE STUDY

WPengine

SALES 1-877-973-4444 CONTACT SUPPORT SIGN IN

PLANS ENTERPRISE OUR DIFFERENCE SUPPORT BLOG CONTACT

**RESOURCE CENTER**

Search Resources

Back to Resource Center

**CLINTON ELECTRONICS SWITCHES TO PHP 7, SEES 60% IMPROVEMENT IN WEB TRANSACTION TIME**

After moving Clinton Electronics' aging ecommerce site to a more agile solution, they found most of the functionality they needed. However, they still wanted their site to perform faster than before.

"The performance increases [on PHP 7] over PHP 5.x can make a significant difference in your page load speed and the number of requests you can handle at once with the same hardware," said Zach Stepek, Partner, Development and Strategy at Clinton Electronics. [Sales Rep Online](#) [CLICK HERE TO CHAT](#)

Ungated Case Study

## ABM Stage: Interested

YOUR BUSINESS IS A MACHINE BUILT TO DRIVE SALES. AND EVERY MACHINE NEEDS AN ENGINE. PRESS AHEAD

WPengine

SALES 1-877-973-4444 CONTACT SUPPORT SIGN IN

PLANS ENTERPRISE OUR DIFFERENCE SUPPORT BLOG CONTACT

**WHAT'S IN A TRUE ENTERPRISE PLATFORM?**

The difference lies in our full-service solution, proprietary platform layers, and industry's best WordPress service. We'll help you find the right blend of our technologies and service expertise to power your enterprise performance.

**DEVELOPMENT TOOLS**

- Centralized Management
- Isolated Environments
- Auto Backups
- Staging
- One-Click WordPress
- One-Click Drupal
- One-Click Joomla

**ENTERPRISE PLATFORM**

- Traffic Load Balancing
- Network Security Layers
- VPN Managed Cloud Server Security
- Scalable Web Layer with Enterprise-Ready Software Layer
- High Availability Scalable Storage

**ENTERPRISE SERVICE**

- Dedicated Performance
- Liquid Readiness Assessment
- 24/7/365 Premier Support
- 24/7/365 System Monitoring
- Dedicated Account Management

[Sales Rep Online](#) [CLICK HERE TO CHAT](#)

Detailed Product Page

# Pipeline Velocity: Early Funnel Stage

When  
TECHNOLOGY  
IS THE BUSINESS,  
IT must **KEEP UP.**

LEARN MORE

turbonomic

“ NO PLATFORM COULD SOLVE FOR UNICLOUD DIRECTOR, NATIVE VMWARE, AND HYPER-V ALL IN THE SAME VEIN. THAT WAS REALLY COOL. ”

William D. Souder, VP, Engineering & Online Operations, GNAX

turbonomic LEARN MORE

HEALTHCARE CUSTOMERS FREED UP TO 6 HOSTS, EQUATING TO \$180,000 OF DEFERRED SPEND.

LEARN HOW

turbonomic

Target accounts in early stage opportunities through segmentation by industry or vertical.

In this example, the ad leads visitors to an **industry-specific page with relevant case study.**

turbonomic PRODUCT SOLUTIONS RESOURCES PARTNERS COMMUNITY DOWNLOAD

Turbonomic Home » Solutions » Industries » Service Provider

## Service Provider

Service Providers Must Deliver Excellence at Scale

Service Providers are under increasing pressure to deliver better services faster. Application performance cannot be sacrificed at the expense of efficiency, and vice versa. Their complex cloud environments must drive service excellence, while achieving competitive economies of scale.

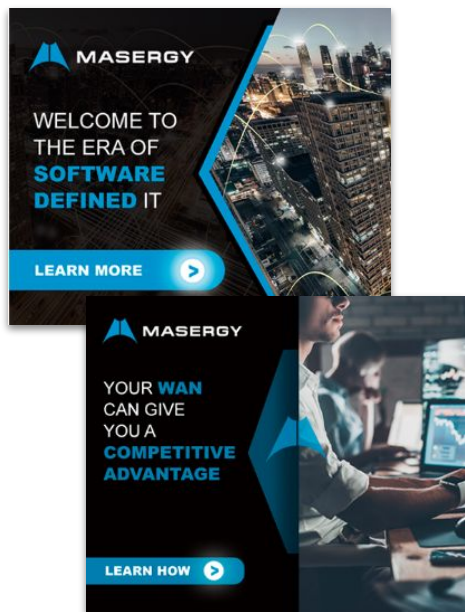
**Customer Story**  
**GNAX**  
Global Net Access (GNAX) is a cloud service provider, offering data center colocation and cloud services. GNAX uses Turbonomic to control their virtual and cloud environments, delivering better services and driving smarter growth.

