

REACH

NURTURE

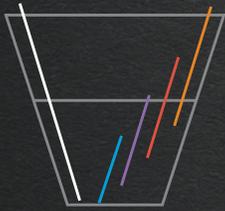
ACQUIRE

**LinkedIn** in <sup>TM</sup>  
Marketing Solutions

# Platform Overview

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# It's a Challenging World for Marketers— and We Can Help

It's no easy feat marketing to today's prospective students. When it comes to higher education decisions, prospects are educating themselves across various websites (not to mention multiple devices), and can be a significant way through their application decisions before they "raise their hand" to talk to admissions.

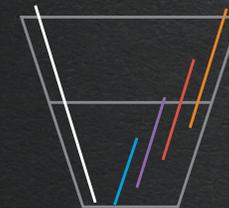
It's up to marketing to help fill this gap before an enrollment conversation takes place by:

- Generating awareness among the right target audiences.
- Creating helpful content that addresses prospects' needs.
- Nurturing leads with content at the right moments until they are ready to buy.

LinkedIn Marketing Solutions provides marketers with the most effective platform for accomplishing all of these objectives, through its entire portfolio of products: **Display Advertising, Sponsored Updates, Sponsored InMail, Lead Accelerator, and Self Service.**

What's more, our out-of-the-box analytics give you complete visibility into how your marketing programs are performing, at any stage of the funnel.

Whether you're a demand generation marketer focused on leads, a brand marketer looking to increase awareness with a professional audience, or perhaps a little bit of both, our portfolio has been purpose-built to help you succeed in reaching the right prospects across any long and complex purchase process.



# Why LinkedIn Marketing Solutions?

LinkedIn is uniquely positioned to help marketers:



## Reach

Reach the right professional audiences with accurate targeting across LinkedIn as well as a network of business and professional publisher sites.



## Nurture

Deliver helpful content at the right time, based on who your prospects are and what matters to them.



## Measure

Track branding and direct response impact with simple yet powerful analytics.

## Our Data

The LinkedIn network consists of a premium professional audience who are influential decision makers at their organizations.



**347M+**

Members  
Worldwide<sup>1</sup>



**2.8x**

More  
Online Spend  
(than Average  
Internet Adult)<sup>2</sup>



**2.5M+**

Business  
Decision Makers  
Active on the  
Platform<sup>3</sup>

## Our Targeting

We offer powerful targeting capabilities to help you reach just the right prospects among this audience of professionals. Target by key business demographic segments, and even combine demographic targeting with powerful segmentation based on engagement levels on your website.



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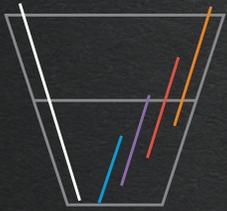
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<sup>1</sup>Source: LinkedIn Q1'15 earnings

<sup>2</sup>Source: comScore Buying Power Index Jan'15, US only

<sup>3</sup>Source: comScore, Dec'14, US only



# Products to Impact Every Stage of the Marketing Funnel

We believe in the value of a full-funnel marketing approach, in which branding and direct response strategies work in tandem, and our customers reach more of the right people at the top of the funnel to drive even greater bottom-funnel conversions.

