

Moat Analytics + LinkedIn Getting Started Guide



Measure the performance of your LinkedIn video campaigns in one simple location

CAMPAIGN MANAGER

Account: Marketing CXO Account X

Campaign groups: 30 total campaign groups

Campaigns: 50 total campaigns

Ads: 200 total ads

View: Performance | Breakdown | Time Range: 03/07/17 - 03/14/17 | Export

Campaign Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM	Average CPC
50 campaigns	—	\$57,735.29	1,392,210	16,718	0.510%	—	\$20.21	\$5.10
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$4,169.34	23,130	619	0.10%	\$10.12	\$15.32	\$4.04
FixDex CXO High Tech NAMED ADS Campaign ID: 9532102 - Sponsored Content	Draft	—	—	—	—	—	—	—
FixDex Life Sciences NAME Campaign ID: 9532102 - Sponsored Content	Active	\$300.00	122,123	206	0.60%	\$4.05	\$10.23	\$6.10
FixDex CXO ADS Campaign CID: 453604235 Sponsored Content	Active	\$150.50	2,000	203	0.40%	\$8.21	\$5.70	\$10.40
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$210.00	4,210	356	0.10%	\$5.20	\$12.50	\$4.51



MOAT ANALYTICS | Home | Brand Analytics

Advertiser: LinkedIn | Browser: [Dropdown]

Today | Yesterday | Prev 7 | Prev 30 | YTD | Sep 4, 2018 - Sep 4, 2018 | Go

Advertiser	Impressions Analyzed	2 Sec In-View Impressions	Averaged Ad Length (s)	Completion Quality	Valid and Viewable %	Valid and AVOC %
LinkedIn	49,996	14,264	18.4	1.63%	28.53%	0.09%
LinkedIn_House SU Campaigns_LMS 500612780	49,996	14,264	18.4	1.63%	28.53%	0.09%

Data as of 5:34 pm EDT | LinkedIn Marketing has been running since Jun 12, 2018.



Moat integration features make managing your campaigns easier

- Moat integration will allow advertisers to:
 - Measure the performance of video ads on LinkedIn
 - Determine which of your messages best captivated your audience
 - Manage metrics for multiple campaigns in one, streamlined platform
- Benefits
 - Simplify your reporting
 - Increase consistency in metrics across platforms

LINKEDIN EVALUATION FRAMEWORK

MOAT

LinkedIn Marketing Solutions

MOAT

Run A/B tests to compare multiple messages of your creative

Moat viewability and attention metrics can suggest which creative better held the user's attention

Use A/B testing to optimize LinkedIn targeting

At a Campaign level in Moat, the same metrics used to validate attention for creative can be done for campaign targeting

Include 2-4 ads in each campaign

Determine which ads drive viewability standards and generate attention through Moat analytics

Measure and optimize

Can discuss integrating Moat metrics into LinkedIn Campaign Manager reporting for advertisers to optimize off of