*No platform could solve for Uncloud Director, native VMware, and Hyper-V all in the same vein. That was really cool.*

William D. Souder, VP, Engineering & Online Operations, GNAX

# Pipeline Velocity: Full Funnel

Early Stage: Pretargeting  
with Brand Awareness



Mid Stage:  
Adding Value



Late Stage: Affirmation  
and Funnel Velocity





# 1:1 Campaigns

HOW CAN  
SNOWFLAKE  
HELP  
WELLS FARGO?

LEARN MORE



In the example, a personalized ad leads to custom Uberflip landing page.

Call out company name in text, but **do not use their logo.**

Together We Can Create a Data-Driven Customer Journey



At Snowflake, we believe in enabling every organization to be data-driven. Here are some personalized resources on how we can Wells Fargo become the financial services leader in innovation.

## Wichita State University

Resources you need to take teaching & learning with Blackboard to the next level

Click Here



For this campaign, Blackboard targeted a current customer Wichita State University with the goal of driving adoption for their internal educational training resources. The ad lead the visitor to a **personalized landing page.**

Blackboard

Educator Preview

Join the Community

Help Resources

Contact Us

## Hello, Wichita State

Together, we've made a difference in the lives of WSU students for over 15 years. Helping you promote learner success continues to be our #1 priority. That's why we've pulled together resources that will help you take advantage of the technology available right at your fingertips. Here, you'll find quick links to intuitive tools and tutorials designed to make your job easier and ultimately your students more successful.



### Partners in student success

From admission to graduation, Blackboard solutions are behind the scenes helping WSU achieve its mission. You're at the front line helping learners every day, often relying on our products to help you do it. With nearly 750,000 students served since 2014 alone, and over 45,000 online courses, we're here to support you every step of the way. We have your [wish list](#). Now, let's partner together to bring new innovation to your learners everywhere.

# Customer Expansion

**More than an ATS:**  
Go beyond your typical applicant tracking system.

[Learn More](#)

**Cornerstone**  
RECRUITING

The banner features a dark background with a pattern of orange person icons and a blue diagonal stripe at the bottom.

The landing page gives more details about the solution and the **option to contact them at the very bottom of the page.**

**Cornerstone**

## Next-Gen Recruiting

It's time to rethink recruiting.

Empower your recruiting efforts to drive both external referrals and internal mobility while cutting time to fill positions and increasing the quality of hire.

### Recruiting for Retention

Watch the webinar on-demand below

Using Recruiting in Your Employee Retention Strategy

Consider a

7507

The landing page has a blue header with the Cornerstone logo, a white main content area with a blue accent bar, and a dark blue footer.

**Cornerstone Recruiting**

[Watch Video](#)

**More than an ATS**  
Hire the right talent faster using modern social recruiting tools, configurable career sites and a smooth candidate experience.

[Watch Video](#)

**Comprehensive Onboarding**  
Make a lasting impression on your new hires with world-class tools that will turn your new hires into engaged, productive employees.

[Watch Video](#)

**Event Recruiting**  
Capture important candidate information and offer a seamless experience with self-schedule interviews and branded career sites.

[Learn More](#)

What People Are Saying About Cornerstone

"One of the most important aspects of Cornerstone Recruiting is its

[Request your demo today!](#)

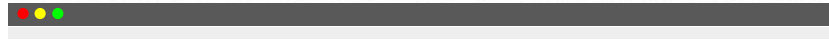
First Name \*

In this example, Cornerstone is targeting customers who currently use their Applicant Tracking System with **the goal of upselling them to also use their recruiting solution.**



# **Creatives for Global**

# General Do's and Don'ts



 terminus

## The 2021 State of ABM in Europe

A comparative analysis of account-based strategies and adoption in the UK, France, Germany, and the US



For more information, please see our guide for [Global Targeting with Ad Experiences.](#)

- ✓ **Do** consider the native language when determining the target country. Ads designed with native languages in the messaging, tend to perform better. This is especially true for Germany and France.
- ✓ **Do** Consider your target country when selecting your imagery and try to include images that will resonate
- ✓ **Do** use messaging that applies to all parties within the decision making unit. Utilize a direct, high-level message with minimal jargon.