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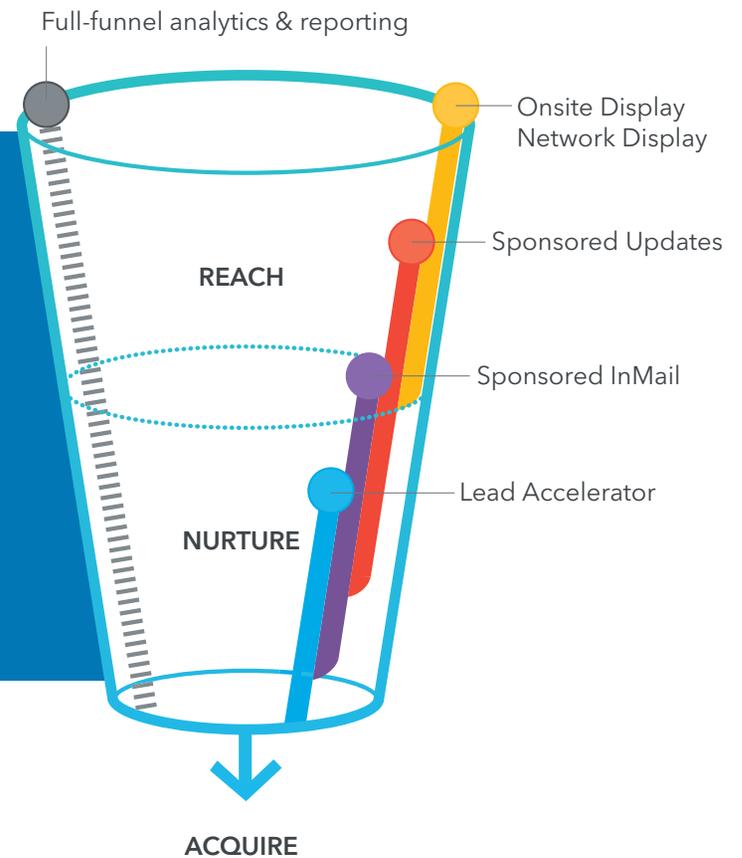
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LinkedIn Marketing Solutions offers the only platform that impacts every stage of your marketing funnel. Through our portfolio of products, we are in the unique position to help you generate awareness and reach more of the right people with your marketing programs, and nurture these audiences by delivering the most relevant content depending on where they are in their purchase decisions.





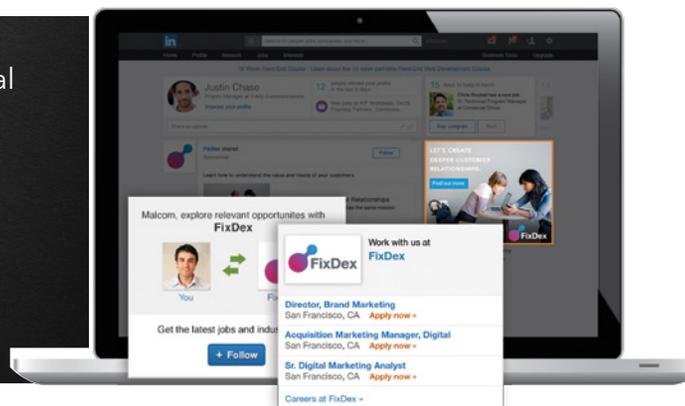
# LinkedIn Display Advertising

Keep your brand on prospects' minds—on and off LinkedIn.

Your target prospects are doing more research online, and are in control of where and when they engage with your brand during the purchase decision. To help you keep your company's brand and content in front of prospects throughout the buying process, **LinkedIn Display Advertising** offers both **Onsite Display** and **Network Display**.

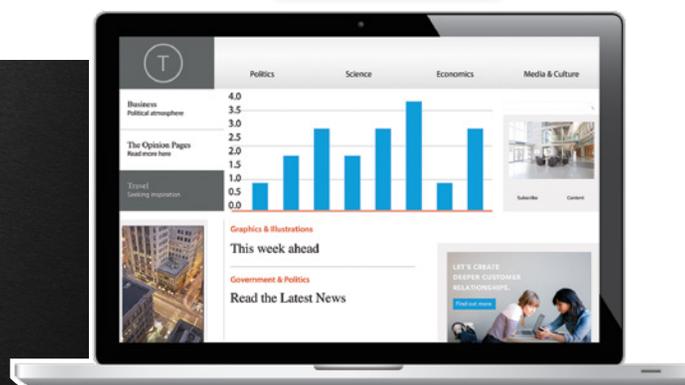
**Use Onsite Display to:** Reach your prospects in a professional context on the LinkedIn network with IAB-standard ads, plus formats unique to LinkedIn including Follow Company Ads, Spotlight Ads, and more.