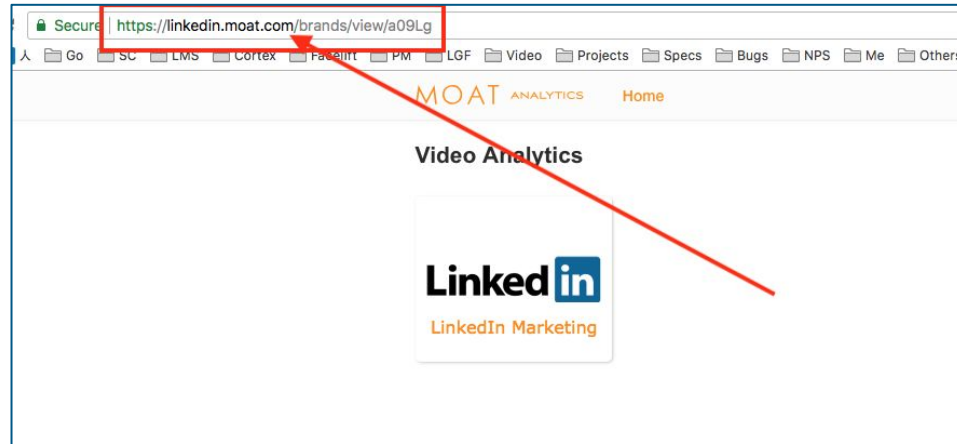
Setup

Setting up the Moat integration in Campaign Manager

1. Get your Moat dashboard URL.

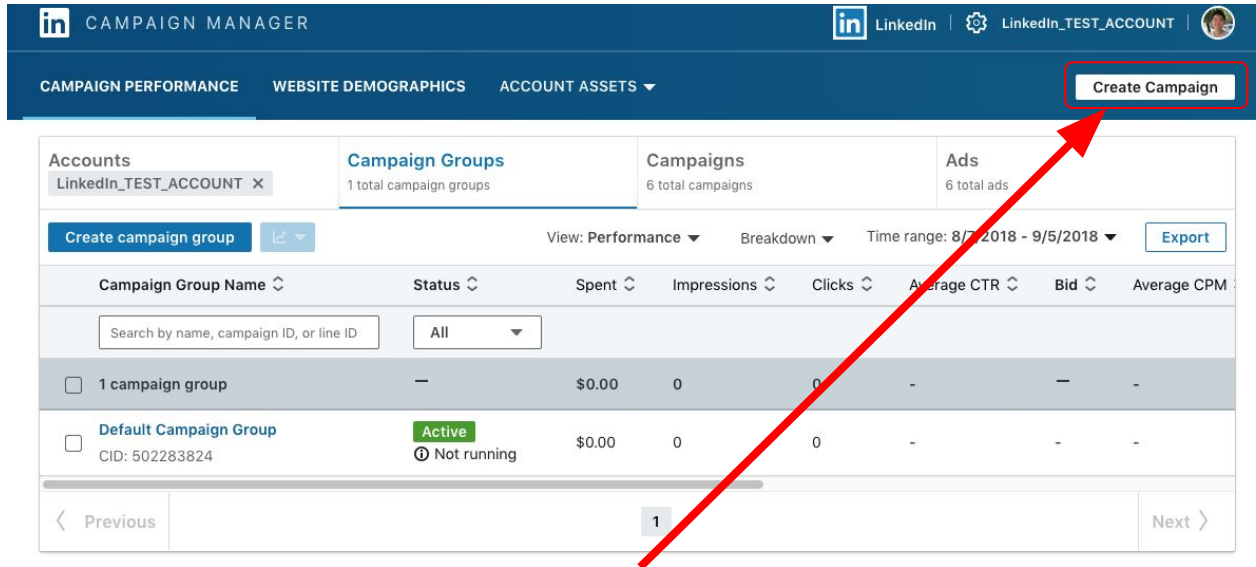
This can be found by logging into the dashboard and copying in the dashboard URL.

For example: "<https://advertiserx.moat.com/brands/view/b560v>"



Setting up the Moat integration in Campaign Manager

2. Set up your campaign in Campaign Manager



The screenshot displays the LinkedIn Campaign Manager interface. At the top, the navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and account information for 'LinkedIn TEST_ACCOUNT'. Below this, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A red box highlights the 'Create Campaign' button in the top right corner, with a red arrow pointing to it.

The main content area shows a summary of the account: 'Accounts: LinkedIn_TEST_ACCOUNT', 'Campaign Groups: 1 total campaign groups', 'Campaigns: 6 total campaigns', and 'Ads: 6 total ads'. Below this, there is a 'Create campaign group' button and a table of campaign groups. The table has columns for Campaign Group Name, Status, Spent, Impressions, Clicks, Average CTR, Bid, and Average CPM. The table shows one campaign group, 'Default Campaign Group', which is 'Active' and 'Not running'.

Campaign Group Name	Status	Spent	Impressions	Clicks	Average CTR	Bid	Average CPM
1 campaign group	—	\$0.00	0	0	-	—	-
Default Campaign Group CID: 502283824	Active ⓘ Not running	\$0.00	0	0	-	-	-

Setting up the Moat integration in Campaign Manager

3. Add your Moat Tags

Once you've created your campaign in Campaign Manager, follow the steps below either before or after launching your campaign from the 'Set up Ads' tab:


- Click on the "..." icon on the ad you want to track. Select 'Manage Tracking.'
- On the modal that appears, select the **Video** tab and paste the URL of your Moat dashboard into the field.
- Once you're done, hit **Save**.