- ✗ **Don't** rely on personally identifiable information for IP Targeting.
- ✗ **Don't** forget to ensure that any forms or cookies you carry on your web properties comply with GDPR regulations.
- ✗ **Don't** plan to target in China, Cuba, Iran, North Korea, or Syria. Due to regulations, Terminus cannot target accounts in these countries.

# Creatives for LinkedIn

# LinkedIn Best Practices

Everything you need to know to leverage  
the power of Terminus + LinkedIn

# AGENDA

01

## Getting Started

Prerequisites for using the LinkedIn integration with Terminus

02

## Targeting

03

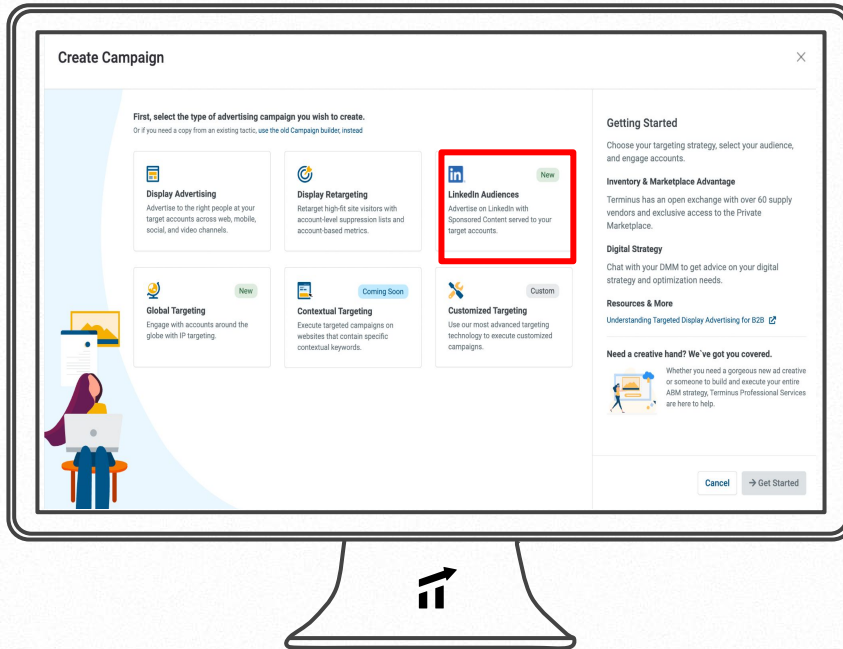
## Creative

04

## Benchmarks

# Getting Started





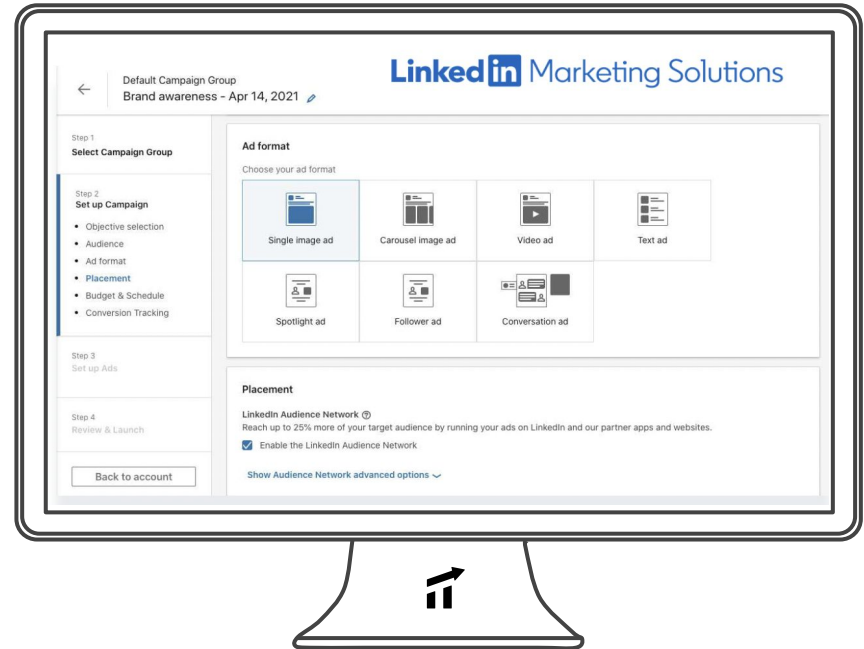
## To use Terminus + LinkedIn, you need:

1. Terminus Ad Experiences subscription
2. An active LinkedIn Advertising account (with an authorized payment method)

Customers can create dynamic LinkedIn audiences based on the CRM accounts from their Terminus Data Studio.