**Ideal if you are looking to:** Increase brand awareness with LinkedIn's 347M+ members in the premium, high-quality context the site provides.



**Use Network Display to:** Keep the right professionals engaged across the entire Web. Reach them with accuracy and scale on LinkedIn, business publisher sites, and beyond.

**Ideal if you are looking to:** Put your brand in front of the largest business professional audience with scale and frequency.



 Display Advertising

For more information on targeting options, supported ad units, inventory, and analytics for **LinkedIn Display Advertising**, download the product overview at [lnkd.in/displayoverview](https://lnkd.in/displayoverview).

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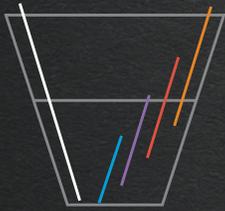
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# LinkedIn Sponsored Updates

Get your content in front of the world's professionals on desktop, tablet, and mobile with native advertising in the world's only professional feed.

Providing relevant content to prospects during the buying process is essential to educating and building brand credibility with them. Marketers must also think about the right channels for their content and reach their target audiences across the wide range of devices and platforms they may be using.

**Use Sponsored Updates to:** Reach a premium professional audience of business decision-makers where they're most engaged, proactively consuming high-quality content in the LinkedIn feed. Leverage Direct Sponsored Content to test your messaging with different audiences, without posting to your LinkedIn Company Page.

**Ideal if you are looking to:**

- Increase brand awareness with a high-quality audience.
- Build relationships with prospects.
- Drive quality leads.



 Sponsored Updates

For more information on **Sponsored Updates** including targeting options and analytics, download the product overview at [Inkd.in/suoverview](https://Inkd.in/suoverview).

# LinkedIn Sponsored InMail

Drive more leads by delivering relevant content in the most personal way possible on LinkedIn—right to our members' Inboxes.

**Sponsored InMail** helps marketers break through the limitations of traditional email marketing by:

- Reaching members only when they are active on the LinkedIn site.
- Engaging your key target audiences across desktop and mobile.
- Delivering personalized messages within the uncluttered LinkedIn Inbox environment.

**Use Sponsored InMail to:** Engage your prospects in the most direct way on LinkedIn and turn recipients into highly qualified leads and customers.

**Ideal if you are looking to:** Drive high-quality leads and pipeline.



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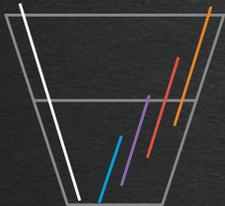
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 Sponsored InMail

For more information on targeting options and how to launch a **Sponsored InMail** campaign, download the product overview at [lnkd.in/inmailoverview](https://lnkd.in/inmailoverview).



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# LinkedIn Lead Accelerator

Deliver more high-quality leads to sales.

Marketers strive to drive more of the right people into the marketing funnel, and nurture them until they're ready to buy. But two primary factors make this no easy task:



## 95%

of website visitors leave without providing an email address.<sup>4</sup>



## 80%

of their marketing emails go unopened.<sup>5</sup>

**Lead Accelerator** solves for both these challenges, going beyond traditional email nurturing by using display and social advertising to nurture both anonymous and known prospects—anywhere they travel online—and across multiple devices.

<sup>4</sup>B2B campaign conversion rates range from 1-5% according to SiriusDecisions Benchmark Survey.

<sup>5</sup>Ayaz Nanji, "Email Open and Click-Through Rates: Benchmarks by Vertical," MarketingProfs, May 13, 2013.

**Use Lead Accelerator to:** Deliver high-quality leads to your sales teams by engaging prospects anywhere online.

**Ideal if you are looking to:** Generate high-quality leads, opportunities, pipeline, and revenue.



# LinkedIn Lead Accelerator

## How It Works

Lead Accelerator lets you serve and sequence content and ad creative to prospects based on their business demographics and level of engagement on your website. In this example, there are two different website audiences, one which visits the home page, and leaves, and the other audience which dives deeper into

the product pages of a site because they are more sales ready. Both audiences are valuable, and Lead Accelerator lets marketers nurture these audiences with the most relevant messaging and content, optimizing over time and across multiple channels including display and social ads, and email.

