

LinkedIn Sponsored Content Feedback Sheet

Campaign Details

Campaign Name

Ad Title

Ad URL

Content Evaluation

Is the content message clear?

☐

Yes

☐

No

Main message of the content

Strengths

Areas for improvement

Visual Assets

Are the images/videos relevant?

☐

Yes

☐

No

Visual feedback

Call to Action

Is the CTA clear and compelling?

☐

Yes

☐

No

CTA used

CTA feedback

Audience & Targeting

Target audience

Audience relevance feedback

General Comments

Additional Comments