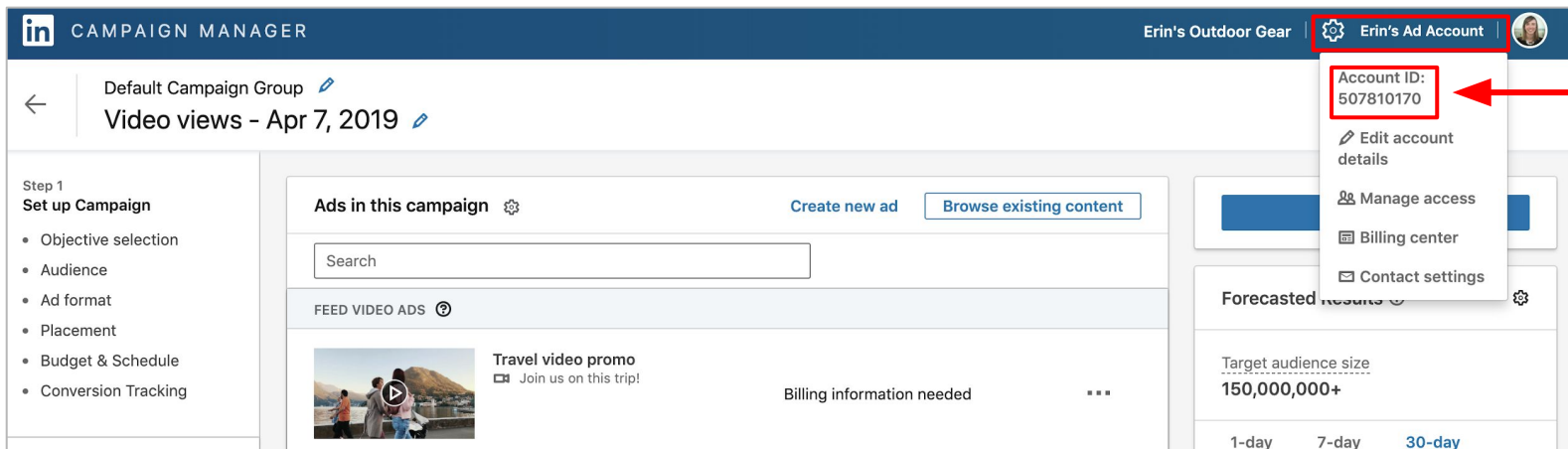
The image shows a screenshot of the Campaign Manager interface. At the top, there's a section for 'Ads in this campaign' with a search bar and buttons for 'Create new ad' and 'Browse existing content'. Below this is a 'FEED VIDEO ADS' section. An ad titled 'Travel video promo' is displayed with a play button icon. To the right of the ad, there's a 'Billing information needed' notification and a three-dot menu icon. A dropdown menu is open from the three-dot icon, showing options: 'Edit', 'Preview', 'Show in feed', and 'Manage Tracking'. The 'Manage Tracking' option is highlighted with a red box. A red arrow points from this box to the 'Video' tab in the 'Tracking for "Travel video promo"' modal. The modal has a title bar with a close button. Under 'Add tracking tags', there are three tabs: 'Impressions', 'Clicks', and 'Video'. The 'Video' tab is selected and highlighted with a red box. Below the tabs, there's a 'Video tag 1' section with an input field containing 'Enter a URL...'. At the bottom of the modal, there are 'Cancel' and 'Save' buttons.

Setting up the Moat integration in Campaign Manager

4. Provide your LinkedIn account ID to Moat

Email your account ID to your Moat account manager or contact [Moat's LinkedIn support team](#)

- You'll find your LinkedIn account ID by clicking the  icon in the navigation bar of Campaign Manager (shown below).
- This step is necessary so we can confirm that data is populating in the correct dashboard.
- You can expect this confirmation within 1 business day of submitting it to Moat.

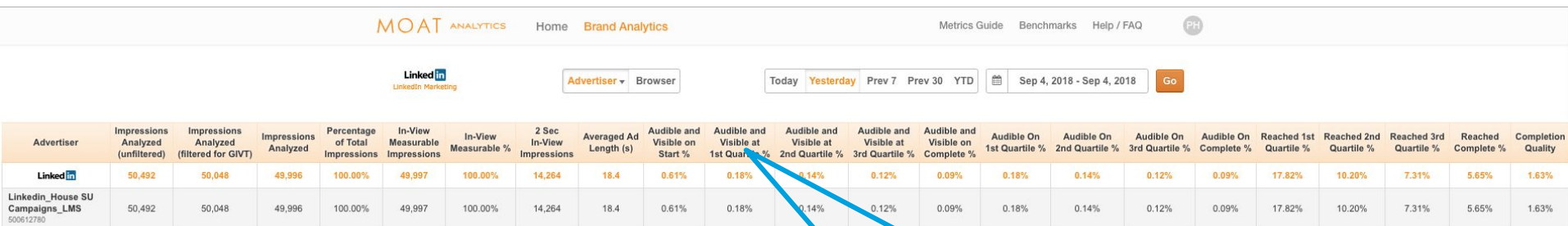


The screenshot displays the LinkedIn Campaign Manager interface. At the top, the navigation bar includes the LinkedIn logo, "CAMPAIGN MANAGER", the user name "Erin's Outdoor Gear", and a gear icon next to "Erin's Ad Account". A dropdown menu is open from the gear icon, showing the "Account ID: 507810170" highlighted in a red box, with a red arrow pointing to it. Other menu items include "Edit account details", "Manage access", "Billing center", and "Contact settings". The main content area shows "Default Campaign Group" and "Video views - Apr 7, 2019". The left sidebar lists "Step 1 Set up Campaign" with sub-items: Objective selection, Audience, Ad format, Placement, Budget & Schedule, and Conversion Tracking. The central area displays "Ads in this campaign" with a search bar and a "Travel video promo" ad. The right sidebar shows "Forecasted results" with a target audience size of "150,000,000+" and options for "1-day", "7-day", and "30-day" views.

