

# Budgets



## Daily budgets:

More control, but LinkedIn may still spend up to 50% over your daily cap



## Lifetime budgets:

More flexibility, LinkedIn will spend more on days when your audience is active



## Combined daily & lifetime:

LinkedIn will pause your campaign before exceeding its lifetime budget and limit daily spend to 50% over your daily budget

## Bidding Options

Bidding options and typical ranges are shown below.\*

### CPC or cost-per-click

\$5.22 - \$17.79

### CPM or cost per 1,000 impressions

\$21.17 - \$63.17

### CPV or cost-per-view

\$0.04 - \$0.17

### CPS or cost-per-send

\$0.50 - \$1.50

\* Ranges exclude Audience Network traffic.

## Bidding Strategies

### Maximum delivery

uses machine learning to maximize budget efficiency.

### Target cost

gives LinkedIn a range to stay within.

### Manual bidding

provides you with the most control over your bids.

## Billing Frequency For Credit Card Payments

If your spend is \$100 or more:

**Daily**

If your spend is between \$20 and \$100:

**Weekly**

If your spend is less than \$20:

**Monthly**

## CommonMind Can Help You Manage Your LinkedIn Ads Budget

We can ensure that you get the most out of your LinkedIn ads budget and help you achieve predictable growth. Reach out to us, we're here to help.