Supports all LinkedIn ad formats including Sponsored Content, video ads, Lead Gen Forms, and more. Leverage the native tools within LinkedIn Campaign Manager using Terminus Account Lists.

Please review our [detailed instructions](#) on connecting your accounts to get started.




# Targeting

# It starts with the right audience.

Using Terminus Data Studio, you can:


- Use existing Account Lists
- Create new target audiences with Global Filters
- Use dynamic lists or intent data for effective targeting

 **Pro Tip:** Use additional AND/OR rules to refine your audience in Terminus, but avoid further limiting this audience in LinkedIn's campaign set up.

**Audience Selection** ▾

Define what audience will be used in this campaign. [Learn More](#)

Audience Source



**Audience filters**

Target your specific audience using the filters from Data Studio. Audience filters are run every 24 hours. Accounts are dynamically added and removed from the list as they meet your rule(s).

Global Filters	Field Name	Values
<input type="text"/>	<input type="text"/>	<input type="text"/>

[+ Add Condition](#) ▾

**AND** ▾

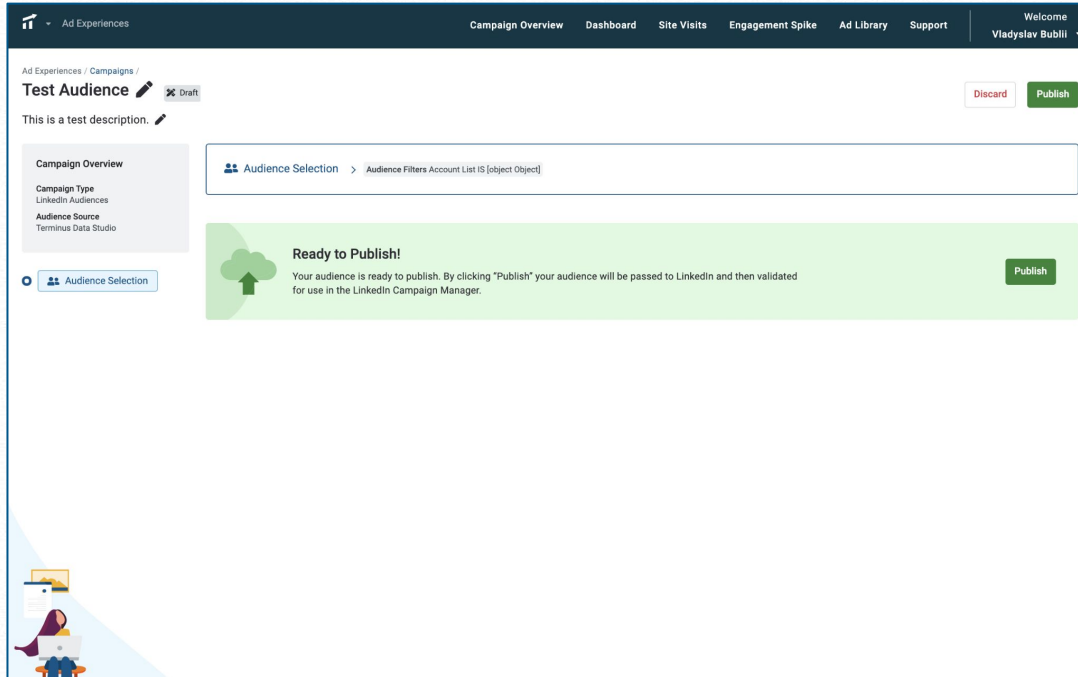
[+ Add Rule](#) ▾

[Save](#)

**Pro Tip**

Audiences should be characterized by similar attributes, such as firmographics, intent, or engagement data.