Setting up the Moat integration in Campaign Manager

5. Pull your reports directly from your Moat portal

Note that if you hover over a metric, you can quickly see its **definition**.

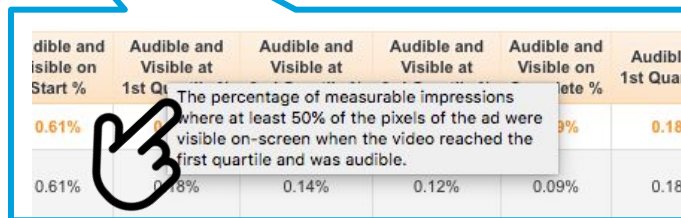


MOAT ANALYTICS Home Brand Analytics Metrics Guide Benchmarks Help / FAQ PH

LinkedIn Marketing Advertiser Browser Today Yesterday Prev 7 Prev 30 YTD Sep 4, 2018 - Sep 4, 2018 Go

Advertiser	Impressions Analyzed (unfiltered)	Impressions Analyzed (filtered for GIVT)	Impressions Analyzed	Percentage of Total Impressions	In-View Measurable Impressions	In-View Measurable %	2 Sec In-View Impressions	Averaged Ad Length (s)	Audible and Visible on Start %	Audible and Visible at 1st Quartile %	Audible and Visible at 2nd Quartile %	Audible and Visible at 3rd Quartile %	Audible and Visible on Complete %	Audible On 1st Quartile %	Audible On 2nd Quartile %	Audible On 3rd Quartile %	Audible On Complete %	Reached 1st Quartile %	Reached 2nd Quartile %	Reached 3rd Quartile %	Reached Complete %	Completion Quality
LinkedIn	50,492	50,048	49,996	100.00%	49,997	100.00%	14,264	18.4	0.61%	0.18%	0.14%	0.12%	0.09%	0.18%	0.14%	0.12%	0.09%	17.82%	10.20%	7.31%	5.65%	1.63%
LinkedIn_House SU Campaigns_LMS 500612780	50,492	50,048	49,996	100.00%	49,997	100.00%	14,264	18.4	0.61%	0.18%	0.14%	0.12%	0.09%	0.18%	0.14%	0.12%	0.09%	17.82%	10.20%	7.31%	5.65%	1.63%

