

# LinkedIn's Video Ecosystem is Built for B2B

LinkedIn's first-party data and precision targeting influences entire B2B buying groups, not just individuals. Add LinkedIn video to your media plan to engage prospective buyers in the Feed and across off-platform placements, connecting experiences across the full buying cycle.



## Video solutions built for always-on



- In-Feed Video Ads
- Connected TV New feature
- BrandLink
- Thought Leader Ads
- Video Ads via LAN

## Video solutions built for brand moments



- Premiere Video Ads New
- Event Sponsorships New
- Top Voices 360 New

## Product Spotlight: LinkedIn CTV

Connected TV extends LinkedIn's unmatched targeting capabilities to the big screen, helping your customers reach high-quality, hard-to-reach audiences in an immersive environment where their brand will stand out.

### Flexible buying options:

- ✓ LinkedIn Campaign Manager
- ✓ CTV Select 1:1 publisher deals: Paramount and NBCU
- ✓ CTV via DSPs, including The Trade Desk