# Publishing your audience



The screenshot displays the LinkedIn Ad Experience interface. At the top, there is a navigation bar with options like 'Campaign Overview', 'Dashboard', 'Site Visits', 'Engagement Spike', 'Ad Library', and 'Support'. The user is logged in as 'Vladyslav Bublii'. The main content area shows a 'Test Audience' in a 'Draft' state. A green banner with a tree icon and an upward arrow indicates the audience is 'Ready to Publish!'. The text on the banner states: 'Your audience is ready to publish. By clicking "Publish" your audience will be passed to LinkedIn and then validated for use in the LinkedIn Campaign Manager.' A 'Publish' button is visible on the right side of the banner. The left sidebar contains a 'Campaign Overview' section with sub-items: 'Campaign Type: LinkedIn Audiences' and 'Audience Source: Terminus Data Studio'. Below this is an 'Audience Selection' button.

Don't forget to publish your audience.

Once your audience segment has been published, you will be taken to the Campaign Overview page. See a full list of [Terminus and LinkedIn audience statuses](#).

Future edits to audiences can be made from the LinkedIn tab within Terminus Ad Experience by clicking on the Audience name.

# Audience Creation & Targeting Best Practices

- For Top of Funnel campaigns, it is best to start with a wide, but defined audience. This can include accounts that fall within your ICP (ideal customer profile).
- Use custom fields within your CRM to create dynamic target lists. An account list can take up to 72 hours to update within a LinkedIn campaign.
- Middle to Bottom of Funnel campaigns can incorporate Bombora data to target accounts with intent. This data can help lower your CPM which is typically higher on this social platform.
- Where possible, A/B test your audiences with variations in targeting criteria so you can see which combinations are more effective
- Tactics with a limited audience can benefit from LinkedIn's Audience Expansion. When enabled, the platform identifies additional users to similar to your target audience.






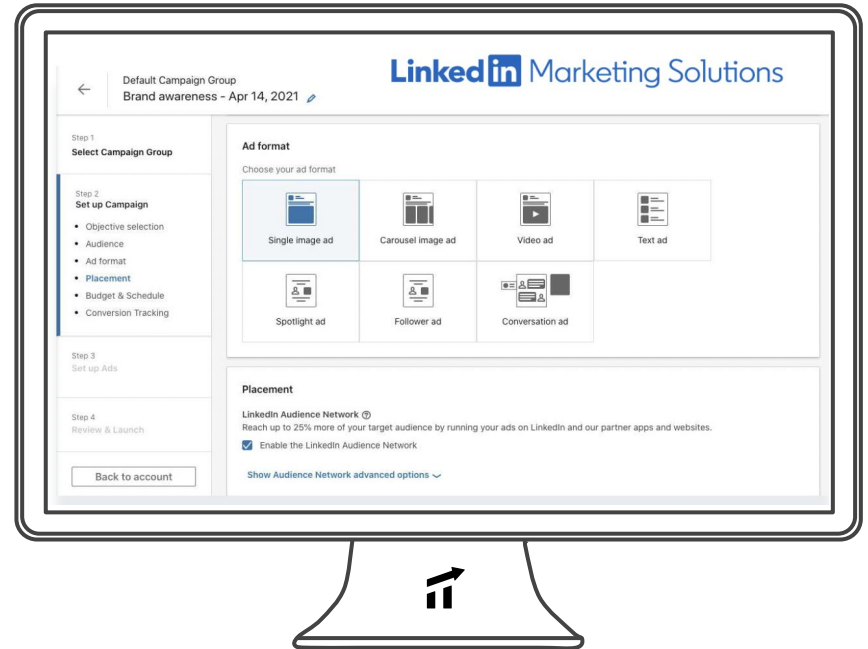
# Creative

With Terminus + LinkedIn, your ABM social campaign comes to life with all the available ad types LinkedIn has to offer!

Our integration supports all LinkedIn ad formats including Sponsored Content, Conversation ads, Lead Gen Forms, and more.

 **Pro Tip:** Match your objective to the ad format.

Example: For TOFU/MOFU tactics, use high-impact single image ads, videos or the carousel format to draw attention to whitepapers, free trials, unique benefits, or demos.



