

LinkedIn introduces genAI campaign creation tool to boost B2B digital advertising growth

Article

The news: LinkedIn has announced **Accelerate**, a generative AI tool designed to help advertisers automate all aspects of campaign creation, reducing the time and effort required.

In just 5 minutes, LinkedIn says Accelerate can craft and optimize a campaign, ensuring it reaches the ideal B2B audience.

- The tool offers a suite of features, including the development of personalized campaigns using generative AI and LinkedIn data to ensure alignment with advertisers' goals.
- Accelerate includes real-time campaign optimization and an “Assist” feature, which provides campaign enhancement recommendations and connects advertisers to live support.
- There’s also AI-proposed targeting, creatives, and strategies, all of which can be refined by marketers.
- A standout feature of the tool is its ability to fine-tune audience creation. Instead of marketers having to hunt for the right audience, LinkedIn's AI provides a starting point. This is especially beneficial for B2B marketers who need to target specific decision-makers within companies. The system also offers recommendations for creative content, including copy, headlines, and media assets.

B2B, not B2C: With this tool, it’s clear LinkedIn is recognizing the fact that B2B marketing is a nuanced field with distinctions from B2C marketing.

- One key B2B challenge is reaching the right decision-makers within companies. The aim is not just to target an individual but a diverse group of decision-makers, each with a distinct role in the purchasing process, such as a finance executive looking at cost savings or a security expert evaluating product safety features.
- Adding to the complexity is the long nurturing period that can extend from six to nine months.
- Another layer to this challenge is the inadequacy of marketing tools for B2B needs, as most primarily cater to B2C scenarios. This often results in B2B marketing strategies being less effective, leading to friction between sales and marketing teams.

Why it matters: With B2B marketing's unique challenges, a tool like Accelerate has the potential to give marketers more confidence in their campaign creation and deployment—and move more B2B spending toward digital channels.

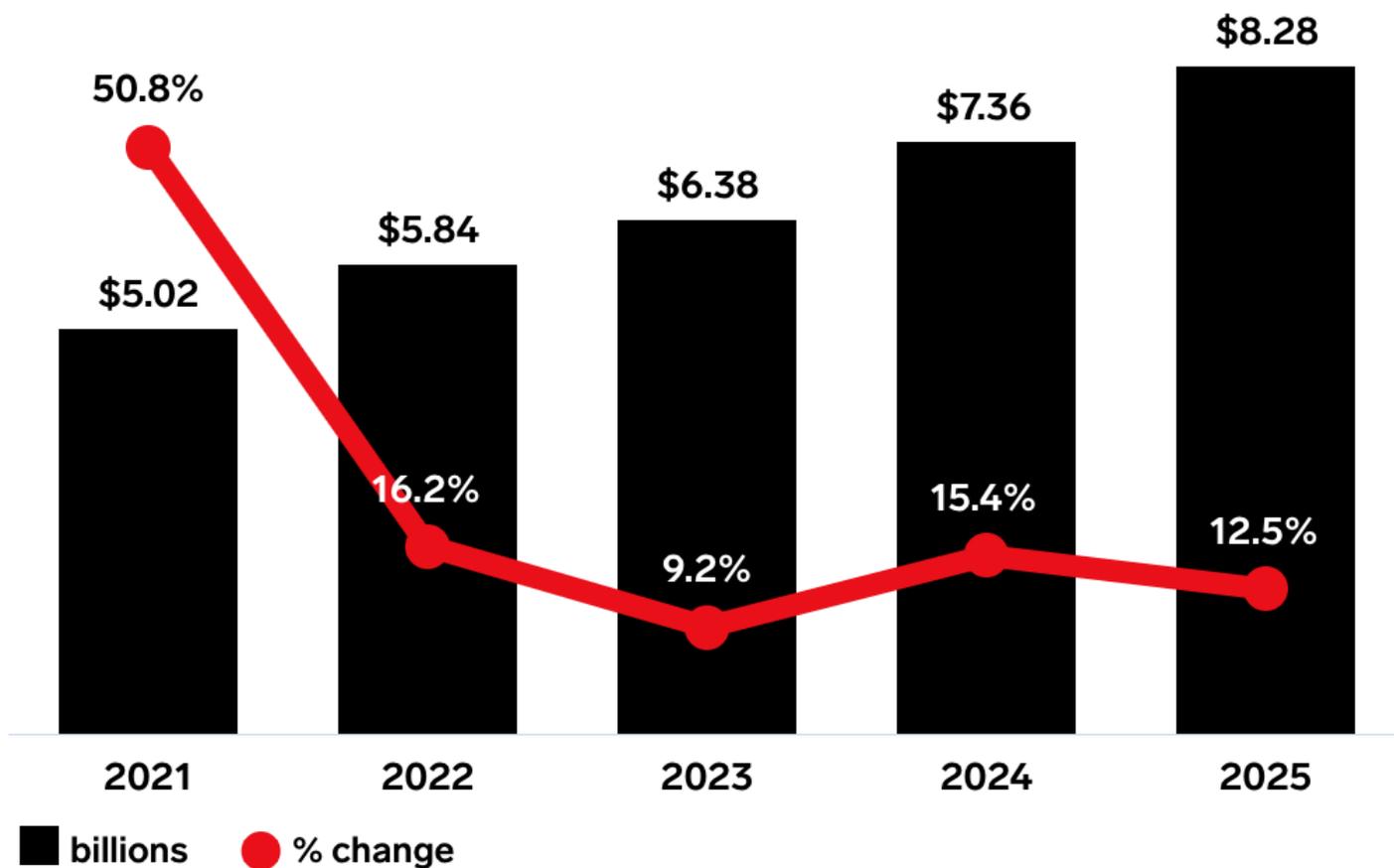
- Our forecast has US B2B ad spending reaching \$31.72 billion this year; only \$14.12 billion of that (44.5%) will be digital. That share is creeping up slowly but surely, with 47.1% of US B2B ad spending going to digital channels in 2025.

Our take: As digital marketing continues to evolve, tools like LinkedIn's Accelerate will raise the bar for efficiency, precision, and return on ad spend (ROAS).

- With teams juggling more than ever with less people, tightening budgets, and 76% of CMOs feeling the pressure to deliver results, according to a 2023 Ipsos/LinkedIn study, such features appear well-poised for success.
- With specialized B2B tools backed by powerful AI and a commitment to transparency, LinkedIn is positioning itself as an industry leader.

LinkedIn Ad Revenues

Worldwide, 2021-2025



Note: Exchange Rate; includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets, and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes spending by marketers that goes toward developing or maintaining a LinkedIn presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; data after 2015 is included under ad revenues for Microsoft

Source: Insider Intelligence | eMarketer, March 2023

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