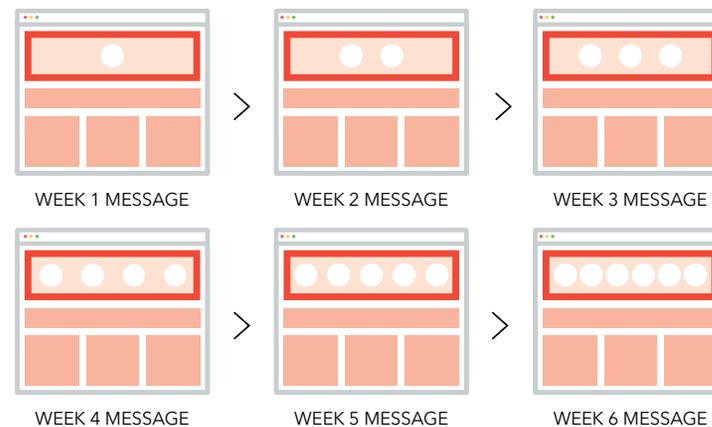
### Home Page Only Visitors

Higher-Level Message



### Engaged Visitors - Product Page "A"

Use Case/Benefits Message



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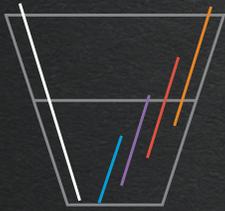
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Lead Accelerator

For more information on **Lead Accelerator**,  
download the product overview at [lnkd.in/laoverview](https://lnkd.in/laoverview).



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# LinkedIn Self Service

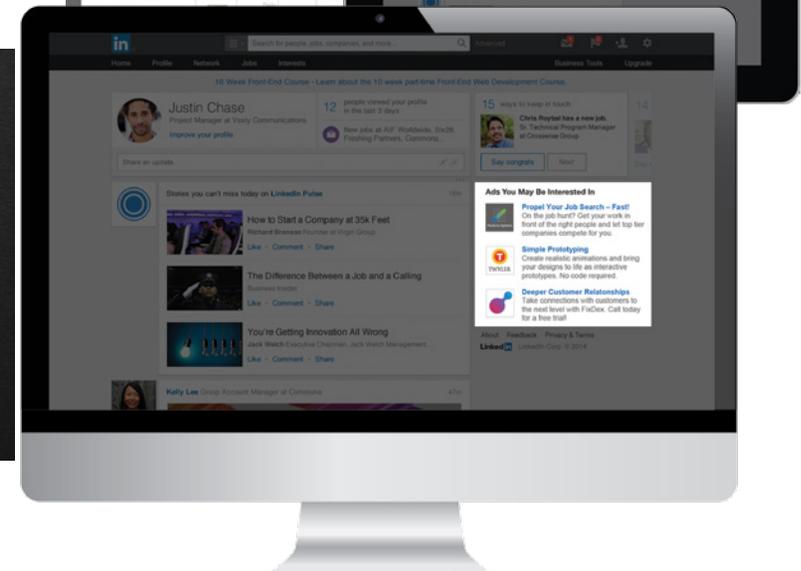
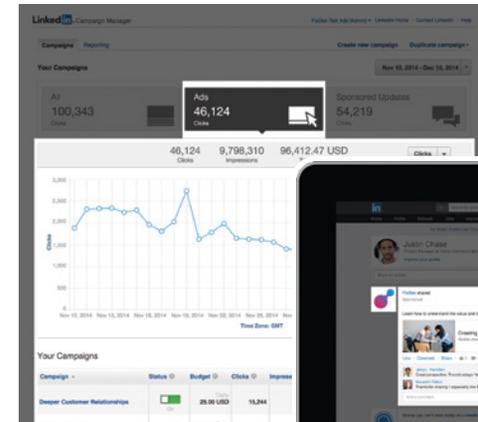
Drive new customers to your business on a budget that works for you.

