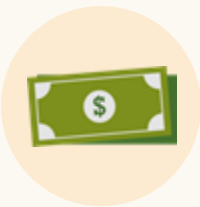


Accelerate Campaigns

Accelerate campaigns find the right combination of targeting, creative, and bidding to improve cost per action by up to 42%¹



Results

Maximize campaign results with AI-powered targeting, creative, and bidding



Efficiency

Save time with automated campaign setup and optimization that’s tailored to your business needs

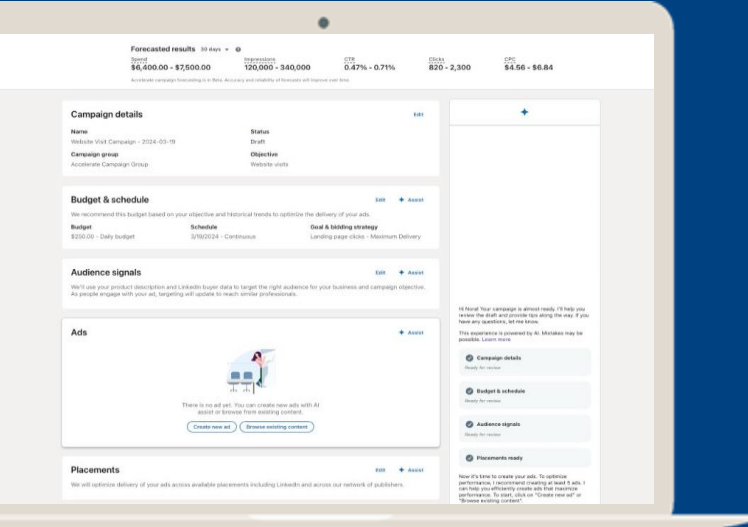
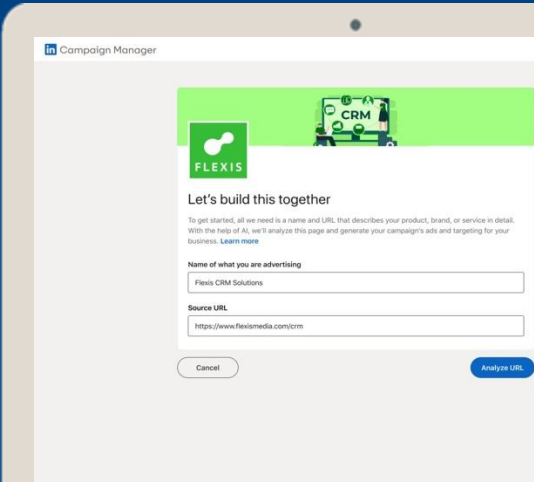


High-Intent Audiences

Reach buyers most likely to convert with targeting that optimizes for the best performing audiences

How does Accelerate work?

Share a URL for what you’re advertising. LinkedIn uses generative AI to create a description and ideal customer profile for your product to tailor the campaign’s targeting and creative to your business. Easily review and provide additional details.



Watch the campaign build before your eyes, then add your expertise. Add audience signals such as data sources or geographic inclusion and exclusions. Re-use past ads or draft new ones with AI. Once launched, the campaign enters an optimization phase, adjusting its targeting and shifting budget across placements and creatives to maximize performance.

Complement your strategies with Accelerate

Discover more about your audiences	Generate cost-effective retargeting pools	Drive Quick Leads and Website Visits
Accelerate dynamically adjusts targeting to key in on the right audiences. Build a retargeting audience and use the Audience Insights tool to learn more.	Use Accelerate Website Visit campaigns to quickly build warmed up audiences to retarget in lower-funnel Classic campaigns.	Create Lead Generation and Website Visit campaigns quickly without compromising campaign performance.

¹ LinkedIn analysis of 67 A/B tests, October 2023 - September 2024