

LinkedIn Ad Templates

Cheat Sheet

Copy structures, specs, and frameworks for every LinkedIn ad format.
Based on ZenABM's 2026 Benchmarks Report.



BENCHMARKS:	Single Image	TLA	Carousel	Video	Document
	0.42% CTR \$13.23	2.68% CTR \$2.29	0.32% CTR \$13.30	0.24% CTR \$15.61	Engagement

SINGLE IMAGE AD

Most common format | 1200 x 1200 px square

Intro Text (under 150 chars)

150 char max

Template 1: Problem > Solution

[Pain point]? [Product] helps [persona] [outcome]. [CTA].

Template 2: Social Proof Lead

[Result] for [customer type]. See how [product] does the same for [target]. [CTA].

Template 3: Direct Offer

[Offer] for [persona]. [What they get]. [Urgency]. [CTA].

- "Read more" clicks = paid clicks (15-20% wasted budget)
- Front-load your key message before truncation

TIP: "Read more" clicks are paid. Stay under 150 chars.

Headline + Image Specs

70 char max

Headline Patterns (under 70 characters):

- [Benefit] for [Persona]
- [Action verb] + [Outcome]
- [Number] + [Benefit]

Image Checklist:

- 1200 x 1200 px (square, JPG/PNG)
- Real person or product screenshot (no stock)
- CTA button embedded in image (47% of top ads)
- Problem-solution text overlay or diagram
- High contrast against LinkedIn blue-grey feed

TIP: One clear message per ad. No feature soup.

THOUGHT LEADER AD (TLA)

Best format | 2.68% CTR | \$2.29 CPC

TLA Copy Structure (1,000 to 1,500 chars)

BEST ROI 1st person

1. HOOK (50-100 chars) **65% of top TLAs use first-person "I" voice**

Open with pain or vulnerability. "I've been running ABM for 3 years. Here's what I wish someone told me."

2. BACKSTORY (300-500 chars)

"We spent \$15K/mo on LinkedIn ads with zero visibility into which companies engaged."

3. PROBLEM DETAIL (200-300 chars)

"Sales kept asking 'which accounts are warm from ads?' I had no answer."

4. SOLUTION + SOCIAL PROOF (300-400 chars)

"Now I see Company X clicked 12 times. Pipeline per \$1 spent = \$10."

5. CTA (50-100 chars) **75% place the link in the bottom 25%**

"Want to see which companies engage with your LinkedIn ads? [URL]"

TIP: "Write TLAs like poetry, single lines at a time." Test both long and short.

CAROUSEL AD

5-card storytelling | 1080 x 1080 px per card

Card 1: HOOK

Bold headline + surprising stat

Card 2: PROBLEM

Define problem with specific data

Card 3: SOLUTION

Your approach. One visual + text.

Card 4: PROOF

Customer result or benchmark data

Card 5: CTA

Clear next step + specific offer

Specs: 1080x1080 (1:1) | JPG/PNG | Headline 45 chars | Intro 255 chars | 50px safe zone at bottom

VIDEO AD

Best for awareness and trust | 15-second template

15-Second Video Template

0.24% CTR

0-2s: HOOK

- Bold text on screen: "[Pain point]?"
- Logo visible in corner

2-8s: PROBLEM + SOLUTION

- Quick demo or speaker on problem + approach

8-12s: SOCIAL PROOF

- Specific result: "[Number] [outcome] in [time]"

12-15s: CTA

- "Try [product] free" + URL on screen

Video Best Practices

IMPORTANT

Production:

- Phone-shot UGC outperforms polished corporate
- Keep it authentic, not over-produced

Captions are non-negotiable:

- 80% of LinkedIn users browse with sound off
- Use burned-in bold captions throughout

Measurement:

- Video CTR (0.24%) looks weak vs other formats
- Judge by downstream engagement, not just clicks
- Track which companies + job titles engaged

DOCUMENT AD

Engagement + lead gen | 5-page template

5-Page Document Ad Template

Think slide deck

Page 1: COVER	Bold title + data point (e.g. "Based on 500+ ABM campaigns")
Page 2: PROBLEM	Define challenge with stats for your target persona
Page 3: FRAMEWORK	Present your methodology in a clear visual
Page 4: DATA/PROOF	Benchmarks, case study results, or comparison data
Page 5: CTA	Clear next step + how to learn more

- 18pt+ font | One idea per page | High contrast vs LinkedIn blue-grey | Slide deck not e-book

TIP: Use ungated for trust-building. Gate only for warm accounts (account scoring).

TEXT AD

"Practically free" with website visits objective

Text Ad Specs

- Image: 100 x 100 px (high-contrast logo/icon)
- Headline: 25 characters max (core benefit)
- Description: 75 characters max (benefit + CTA)

Text Ad Example

LOW CPM

Headline: "Track ABM Pipeline"

Desc: "See which companies engage with your LinkedIn ads. Free trial."

COPY FRAMEWORKS

Use across all ad formats

Problem > Solution > CTA

[Specific pain point]?
[Product] helps [persona]
[specific outcome]. [CTA].

Social Proof > Bridge > CTA

[Result] for [customer type].
See how [product] does the
same for [target]. [CTA].

Direct Offer > Value > CTA

[Offer] for [persona].
[What they get]. [Urgency].
[Call to action].

HOW TO USE THESE TEMPLATES

6-step workflow

1

Start with template structure (hook, problem, solution, proof, CTA)

2

Replace placeholders with real data, numbers, customer names, results

3

Match voice to your audience (use their language and jargon)

4

Create 5-6 variations per campaign to quickly eliminate underperformers

5

Track results at company level (which templates drive engagement)

6

Iterate: double down on what works, kill what does not



See which companies engage with your LinkedIn ads

ZenABM: Company-level engagement, intent, revenue attribution.

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