



LEADSHARK RESEARCH

2026 edition | LinkedIn

State of Lead Magnets 2026

Engagement is down year on year. Here is what still works, and why comments are coming back.

- 5 findings from nearly 22,000 posts
- The yearly benchmark table
- A 6-rule playbook for 2026

41%

fewer comments per post than a year ago

1 in 5

posts still gets 100+ comments

Data: Q4 2025 to Q4 2026 to date (Oct 1 to 24, 2026) | leadshark.io

KEY TAKEAWAYS

Down year on year, still working

Across nearly 22,000 LinkedIn lead magnet posts run through LeadShark since October 2025, comments per post fell, and the wider feed fell too. Big posts still happen, the people commenting increasingly come from outside your network, and comments are climbing again.

41% fewer

comments per post than a year ago: 86.9 in Q4 2026 to date vs 147.5 in Q4 2025

22.0%

of posts still passed 100 comments

49.0%

of automated replies went to people outside the poster's network

92.3%

of comments matched the keyword even when it was not in the post text

+34%

comments per post on Q3: down, but coming back

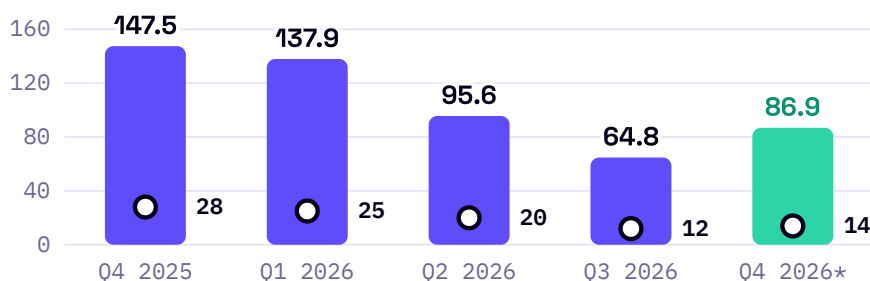
How we measured

- 21,937 automated LinkedIn lead magnet posts, Q4 2025 to Q4 2026 to date, aggregated and anonymized, plus LeadShark's Discover feed.
- Calendar quarters in UTC. Q4 2025 is the baseline. Q4 2026* is partial: Oct 1 to 24, posts at least 72 hours old.
- No names, profiles, companies or post links. Groups smaller than 10 are suppressed.

FINDING 1

Lead magnet engagement is down across the board

Compared with Q4 2025, the average post in Q4 2026 to date got **41% fewer comments** (86.9 vs 147.5), the median **halved** (14 vs 28), and posts with 100+ comments fell from 29.4% to 22.0%.



Average comments per post by quarter (columns) and median (dots). *Q4 2026 is partial.

What it means

The step down came in April 2026, and the low point was August (average 50.2, median 7). This is a new baseline, not one bad month.

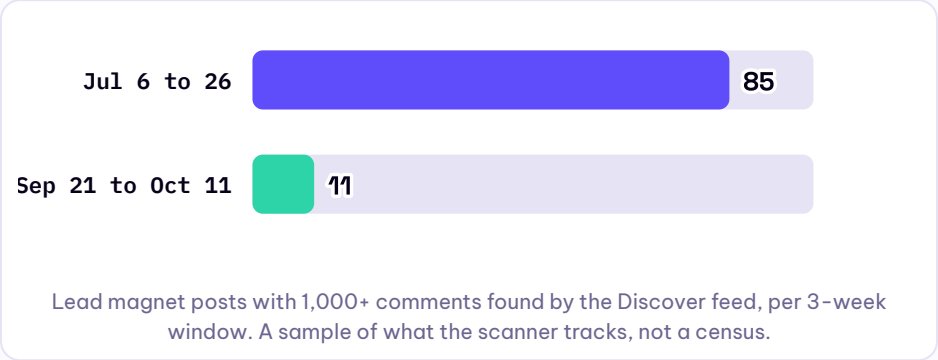
What to do

- Reset your benchmark. A typical post at 14 comments is in line with the market today.
- Make every comment count: answer everyone who comments your keyword and deliver the resource every time.

