ADSIGNAL · EUROPEAN LINKEDIN AD STUDY · 2026

It isn't the copy. It's the count.

We measured every LinkedIn ad we could observe in Europe to answer one question: what actually predicts whether an ad survives? The answer is not what the industry sells.

Exactly what this study covers

Ads analysed	**57,643**	every ad in our European index
Advertisers	**7,773**	distinct companies and creators
Countries	**64**	EU/EEA, UK and Switzerland weighted heaviest
Period observed	**Jun 2023 – Jul 2026**	by ad start date
Source	—	LinkedIn's own public EU ad transparency library

Mediums included — every paid format LinkedIn discloses:

FORMAT	ADS	SHARE
Single image	32,141	55.8%
Video	12,845	22.3%
Message ads (InMail)	8,200	14.2%
Carousel	3,086	5.4%
Person-fronted / influencer	1,371	2.4%

Of these, **42,901 ads** had a measurable start and end and form the basis of every survival figure below. The volume analysis in section 3 covers the **5,862 advertisers** who had at least one such ad. Text-pattern analysis uses the ads' own headline and body copy as published.

13
days the median LinkedIn ad stays live

6%
of ads survive 90 days

60×
better odds of a winner at 25 ads than at 1

1. Most LinkedIn ads die almost immediately

For each of the 42,901 ads with a measurable run, we recorded how long it stayed live.

AD SURVIVES	SHARE OF ADS
7 days or more	71%
30 days or more	24%
90 days or more	6%
180 days or more	2%
One year or more	1%

The median is **13 days**. Three quarters of European LinkedIn advertising is switched off inside a month. When people say LinkedIn ads "don't work", this is usually what happened: they ran a few, saw nothing, and stopped.

2. Winning ads and losing ads are written the same way

We split the measurable corpus into ads that survived 90 days (2,763) and ads that did not (40,138), then compared the traits marketers are routinely told decide outcomes.

TRAIT	SURVIVED 90D	DID NOT
Average headline length	28 chars	26 chars
Average body length	379 chars	360 chars
Headline is a question	3%	4%
Headline contains a number	9%	11%
Addresses the reader as "you"	43%	42%

> **There is no meaningful gap on any measure.** Ads that ran for months look like ads killed in a fortnight. The copywriting checklist does not separate them.

This is worth sitting with, because a large industry sells the opposite. If headline formulas decided outcomes, the survivors would look different. They do not.

3. What separates them is how many you run

We grouped the 5,862 advertisers by how many distinct ads they ran, then asked one question: did *any* of their ads reach 90 days?

ADS THE COMPANY RAN	COMPANIES	EVER PRODUCED A 90-DAY AD
1	1,009	1%
2–3	868	3%
4–9	2,293	9%
10–24	1,649	23%
25 or more	43	63%

One ad gave a **1%** chance of ever producing something that lasted a quarter. Twenty-five or more gave **63%**. That is the largest effect in the dataset, and it dwarfs anything found in the copy.

What this does and doesn't prove. This is a correlation. Companies running 25 ads are likely better resourced and more committed than companies running one, and part of the effect is mechanical — more attempts, more chances one survives. There is also a timing effect: an ad cannot reach 90 days if the advertiser quit at three weeks, and recently launched ads have not had time to qualify. We are not claiming volume alone creates quality. We are saying low volume near-guarantees you never find the winner.

4. Format shifts the odds more than wording does

FORMAT	SHARE OF ADS	MEDIAN LIFE	PASS 90 DAYS
Single image	55.8%	13d	6%
Video	22.3%	13d	5%
Message ads (InMail)	14.2%	16d	11%
Carousel	5.4%	16d	5%
Person-fronted / influencer	2.4%	4d	0%

Message ads survive at roughly double the rate of everything else — 11% pass 90 days against 5–6% for image and video — and they are the format most companies never try.

The influencer row runs against current fashion. Person-fronted ads had a median life of **four days** and none in this sample passed 90. Some of that is how the format is used, often as short bursts rather than sustained campaigns. But if you are being sold creator-fronted LinkedIn advertising as a durable channel, the public record does not yet support it.

5. What we would do with this

Budget for iteration, not for a launch. If the plan is three ads and a verdict, the data says you will conclude LinkedIn doesn't work — when what happened is you stopped at the 3% mark.

Stop optimising the headline first. Cheapest thing to change, and on this evidence among the least decisive.

Try a message ad. Underused, and survives at twice the rate.

Study what already survived. Every ad here is public. Ones running six months are working — for someone with a budget, in your market, right now. It is the cheapest research available and almost nobody looks at it.

Method. Ads collected from LinkedIn's public EU ad transparency library, June 2023 – July 2026. "Days live" is the interval between an ad's first and last observed appearance; ads still running are measured to the last observation, so all durations are a floor rather than a final figure. Reach figures elsewhere in adsignal use LinkedIn's own published ranges and are estimates, never exact. Survival analysis excludes the 14,742 ads with no observable duration. No LinkedIn member data was collected; every figure derives from ads LinkedIn publishes itself. · adsignal.eu