

Who healthcare marketers can reach

LinkedIn's first-party data delivers best-in-class targeting and scalable reach into valuable US audiences.



8.6 million
HCPs

Reach practitioners by specialty via job title and skills targeting; share research, thought leadership and disease state awareness campaigns.



12 million
CXOs

Shift perception among business elite and opinion leaders.



3.1 million
Policymakers

Manage corporate reputation by messaging government influencers.



600,000
Institutional Investors

Build awareness and improve sentiment among money managers.



29 million
Millennials

Reach the most aspirational members of the generation to improve awareness and favorability.



How healthcare marketers win

LinkedIn's unique combination of context, mindset and trust creates an environment primed for message resonance.

Mindset



Visiting LinkedIn makes members feel **3x more purposeful and ambitious** than visiting other social platforms.¹



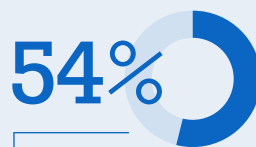
Social media audiences are most likely to visit LinkedIn to **learn, improve their career and manage their life better.**¹



Audiences seeking to learn and look for advice are **1.7x more likely to be receptive to advertising.**²

Trust

LinkedIn is the most trusted social platform.



of consumers say trust is very impactful on their **ad engagement.**³



LinkedIn was the **most trusted platform** for the second year in a row, and took that top spot for nearly every pillar of trust.³ ”

Business Insider Intelligence, Digital Trust Report.

Brand safety



Marketers rank LinkedIn as the most brand-safe digital platform.⁴

Source: 1 - Interpret, Mindset Survey, May 2018. 2 - Millward Brown Digital Study, January 2018.

3 - Business Insider Intelligence, Digital Trust Report, June 2018. 4 - GurmGum, The New Brand Safety Crisis, October 2017