FINDING 1, CONTINUED

Not limited to LeadShark posts

LeadShark's Discover feed, which tracks lead magnet posts from creators who don't use LeadShark, found **85** posts with 1,000+ comments in three weeks of July and **11** in the three weeks to Oct 11.



The yearly benchmark

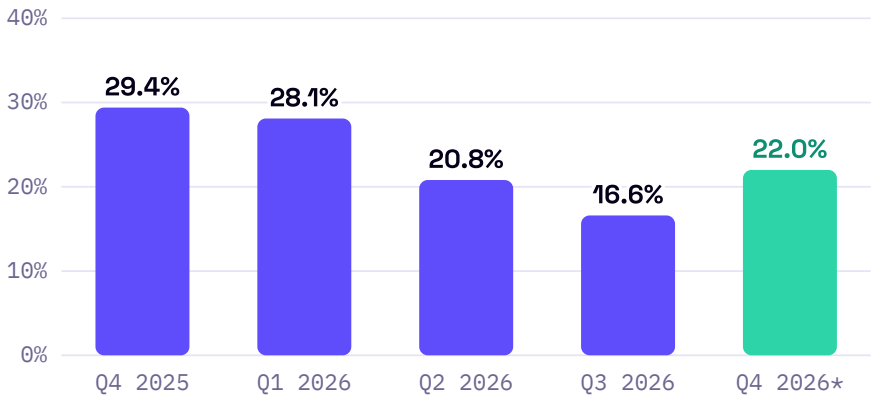
Quarter	Avg	Median	100+ share
Q4 2025	147.5	28	29.4%
Q1 2026	137.9	25	28.1%
Q2 2026	95.6	20	20.8%
Q3 2026	64.8	12	16.6%
Q4 2026 (to date)	86.9	14	22.0%

We will repeat these windows every year, so you can track your results against the market.

FINDING 2

1 in 5 posts still gets 100+ comments

In Q4 2026 to date, **22.0%** of lead magnet posts collected 100 or more comments, up from 16.6% in Q3.



Share of lead magnet posts with 100+ comments, by quarter. *Q4 2026 is partial (Oct 1 to 24).

What it means

Big lead magnet posts did not go away. Even in the slowest quarter, about 1 in 6 posts cleared 100 comments, and right now it is better than 1 in 5.

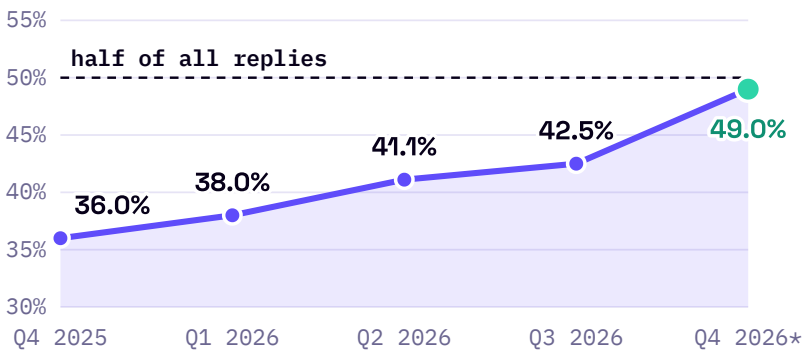
What to do

- Plan for the big one: have the DM, the asset and your follow-up ready before you post.
- Post consistently. A weekly rhythm gives you a real shot at a 100+ post every month.

FINDING 3

Half of the comments we reply to come from outside your network

The share of automated replies that went to people who are not first-degree connections rose from **36.0%** in Q4 2025 to **49.0%** in Q4 2026 to date.



Share of automated replies going to non-connections, by quarter. *Q4 2026 is partial.

What it means

Lead magnets now draw comments from well past your existing network. On LinkedIn, a free DM goes to first-degree connections, so for anyone new to you the path is a public reply and a connection, then the DM.

What to do

- Build a path for strangers: reply publicly, invite them to connect, then send the DM once they accept.
- Ask for the connection in the post itself, for example "connect with me so I can send it".

FINDING 4

Commenters find your keyword wherever you put it

On recent posts where the keyword was not in the post text, **92.3%** of comments still matched it, against 94.1% when it was written in.



