



## OVERVIEW

LinkedIn is continuing to increase its ad options, this time adding the carousel ad format. Marketers will now be able to add up to 10 cards allowing users to swipe right in a similar fashion to carousel ads on Facebook and Instagram.

## IMPACT

- Creators can use carousel ads to humanize their brands given the more customizable options.
- Beta advertisers saw an increase in engagement and the click through rate.
- Carousel ads are a great option for making your sponsored content stand out more within the feed due to its interactivity and eye-catching visuals.
- Advertisers will have the ability to send users to multiple landing pages at once.

# LINKEDIN ADDS CAROUSEL ADS



**Brought to you by Nicholas Love**  
Founder & CEO of The Social MVP

## TEST & LEARN OPPORTUNITY

Given the popularity of carousel ads on Facebook and Instagram, it should be interesting to see if brands will be able to leverage this ad type with similar success on LinkedIn. Considering how much thought leadership is published on the platform, I can easily see a lot of list and ranking style approaches leveraged with this new offering.

