

BRIEFING: LINKEDIN LEAD GEN FORM

Fill it in with sales before you build the form, with the official limits

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Fill in this briefing with whoever follows up the leads, before you build the form in Campaign Manager. The limits come from the LinkedIn Help Center, checked on 27 September 2026. Create one form per language.

1. GOAL AND FOLLOW-UP

- **Offer in the form** (demo, guide, webinar, quote):
- **When is a lead qualified?** Agreed with sales:
- **Who follows up, how and within what timeframe?**
- **Maximum cost per qualified lead:** customer value €..... × margin% × share that becomes a customer% = €.....
- **The form costs nothing extra:** you pay for the clicks or impressions of the ad set ^[1].

2. FORM TEXTS

An English form fits an ad set in any language; a form in another language must have the same language as the ad set ^[2].

Texts per language. If you promise a guide or white paper, put the link on the thank-you screen: LinkedIn doesn't send that content itself ^[4].

PART	LIMIT ACCORDING TO LINKEDIN	DUTCH	FRENCH
Headline	Up to 60 characters ^[2]		
Offer details	Up to 160 characters ^[2]		
Privacy policy URL	Starts with http:// or https:// and shows a page that covers only your privacy policy ^{[2][3]}		
Privacy text: what you do with the data	Up to 2,000 characters ^[2]		
Thank-you screen: what happens now and when	Up to 300 characters, with a button to a page of your choice ^{[2][1]}		

3. PROFILE FIELDS

LinkedIn allows up to 12 profile fields and recommends three to four, because a shorter form will probably bring more submissions ^{[2][4]}. First name, last name and email address are ticked by default and can be removed ^[2].

☐ First name

☐ Last name

☐ Work email

☐ Company name

☐ Job title

☐ Phone number, only if sales really calls

4. QUALIFYING QUESTIONS

A maximum of three custom questions, as multiple choice or single-line text, with 100 characters per field ^[2]. Choose multiple choice: according to LinkedIn, a single open-answer question can already lower the submission rate by 3 to 4% ^[5]. Examples, to adapt to your offer:

Example questions (not a LinkedIn template)

WHAT YOU WANT TO KNOW	DUTCH FORM	FRENCH FORM
Timeline: When do you want to start? (This quarter / Within 6 months / Later or not sure yet)	Wanneer wil je starten? (Dit kwartaal / Binnen 6 maanden / Later of weet ik nog niet)	Quand souhaitez-vous démarrer ? (Ce trimestre / Dans les 6 mois / Plus tard ou je ne sais pas)
Role in the decision: What is your role? (I decide / I advise / I'm gathering information)	Wat is jouw rol? (Ik beslis / Ik adviseer / Ik verzamel informatie)	Quel est votre rôle ? (Je décide / Je conseille / Je m'informe)
Size: How many employees does your company have? (1 to 9 / 10 to 49 / 50 or more)	Hoeveel medewerkers telt je bedrijf? (1 à 9 / 10 à 49 / 50 of meer)	Combien de collaborateurs ? (1 à 9 / 10 à 49 / 50 ou plus)

Your questions, with what sales does with each answer:

1. Question: Answers: Effect on follow-up:
2. Question: Answers: Effect on follow-up:
3. Question: Answers: Effect on follow-up:

5. HIDDEN FIELDS AND CONSENT

Up to 20 hidden fields, invisible to the member, with a static value or with dynamic values such as the name or ID of the campaign, ad set and ad ^{[2][6]}. They travel along to your CRM and appear as a column in the download ^[6].

☐ Campaign (name or ID)

☐ Ad set (name or ID)

☐ Ad (name or ID)

☐ Static value, for example the source:

Consent checkboxes are optional: up to five, each up to 500 characters, and you decide whether they are required ^{[2][3]}.

☐ Checkbox 1, for example newsletter: Required: yes / no

☐ Checkbox 2: Required: yes / no

6. BEFORE GO-LIVE AND AFTER

☐ Integration chosen: directly with your CRM or marketing automation platform, via a partner, or CSV download ^[7]. Which one:

☐ All fields, including the hidden ones, mapped correctly in the CRM.

☐ Test lead sent with "Send Test Lead" in Campaign Manager and arrived in the CRM ^[8].

☐ Confirmation email and follow-up task for sales set up.

☐ Leads are connected or downloaded straight away: the Help Center says leads are kept for up to one year ^[9], while a LinkedIn blog from August 2025 still says 90 days ^[5].

☐ Audience created from people who opened the form but didn't submit it: lookback of 30 to 365 days, at least 300 members ^[10].

☐ New version planned: according to LinkedIn, only 10% of forms still get leads after their first 66 days ^[5]. Date:

☐ Reporting on cost per qualified lead, not just on cost per lead.

SOURCES

1. Lead Gen Forms (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a423447>
2. Lead Gen Form specifications (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a423364>
3. Lead Gen Forms Privacy Policy (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a420012>
4. Create a Lead Gen Form – Best Practices (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a421181>
5. How to Use LinkedIn Lead Gen Forms (LinkedIn Marketing Blog (Alexandra Rynne), 19 August 2025)
<https://www.linkedin.com/business/marketing/blog/lead-generation/how-to-use-linkedin-lead-gen-forms>
6. Lead Gen Form hidden fields (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a421421>
7. Integrate Lead Gen Forms with your marketing automation or CRM platform (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a425316>
8. Send a test lead in Campaign Manager (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a420737>
9. View and download leads, metrics, and analytics for Lead Gen Form ad sets (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a425750>
10. Create a Lead Gen Form audience with Matched Audiences (LinkedIn Marketing Solutions Help)
<https://www.linkedin.com/help/lms/answer/a422179>

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