# Creative Best Practices

## STATIC

- Content with larger visuals tend to get up to 38% higher CTR (click-through rates).
- Concise headlines (under 150 characters) lead to more engagement
- Clear CTA so your audience knows how to respond

## VIDEO/ANIMATED

- Show what you want your audience to see in the first 10 seconds of the video.
- Consider burning subtitles; most LinkedIn users watch video on mute
- Use a mix of graphics, people & text to extend length of views
- Keep videos 30s or less for awareness goals and test longer form videos for demand generation



Pro Tips: A/B Test - compare multiple messages or versions of your ad creative.

Every 1-2 weeks, pause the ad with the lowest engagement and replace it with new ad creative. Over time, this will improve your ad relevance score on the social platform.

# Benchmarks

# LinkedIn Benchmarks

**0.44% – 0.65%**

CTR

**\$7.14**

CPM

**\$5.58**

CPC

**29.5%**

VTR

**\$15 – \$350**

CPL

**3.6%**

Message Ad/InMail  
CTR

# Creative Inspiration

Ad Examples- Customer provided Ads

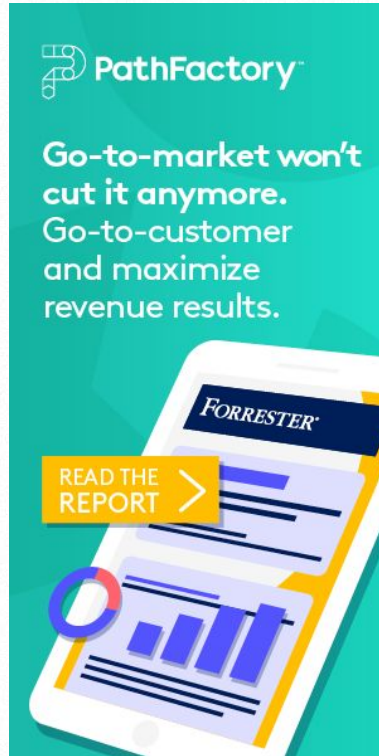



# Stage: Awareness



  
Reflektion

**LEARN MORE**



 PathFactory™

Go-to-market won't cut it anymore. Go-to-customer and maximize revenue results.

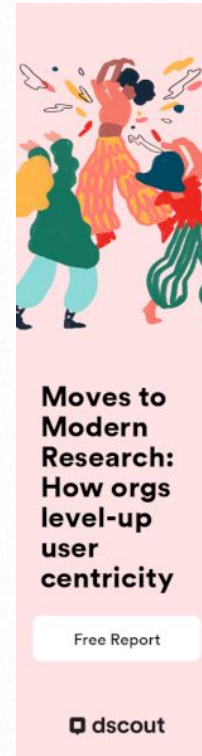
**READ THE REPORT** >



 degreed


We've organized the world's best learning content in one place.

**Ride the Degreed Train**



**Moves to Modern Research: How orgs level-up user centricity**

Free Report

 dscout



**icims**

Guide to **attracting talent**

**Download your copy**

Check out the [2021 Terminus September Issue](#) to see the complete collection of outstanding creatives designed by Terminus customers!

# Stage: Opportunity Creation



**Integrate with any EHR.**

HL7v2 FHIR CDA X12

ONE ENDPOINT CONSISTENT API

Start Now

**REDOX**  
redoxengine.com

A vertical banner with a dark teal background. At the top, it says "Integrate with any EHR." Below this, four arrows point upwards to the labels "HL7v2", "FHIR", "CDA", and "X12". A downward arrow follows, pointing to the text "ONE ENDPOINT CONSISTENT API". Below that is a small icon of a smartphone. At the bottom is a pink button that says "Start Now" and the Redox logo with the website "redoxengine.com".

**G** Preserving Revenue with PX: How Measuring NDR is Easier With Retention Focus

LEARN HOW

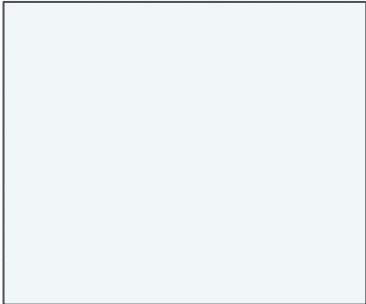
Well 2022 you should take a

A horizontal banner with a dark blue background. On the left is a large white letter "G" with a blue outline. To its right is the text "Preserving Revenue with PX: How Measuring NDR is Easier With Retention Focus". Further right is a pink button that says "LEARN HOW". On the far right is a small white box containing a photo of a person at a computer and the text "Well 2022 you should take a".