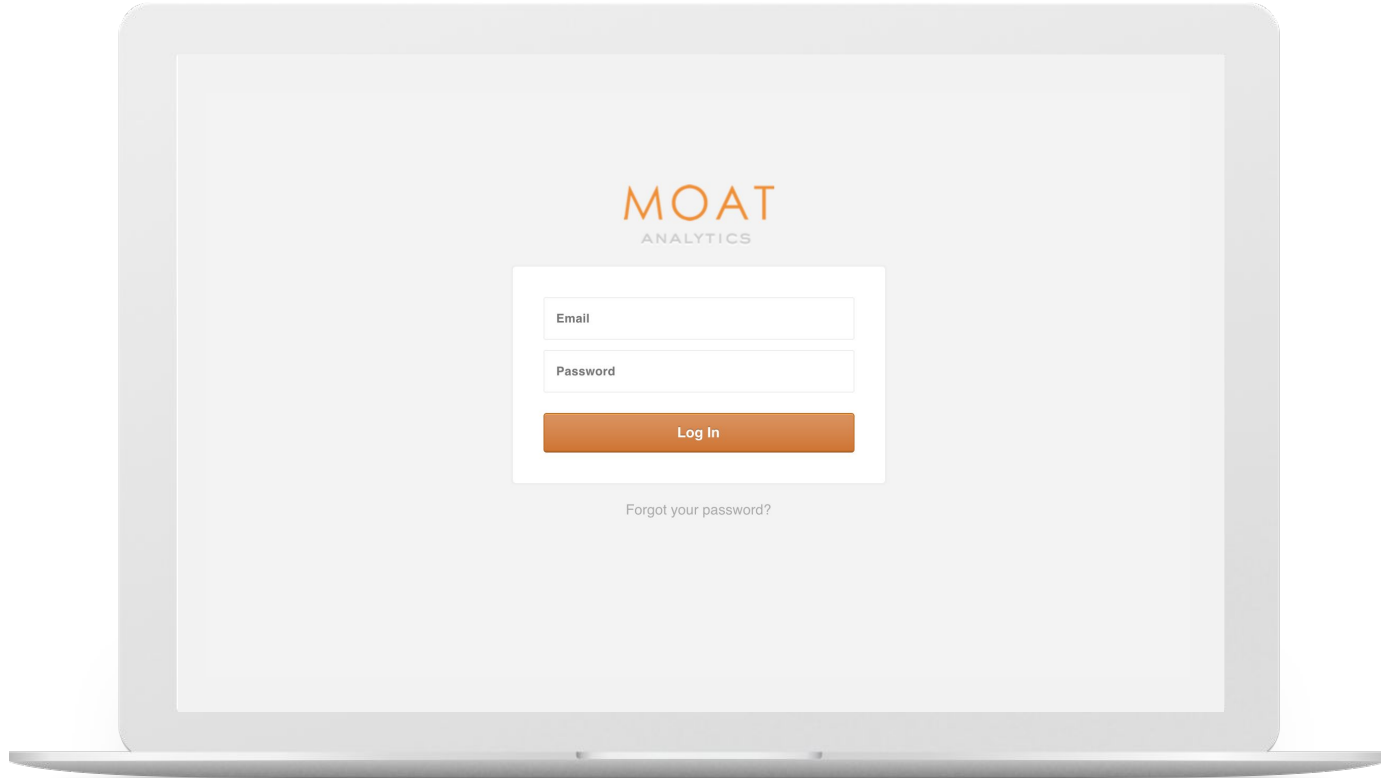
Data as of 5:13 pm EDT



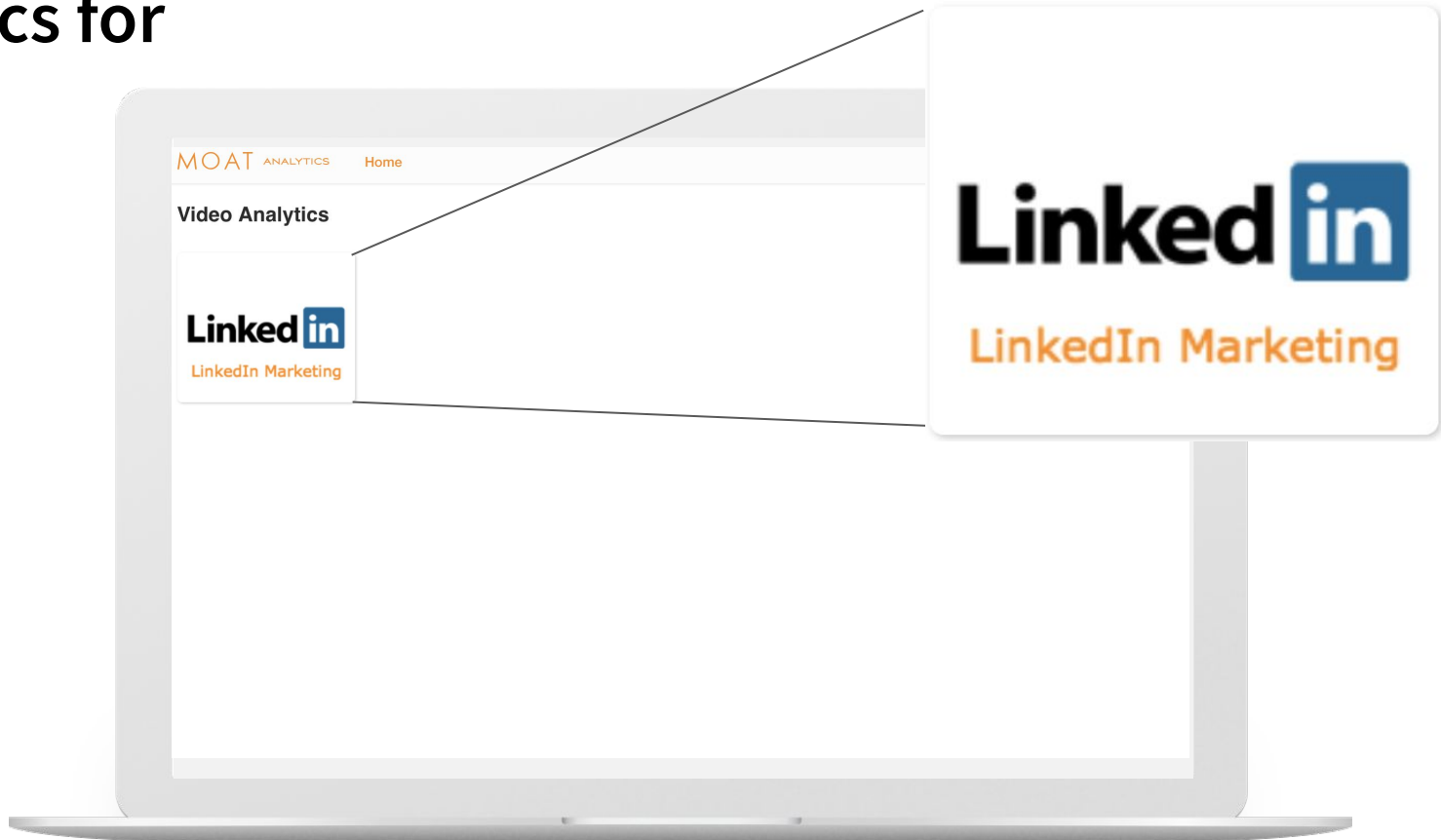
The percentage of measurable impressions where at least 50% of the pixels of the ad were visible on-screen when the video reached the first quartile and was audible.

