

# LinkedIn ushers in new efficiencies with AI-generated copy suggestions

Article

**The news:** LinkedIn just announced enhancements to its ad platform by introducing AI-generated Copy Suggestions, aiming to streamline campaign creation for B2B marketers.

**How it works:** The technology, built on advanced **OpenAI** GPT models, draws data from LinkedIn Page and Campaign Manager settings to propose ad headlines and ad copy.

- The AI solution provides up to five headline and ad copy recommendations, enabling marketers to produce relevant content more efficiently.
- Initially, the testing will target a select group of English-speaking North American customers, with plans for further expansion in functionality, languages, and availability in the coming months.

**Why it matters:** With the implementation of AI-generated Copy Suggestions, LinkedIn is addressing a notable trend: 56% of marketers are eager to use generative AI to create more content in less time, while 55% of marketers plan to use generative AI to boost their productivity and focus on high-value tasks.

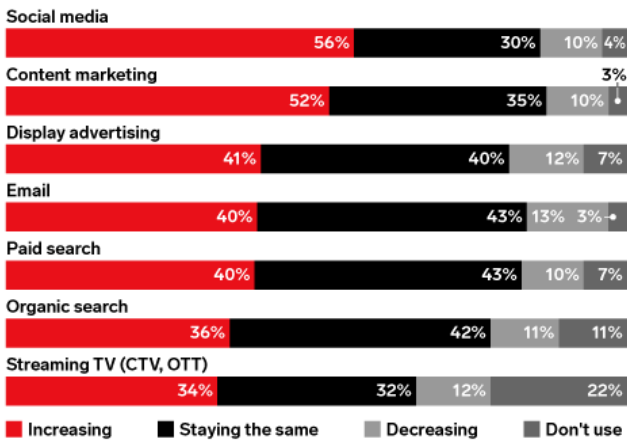
- This development could significantly enhance productivity and allow marketers to focus more on creating memorable campaigns and brand building.
- While AI is new to mainstream headlines, it's worth noting that AI has been a long-standing component of LinkedIn's marketing solutions, being integral in targeting accuracy and conversion measurement. This latest addition—just like the platform's recent [AI-powered writing suggestions](#)—demonstrates LinkedIn's commitment to continually investing in AI-powered features.

**Our take:** The integration of AI-powered tools like Copy Suggestions is a welcome enhancement, helping B2B marketers ease their workload and maintain focus on high-value tasks. With AI continuing to play an increasingly significant role in content creation and campaign management, LinkedIn is demonstrating leadership in the sector.

- Nevertheless, as AI solutions advance and become more commonplace, it's essential for marketers to maintain a human touch, ensuring that a brand's voice and essence are not lost in automation. “The core purpose of AI is to assist humans in making better decisions, not necessarily to make the decisions for them,” LinkedIn product vice president **Abhishek Shrivastava** told us in a recent interview.
- The upcoming months will show how well the feature performs and how much it fosters incremental ad spending—particularly at a time when B2B marketers seem eager to allocate more budget to social media.

## Change in Marketing Spending According to US B2B Marketers, by Tactic, April 2023

% of respondents



Note: numbers may not add up to 100% due to rounding

Source: Ascend2, "2023 State of B2B Digital Marketing" commissioned by Wpromote, May 26, 2023

282107

eMarketer | InsiderIntelligence.com