

LinkedIn Sponsored InMail

Deliver valuable content to the most personal of LinkedIn channels – our members' Inbox

Introducing Sponsored InMail

Sponsored InMail is the equivalent of a personalized letter directed to your high-value, targeted audiences.

As opposed to the cluttered inboxes used by traditional email marketing, you can be confident that your target audience will see your message in the LinkedIn Inbox. **We alert our members when they receive a Sponsored InMail with a prominent notification on their LinkedIn homepage.** And because our members can only receive one Sponsored InMail every 60 days, **you are guaranteed 100% share of voice.**

Sponsored InMail Drives Results

- **Promote the features and benefits** of a product or service to a targeted group of potential buyers
- **Highlight the benefits** of continued education for professionals
- **Introduce groups and professional communities** focused on a specific topic or industry

“Even though you can buy targeted lists, accuracy is off and [the] email channel is still busy. With LinkedIn, you have validation of the user – even if they change jobs, their profile still exists.”

*Meagan Eisenberg
VP of Demand Generation
DocuSign*