Pulling Reports

Start by logging in to your Moat account



Select the tile associated with the campaign you'd like metrics for



Next, set your filters

1. Select the level of data you'd like analyzed in the dropdowns above the crosstab
2. Select "Browser" to see a breakdown by browser
3. Set the date range

MOAT ANALYTICS Home Brand Analytics Metrics Guide Benchmarks Help / FAQ

LinkedIn Marketing

Advertiser Browser Today Yesterday Prev 7 Prev 30 YTD Sep 4, 2018 - Sep 4, 2018 Go

By Advertiser
By Campaign Group
By Campaign
By Creative

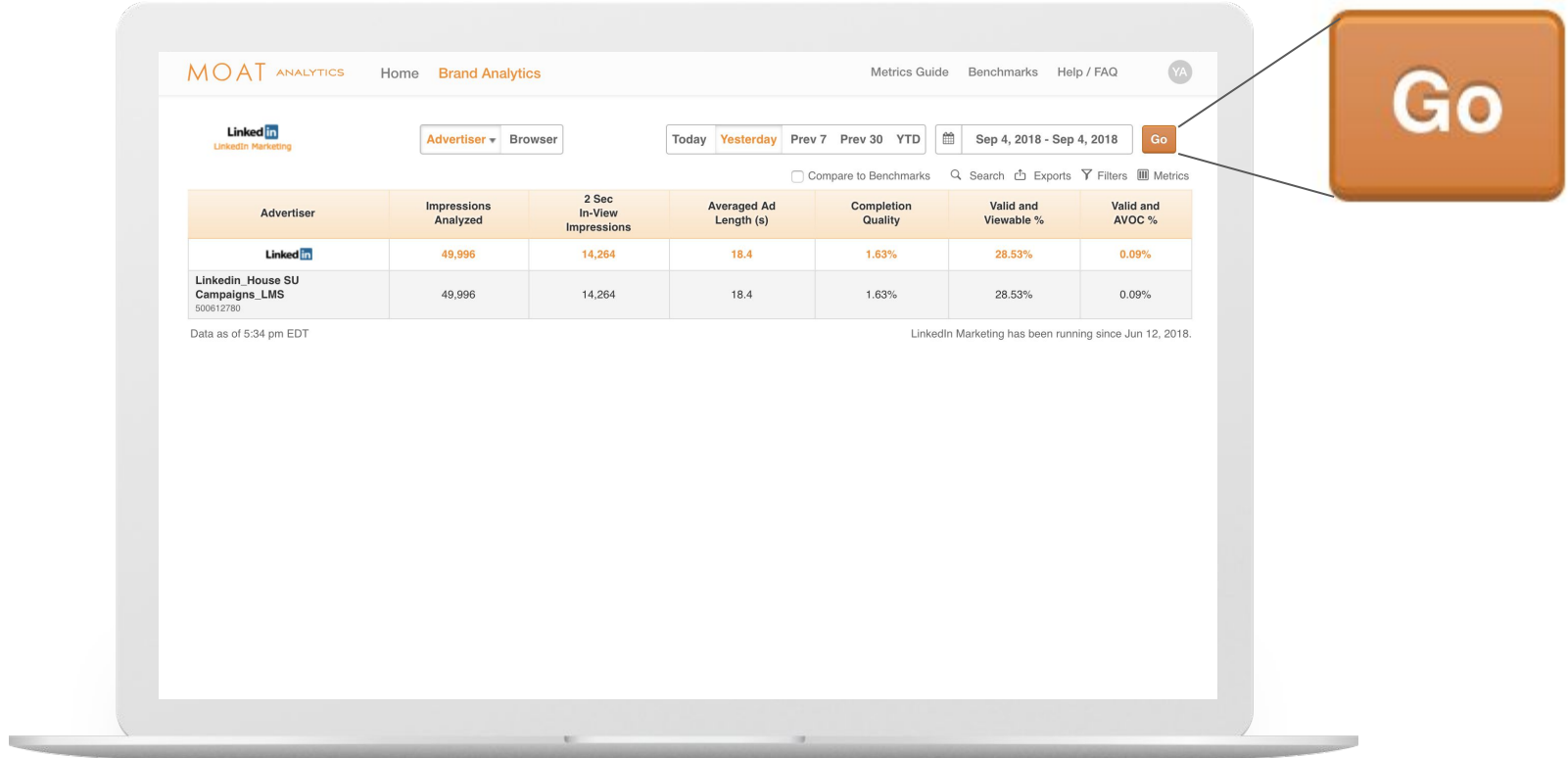
Compare to Benchmarks Search Exports Filters Metrics

