

LinkedIn Sponsored Content

Performance Overview

Ad Clicks 55	Video views 4,505	Impressions 8,635	CTR 0.64%	Total spent 2,510.8
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Social Engagement

Likes 7	Shares 0
Comments 0	Follows 0

On-Site Engagement

Sessions 45	Pages / Session 2.09	Avg. Session Duration 00:01:50	Bounce Rate 44.44%
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Conversions

Downloads 1	Outbound Links 6
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Video Performance Benchmarks

Video Ad CTR: 0.56%
Video Completion Rate: 18.2%

Video View Rates

Campaign name	Video views	Video views at 25%	Video views at 50%	Video views at 75%	Video completions
Japan Investment	4,505	1,383	778	523	426

Top Engaged Job Titles by Video Completions

Member job title	Impressions	Video views at 50%	Video completions	Clicks
Chief Executive Officer	799	80	50	3
Human Resources Director	388	53	34	0
Vice President	622	54	29	3
Director Of Business Development	590	48	28	0
President	482	43	27	4
Chief Operating Officer	249	40	18	0
Vice President Of Engineering	168	17	16	0
Vice President Marketing	226	22	11	0
Vice President Sales	127	14	11	0

Top Engaged Companies by Video Completions

Member company name	Impressions	Video views at 50%	Video completions	Clicks
360i	835	97	62	3
Bridgestone Americas	952	70	36	6
Astellas Pharma US	574	45	27	6
DENSO	396	41	21	0
Federal Communications Commission	233	35	18	0
Eisai US	476	38	17	0
AAF International (American Air Filter)	214	24	15	0
Fujitsu Network Communications	103	19	15	3
Canon Solutions America	449	32	14	0

Top Engaged Regions by Video Completions

Member region	Impressions	Video views at 50%	Video completions	Clicks
Greater New York City Area	1,724	156	84	10
Greater Chicago Area	931	86	47	8
Greater Nashville Area, TN	852	63	31	9
Greater Detroit Area	409	43	26	0
Greater Los Angeles Area	319	28	21	0
San Francisco Bay Area	489	34	18	4
Dallas/Fort Worth Area	153	27	18	4
Raleigh-Durham, North Carolina Area	313	32	16	0
Orange County, California Area	203	18	13	0