**Prioritized Renewals. Better Offers. More Active Selling.**

SHOW ME HOW

pramata®

A horizontal banner with a light green background featuring a repeating geometric pattern. On the left, it says "Prioritized Renewals. Better Offers. More Active Selling." Below this is a red button that says "SHOW ME HOW" and the Pramata logo. On the right is an illustration of a person sitting at a desk with a laptop, surrounded by several green plus signs. The entire scene is framed as if on a laptop screen.

# Stage: Pipeline Progression

**INVOCA**

## Klowl & Call Analytics

Vital data for your digital marketing

See it in Action

A woman talking on a mobile phone.

The advertisement features a white background with green and blue abstract shapes and a woman in a pink sweater talking on a mobile phone.

## Hit your leasing goals

“To date we have achieved above-market rents and met our leasing and absorption targets.”

— Ryan Funt, Director of Marketing at Fitzrovia

View case study

rentsync

A collage of images including a newspaper clipping with the number '104' and 'SPADINA', a photo of a woman, and a photo of a building.

The advertisement has a white background with a dark blue curved shape at the bottom right.

SMARTLY.IO

## Klowl, Ready for a Retail Re-Up?

Localize offers at scale, grow sales, and master new user acquisition.

DOWNLOAD

A woman wearing a yellow raincoat and a white beanie, holding a smartphone.

The advertisement has a purple background with pink and yellow abstract shapes.

PriceSpider

## Somebody Thought This Was A Good Look

Shoppable Social Has Never Looked Better

Track Social Marketing

Two men wearing glasses, one in profile and one facing forward.

The advertisement has a dark background with a photo of two men wearing glasses.





# Stage: Retention and Expansion

wave wet  
hands  
goodbye



LEARN MORE

HexArmor

 **HiWorld**  
BYE BYE HEALTH AND SAFETY


Join UserTesting for The Human Insight  
Tour, a virtual customer conference

LEARN MORE →




WELCOME TO

 **Bluecore!**

EVERYTHING YOU NEED  
TO GET STARTED 

Love symplr?

Leave a Review



 **WE WANT YOUR  
FEEDBACK**

START SURVEY →

Help us decide when the next  
ImpactECS Users Conference will be!

# Ad Examples- Terminus Creative Services

# Terminus Created Static Examples

How Integrating Procurement with Project Controls is Critical for **Effective Cost Management.**

[Download Whitepaper →](#)

 **4castplus**



**Powerful Custom Reporting Dashboards.**

Gain deep visibility and control over your construction projects.

[Learn More →](#)

 **4castplus**



 **miro**

**Enable Better Virtual Collaboration**

Find out why your employees love working together on Miro.

[Learn More](#)



 **sayers**  
built around you

**Make the first call count.**

89% resolution without escalation.

[LEARN MORE](#)



 **sayers**  
built around you

**Tired of replacing laptops yourself?**

Let Sayers manage the updates.

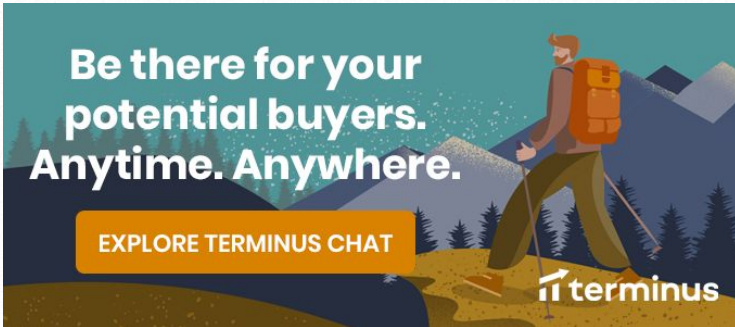


[LEARN MORE](#)

**Be there for your potential buyers. Anytime. Anywhere.**

[EXPLORE TERMINUS CHAT](#)

 **terminus**



**Take the guesswork out of your MIPS score**

[See How](#)

 **REVELE**



 **miro**

**Enable Better Virtual Collaboration**

The online whiteboard platform that brings teams together, anytime, anywhere.

[Learn How](#)





# Terminus Created Animated Examples