Advertiser		2 Sec In-View Impressions	Averaged Ad Length (s)	Completion Quality	Valid and Viewable %	Valid and AVOC %
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Data as of 5:53 pm EDT

LinkedIn Marketing has been running since Jun 12, 2018.

Now hit “Go” to update your filter preferences and view your metrics!

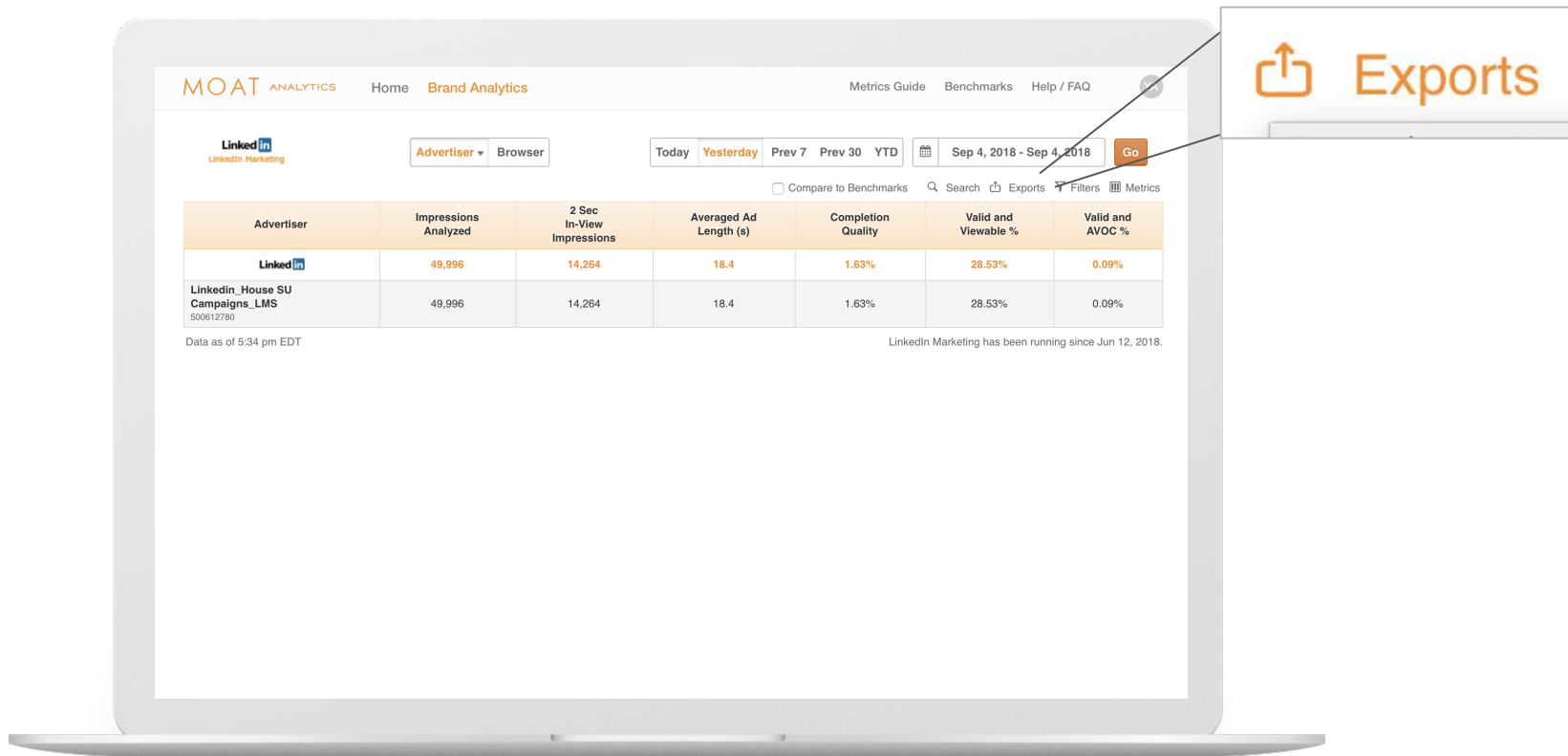


The screenshot displays the MOAT Analytics interface for LinkedIn Marketing. The top navigation bar includes 'MOAT ANALYTICS', 'Home', 'Brand Analytics', 'Metrics Guide', 'Benchmarks', and 'Help / FAQ'. The main content area shows the LinkedIn logo and 'Advertiser' and 'Browser' filters. The date range is set to 'Sep 4, 2018 - Sep 4, 2018', with a 'Go' button highlighted by a callout box. Below the filters is a table with the following data:

