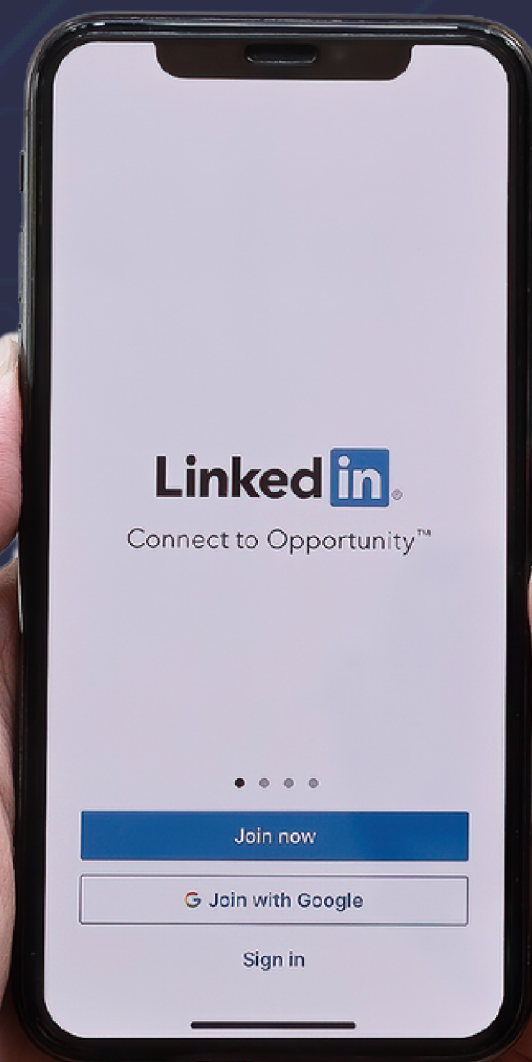


Digital Benchmarks

LinkedIn

Are your ads
welcome?



LinkedIn is the go-to platform
to target specific professions
and specialities...

**But how well should
your ads perform?**



Benchmarks **engagement**

Non-industry specific

Non-video sponsored content:

0.5%

Video sponsored content:

1.6%

Video view-through rate:

29.5%

Benchmarks **CTR**

Non-industry specific

0.22%

Healthcare industry

0.58%

Benchmarks **CTR by format**

Sponsored content

Single image: 0.22%

Carousel: 0.40%

Video: 0.44%



Others

Message ads: 3%

Text ads: 0.02%



LinkedIn saw a **22% increase in engagement** in 2022 and **65 Million** of its users are business **decision-makers**



Definitely a good platform to reach HCPs!





That's a wrap!



Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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