Share of comments matching the automation keyword, Aug to Oct 2026.

What it means

More creators leave the keyword out of the text: among posts with a keyword automation, that share grew from about 2% in July to about 21% in October. Nearly all of these posts carry media, so the image or carousel is the most likely place commenters see it (our inference, since we do not read images).

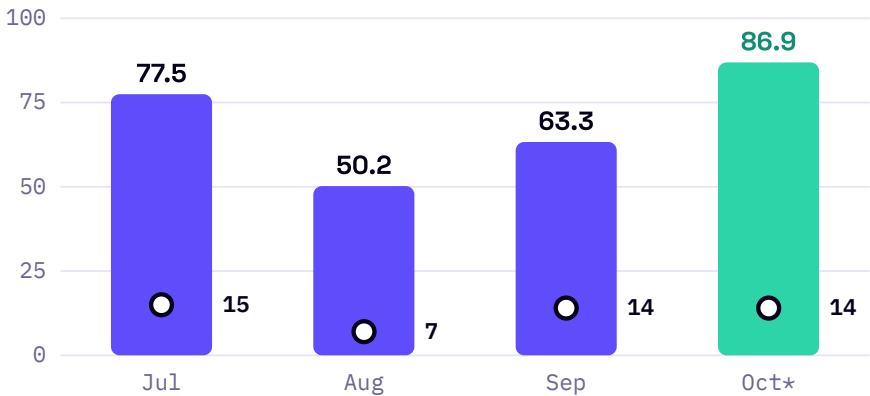
What to do

- Put the keyword where people look: on the image or the opening slide of the carousel.
- Keep the keyword to one short word that is easy to type.
- Write the post around the value of the resource, and let the creative do the asking.

FINDING 5

Down, but coming back

Average comments per post rose from **64.8** in Q3 2026 to **86.9** in Q4 2026 to date, up **34%**. The median post went from 12 comments to 14.



Average comments per post by month, 2026 (columns) and median (dots). *October is partial.

What it means

The rise is broad. With the top 1% of posts removed, the average still rose from 52.3 in Q3 to 72.8 in Q4 to date. Q4 2026 is still below the same quarter last year, but the trend since August has been up.

What to do

- If you posted less over the summer, this is a good time to restart.
- Judge your posts by the median, not by your one big winner. 14 comments or more is in line with the current benchmark.

6 rules for lead magnets in 2026

1

Reset your benchmark: the median post gets 14 comments today, against 28 a year ago.

2

Answer every keyword comment, every time. Fewer comments per post means each one matters more.

3

Have the DM, the asset and the follow-up ready before you post. 1 in 5 posts gets 100+ comments.

4

Build a path for people outside your network: public reply, connection, then the DM.

5

Put the keyword on the image or carousel, and keep it to one short word.

6

Keep posting. Comments per post are up 34% on Q3.

How this report was made

- **Source.** Aggregated, anonymized activity from LinkedIn lead magnet posts run through LeadShark automations. A creator posts, people comment (usually a keyword), and LeadShark replies and sends the DM.
- **Sample.** 21,937 automated lead magnet posts, Q4 2025 to Q4 2026 to date.
- **Discover feed.** Counts of lead magnet posts with 1,000+ comments found by LeadShark's Discover scanner, which tracks posts from creators who don't use LeadShark. A sample, not a census of LinkedIn.
- **Windows.** Calendar quarters in UTC. Q4 2025 is the baseline. Q4 2026 is partial: Oct 1 to 24, counting posts at least 72 hours old, so in practice posts published Oct 1 to 21.
- **Rules.** We report aggregates, and any group smaller than 10 is suppressed.
- **Certified data.** Every count in this report is certified production data. Percentages and changes are calculated from those counts.
- **Limits.** Deleted posts are not included. The LeadShark numbers describe lead magnet creators using LeadShark on LinkedIn, not LinkedIn as a whole.



Turn every comment into a delivered lead magnet

You post, people comment your keyword, and LeadShark replies and sends the DM to commenters you are connected with. Live since Sept 2024: 3M comments captured across 27K+ automations for 1,500+ active creators.

Try it free for 7 days, no card: leadshark.io