Advertiser	Impressions Analyzed	2 Sec In-View Impressions	Averaged Ad Length (s)	Completion Quality	Valid and Viewable %	Valid and AVOC %
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LinkedIn_House SU Campaigns_LMS 500612780	49,996	14,264	18.4	1.63%	28.53%	0.09%

Additional text at the bottom of the interface includes 'Data as of 5:34 pm EDT' and 'LinkedIn Marketing has been running since Jun 12, 2018.' The callout box with the word 'Go' is positioned to the right of the 'Go' button in the date range selector.

To export your data, select the “Exports” button



The screenshot displays the MOAT Analytics interface for LinkedIn Marketing. The top navigation bar includes 'MOAT ANALYTICS', 'Home', 'Brand Analytics', 'Metrics Guide', 'Benchmarks', and 'Help / FAQ'. The main content area shows a table of advertising data for LinkedIn. A callout box on the right side of the interface highlights the 'Exports' button in the top navigation bar.

MOAT ANALYTICS Home Brand Analytics Metrics Guide Benchmarks Help / FAQ

LinkedIn Marketing Advertiser Browser Today Yesterday Prev 7 Prev 30 YTD Sep 4, 2018 - Sep 4, 2018 Go

Compare to Benchmarks Search Exports Filters Metrics

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Then select either the “PowerPoint” or “CSV” options

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Data as of 5:34 pm EDT LinkedIn Marketing has been running since Jun 12, 2018.

Export PowerPoint Export CSV

Please select the slide's data (Step 2 of 2)

Dimensions - Current View | Clear

Date: Sep 4, 2018 - Sep 4, 2018

Advertiser: All Advertisers

Campaign Group: All Campaign Groups

Campaign: All Campaigns

Creative: All Creatives

Browser: All Browsers

Your slide will feature up to four metrics. Metrics will be accompanied by benchmarks, if available.

Metrics - None

- Video Metrics
 - Impressions Analyzed (unfiltered)
 - Impressions Analyzed (filtered for GIVT)
 - Impressions Analyzed
 - In-View Measurable Impressions
 - In-View Measurable Rate
 - 2 Sec In-View Impressions
 - Averaged Ad Length
 - Audible and Visible on Start Rate
 - Audible and Visible at 1st Quartile Rate
 - Audible and Visible at 2nd Quartile Rate
 - Audible and Visible at 3rd Quartile Rate
 - Audible and Visible on Complete Rate
 - Audible On 1st Quartile Rate
 - Audible On 2nd Quartile Rate
 - Audible On 3rd Quartile Rate
 - Audible On Complete Rate
 - Reached 1st Quartile Rate
 - Reached 2nd Quartile Rate
 - Reached 3rd Quartile Rate
 - Reached Complete Rate
 - Completion Quality
- Real Estate Metrics
 - 50% On-Screen Impressions
 - 50% On-Screen Rate
- Invalid Traffic Metrics
 - IVT Measurable Rate
 - IVT Rate
 - GIVT Rate
 - SIVT Rate
 - Spider Rate
 - Excessive Activity Rate
 - Invalid Proxy Rate
- Valid Metrics
 - Valid Impressions
 - Valid and Viewable Rate
 - Valid and AVOC Rate

Available Metrics

We will support a wide array of metrics across video viewability, attention, and invalid traffic including:

Video Metrics

- Impressions Analyzed (Total impressions analyzed filtered for IVT)
- Valid and Viewable Rate (MRC Viewability standard)

Attention Metrics

- 50% On-Screen Rate
- Valid and AVOC Rate (Valid, Audible, Visible on-complete) - COMING MAY 2019

Invalid Traffic Metrics

- IVT Measurable Rate
- IVT Rate

For a full list of Moat metrics, [click here](#).

Things to keep in mind when reading Moat metrics for your LinkedIn campaign

- Audibility metrics may appear to be low
 - Get creative!
 - Add an SRT file to aid with viewability
 - Use GIFs to encourage turning on sound
 - Shift inventory from lesser performing creatives to higher performing creatives to hit viewability KPIs
- Moat's benchmarks are for a blend of all video formats
 - Not an apples-to-apples comparison to other native video platforms
 - Moat benchmarks are broken out by desktop, mobile web, in-app, and ad duration so utilize the benchmark that is closest to the inventory you're analyzing