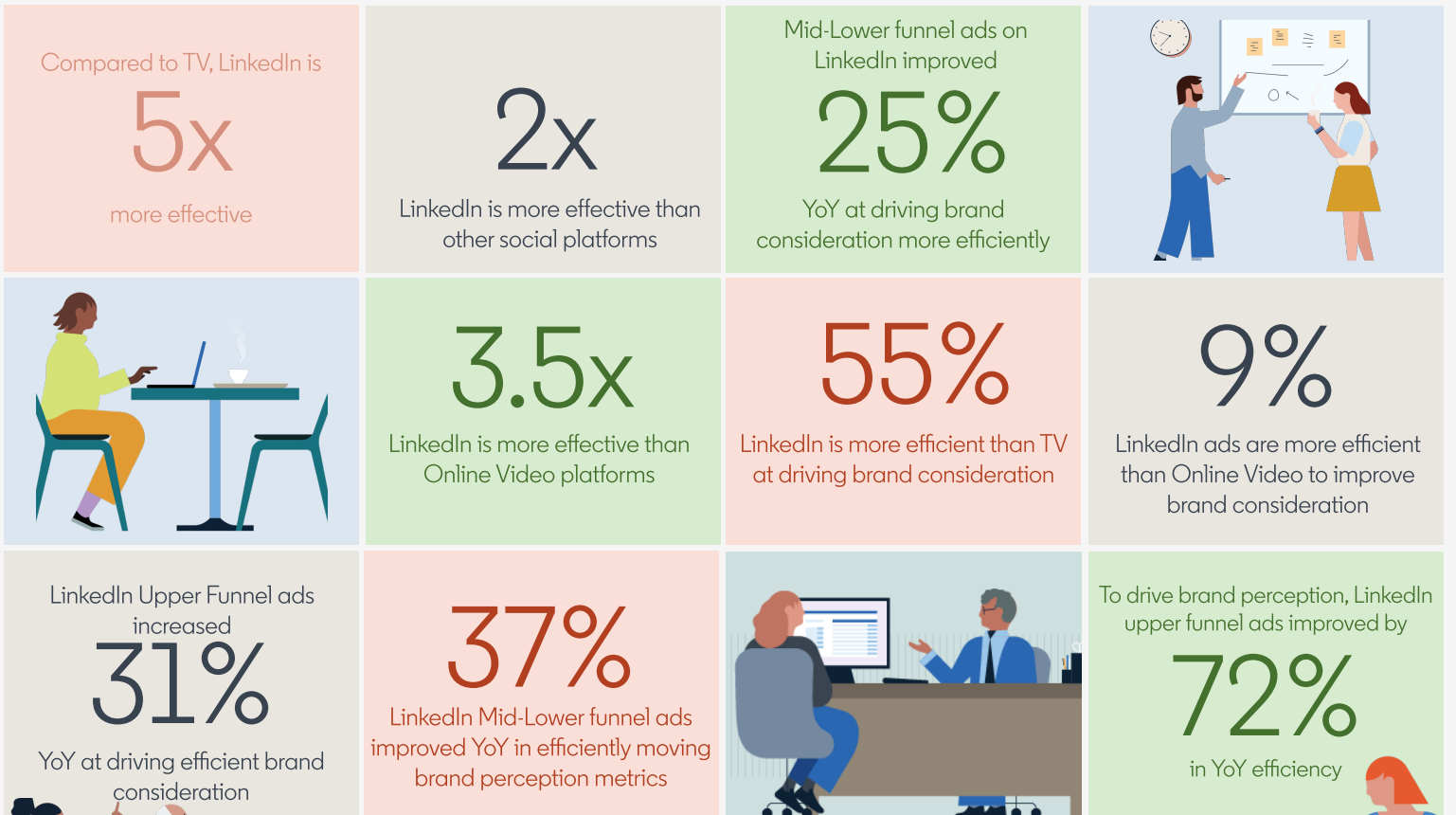
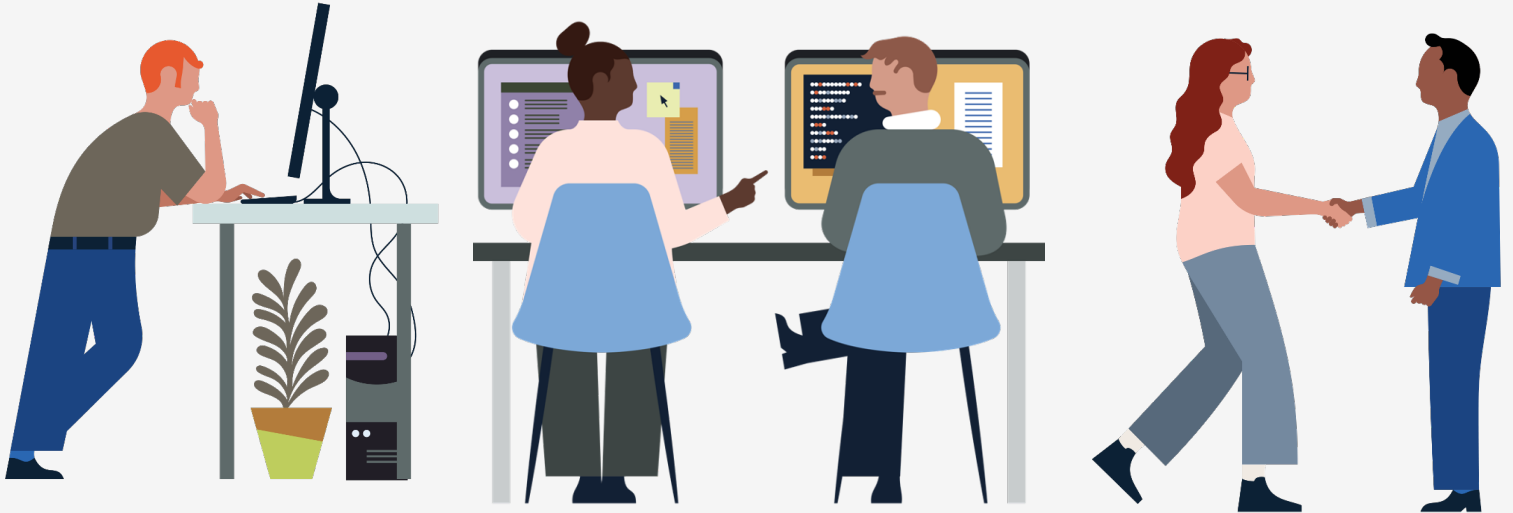


Financial Services B2C Marketing: Impact by the Numbers

Financial Services brands are likely to drive increased brand perception and consideration by shifting more of their media mix to LinkedIn, according to 2022 Media Mix Modeling research conducted by Nielsen.



If you're interested in building brand equity on LinkedIn, learn more about [LinkedIn's ad solutions for Financial Services brands](#). For more information about reaching consumer audiences on LinkedIn, explore the [latest B2C marketing insights and guidance](#).

