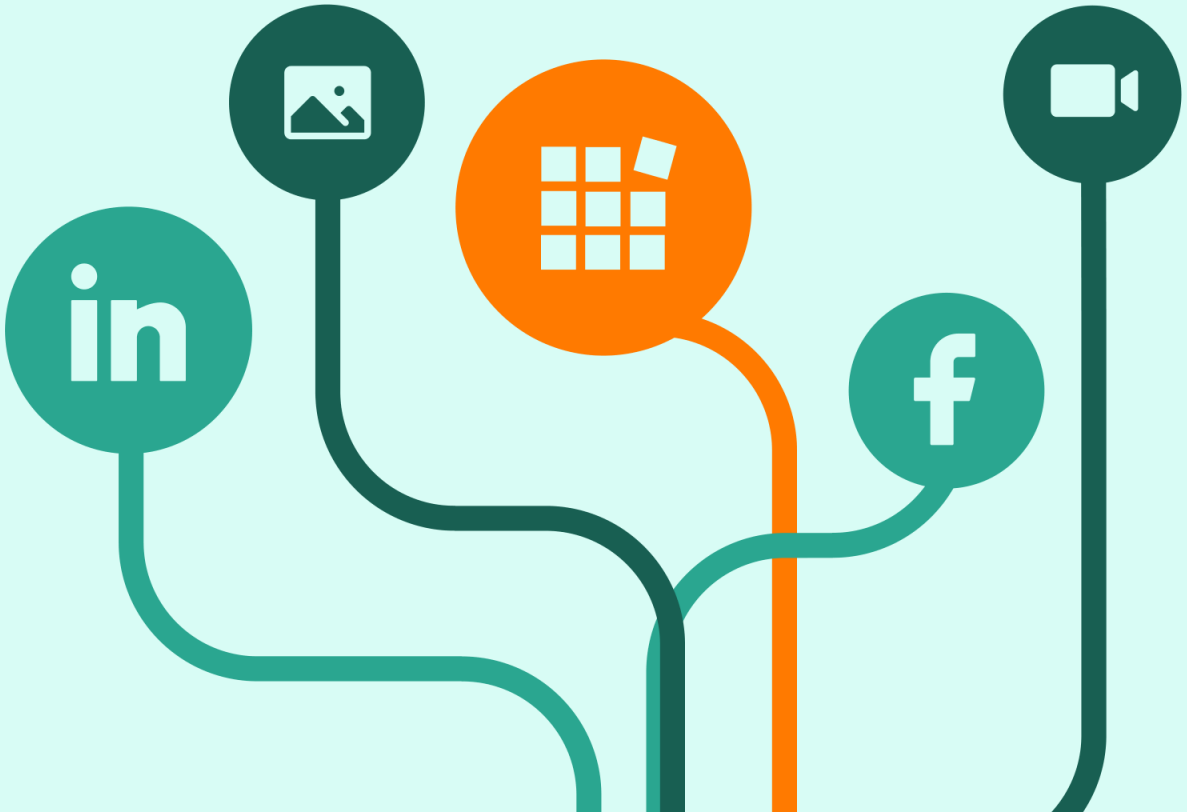
metadata.io

Exploring the Impact of Ad Formats Across Different Channels at Metadata.io



Overview

This report compares observed ad-format performance on LinkedIn and Facebook. It describes historical costs and attributed opportunity values. Differences between formats do not establish which format caused the result.

Data period: December 2023 to June 2024. The report focuses on ad formats on LinkedIn and Facebook.

LinkedIn set

LinkedIn	CPL	ROI, INFLUENCED OPPORTUNITY	TOTAL INFLUENCED OPPORTUNITY AMOUNT	ROI, TRIGGERED OPPORTUNITY	TOTAL TRIGGERED OPPORTUNITY AMOUNT
Convo Ads	$314	106	$262M	7	$18M
Image Ads	$168	28	$519M	3	$63M
Document Ads	$117	73	$66M	9	$8M
Video Ads	$953	3	$6M	0.5	$915K
Carousel Ads	$947	2	$2M	0.5	$384K

1. **Convo Ads:** Reported influenced-opportunity ROI was 106, with a CPL of $314 and $262M in influenced opportunity amount on $2.5M in spend.

2. **Image Ads:** Reported influenced-opportunity ROI was 28, with a CPL of $168 and $519M in influenced opportunity amount.

3. **Document Ads:** These had the highest reported triggered-opportunity ROI, 9, and lowest CPL, $117, in this LinkedIn sample. Influenced opportunity amount was $66M.

4 **Video Ads:** Reported influenced-opportunity ROI was 3, with a CPL of $953 and $6M in influenced opportunity amount. Engagement and storytelling outcomes were not measured here.

5 **Carousel Ads:** Reported influenced-opportunity ROI was 2, with a CPL of $947. This was below video's $953 CPL in the LinkedIn sample.

Facebook set

facebook	CPL	ROI, INFLUENCED OPPORTUNITY	TOTAL INFLUENCED OPPORTUNITY AMOUNT	ROI, TRIGGERED OPPORTUNITY	TOTAL TRIGGERED OPPORTUNITY AMOUNT
Image Ads	$177	43	$217M	4	$22M
Video Ads	$276	0.7	$353K	0.5	$279K
Carousel Ads	$2K	0.2	$185K	.08	$70K

1 **Image Ads:** Reported influenced-opportunity ROI was 43, with a CPL of $177 and $217M in influenced opportunity amount in the Facebook sample.

2 **Video Ads:** Reported influenced-opportunity ROI was 0.7, with a CPL of $276. The data does not establish a platform preference for visual content.

3 **Carousel Ads:** These had the highest reported CPL, $2K, and influenced-opportunity ROI of 0.2 in the Facebook sample. The comparison does not isolate a creative or strategy effect.

Insights and Strategy Moving Forward

In this LinkedIn sample, Convo ads had the highest reported influenced-opportunity ROI. Document ads had the highest triggered-opportunity ROI and the lowest CPL. These are observed rankings, not causal findings.

In the Facebook sample, Image ads had the highest reported influenced-opportunity ROI and the lowest CPL. Test formats against your own audience, offer and objectives.

Caveats and Notes

- **ROI-influenced opportunities:** This is determined by the Ad conversion event that was tied to the account with an opportunity.
- **ROI-triggered opportunities:** This is determined if the ad conversion event was directly part of a sales opportunity that was created

Method note: The attribution definitions above do not state an ROI calculation. The report does not specify the formula, units, spend denominators, sample sizes or attribution lookback windows. The values shown are historical reported metrics and do not establish profit ROI or incremental impact. The data period is December 2023 to June 2024.