

DATA REPORT

What Is the Cost of Advertising on LinkedIn? Pricing Guide & Benchmarks [2026]

Key insights and actionable frameworks



Key Numbers

25%

Planning campaigns during lower-competition period

0.40%

Cost Per Lead (USD) SaaS / Technology \$5 - \$12 \$8

0.65%

Cost Per Lead (USD) SaaS / Technology \$5 - \$12 \$8

0.35%

Cost Per Lead (USD) SaaS / Technology \$5 - \$12 \$8

0.55%

Cost Per Lead (USD) SaaS / Technology \$5 - \$12 \$8

0.45%

Cost Per Lead (USD) SaaS / Technology \$5 - \$12 \$8

How does cost of advertising on LinkedIn work through

LinkedIn uses a second-price auction system, similar in principle to Google Ads but with distinct mechanics. Every time a LinkedIn user loads their feed and your ad is eligible to appear, an auction takes place. The auction process explained You set a bid (either manually or through automated bidding)

What is the cost breakdown by ad format?

LinkedIn offers several ad formats, each with different cost structures and use cases. The table below covers the primary formats available in Campaign Manager as of 2025-2026. CPC (INR) Best Use Case Single Image Ads \$3 - \$8 \$6 - \$10 250 - 670 Lead generation, content promotion Carousel Ads \$4 - \$1

What factors affect LinkedIn advertising costs?

Five variables have the most direct impact on what you actually pay. Audience targeting specificity The more specific and competitive your audience, the higher the cost. Targeting C-suite executives at Fortune 500 companies costs significantly more than targeting mid-level professionals at SMBs.

What are industry cost benchmarks for LinkedIn ads

The following benchmarks are based on aggregated data from LinkedIn Campaign Manager performance across multiple accounts. Your specific results will vary based on targeting, creative quality, and offer strength. Cost Per Lead (USD) SaaS / Technology \$5 - \$12 \$8 - \$12 0.

How can you reduce LinkedIn advertising costs?

Narrow your audience with layered targeting LinkedIn recommends audience sizes of 50,000-500,000 for Sponsored Content campaigns. Audiences smaller than 50,000 limit LinkedIn's ability to optimize delivery, while audiences larger than 500,000 often include too many irrelevant users. Use layered targ

Conclusion

LinkedIn advertising costs \$2-\$15 per click (CPC), \$6-\$12 per 1,000 impressions (CPM), and \$0.80 per Sponsored InMail send, with a minimum daily budget of \$10. Actual costs depend on the specificity of audience targeting, industry competition, ad relevance scores, geographic location, and seasonali

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