LinkedIn offers growing businesses an easy, self-service advertising platform to generate leads from their target audiences. Using LinkedIn Self-Service products, including **LinkedIn Text Ads** and **LinkedIn Sponsored Updates**, marketers can get their businesses in front of the right prospects, and drive them to their websites and landing pages. Pay-per-click (PPC) or cost per impression (CPM) pricing options allow marketers to set their own budgets. And, intuitive campaign analytics let you track performance and optimize your strategies over time.

**Use Text Ads to:** Connect with a premium professional audience of business decision-makers and drive high-quality leads on a budget.

**Ideal if you are looking to:** Generate quality leads while controlling your costs.

**Use Sponsored Updates to:** Build brand credibility and educate prospects as well as generate leads.



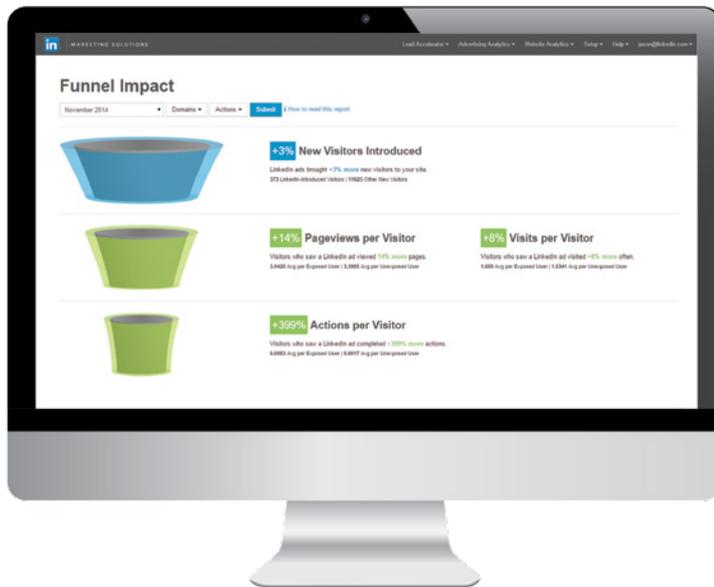
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Get started at [www.linkedin.com/ads/create](http://www.linkedin.com/ads/create).

# Full-Funnel Analytics

Gain insight into the metrics that matter most.

The LinkedIn Marketing Solutions platform provides Full-Funnel Analytics, advanced reporting that lets you measure the impact of your marketing programs at every stage of the marketing funnel. Our platform helps you determine the right success metrics depending on your marketing objectives, and provides insight on what's working from the top to the bottom of the funnel.



Gain insight into a wide range of metrics including:

- Number of new visitors driven to your website from your marketing programs.
- How engaged these visitors were.
- How many prospects turned into qualified leads.

We give you the power to know what's working with your current strategies, and how to optimize them over time.



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# Our Customers

We're fortunate to work with thousands of brands who rely on LinkedIn Marketing Solutions to accomplish their objectives. Here is just a sampling of the companies we're helping to reach new audiences, build their brands, and nurture their prospects across the entire buying cycle.



# Let's Get Started



Contact a LinkedIn Marketing Solutions representative at [lnkd.in/lmscontact](https://lnkd.in/lmscontact).



Check out our ad specifications at [lnkd.in/adspecs](https://lnkd.in/adspecs).



Learn more about the LinkedIn Marketing Solutions platform at [lnkd.in/lmslearnmore](https://lnkd.in/lmslearnmore).



Today, LinkedIn members number more than 364+ million professionals. That's over one-half of the 600 million professionals on the planet, representing the largest group anywhere of influential, affluent, and educated people.

For more information, visit [marketing.linkedin.com](https://marketing.linkedin.com).