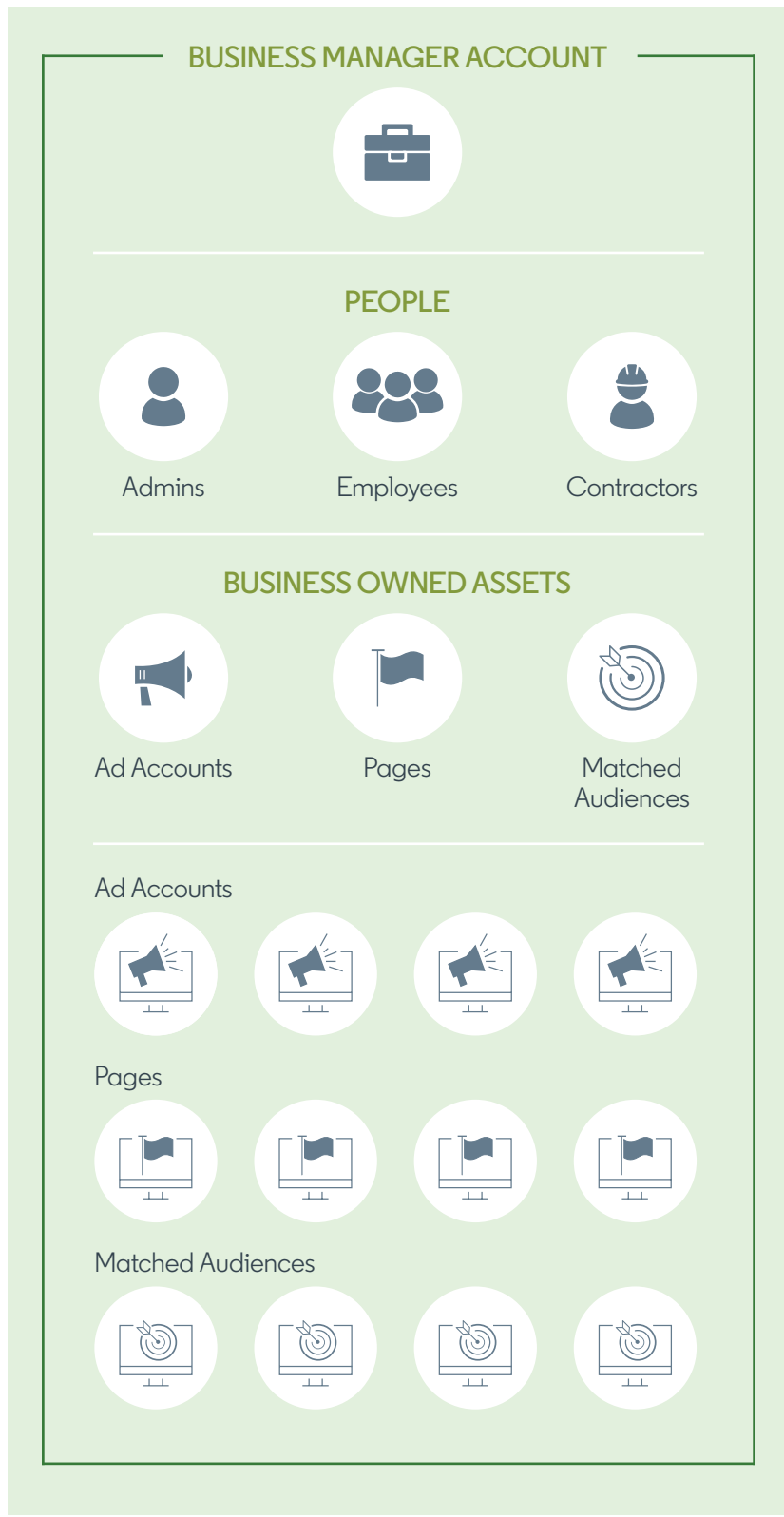




Introducing LinkedIn Business Manager

One place to easily manage all of your organization's Ad Accounts and Pages.

Business Manager simplifies your marketing experience on LinkedIn by grouping your organization's different Ad Accounts, Pages, and people under a single, secure umbrella.

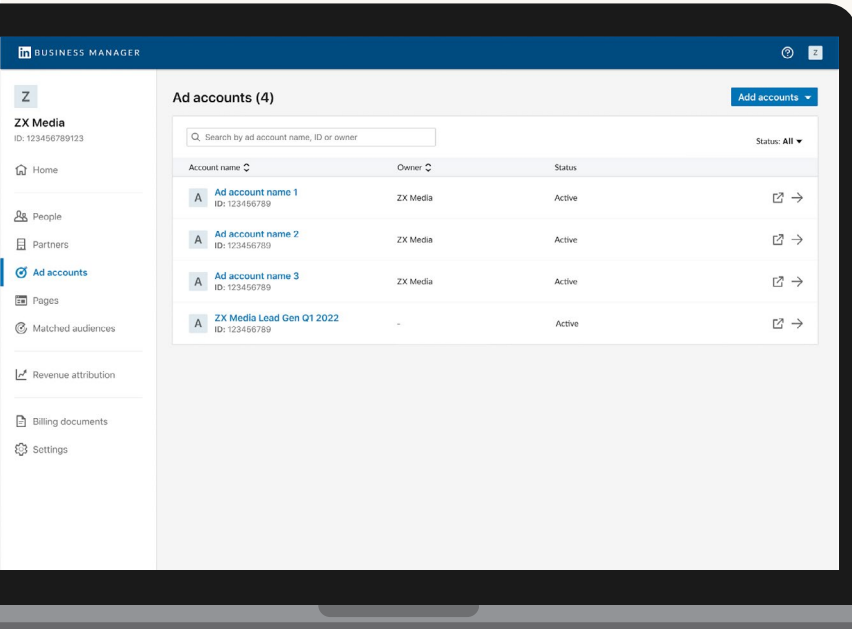


Business Manager is built with you in mind. Use it when:

- You're advertising across multiple Ad Accounts and Pages.
- You're part of a large marketing team and need to manage multiple people's access.
- Your business needs access to another organization's Ad Accounts or Pages, such as in agency setups.
- Your organization has successful Matched Audiences you want to use across multiple Ad Accounts.



Use Business Manager to:

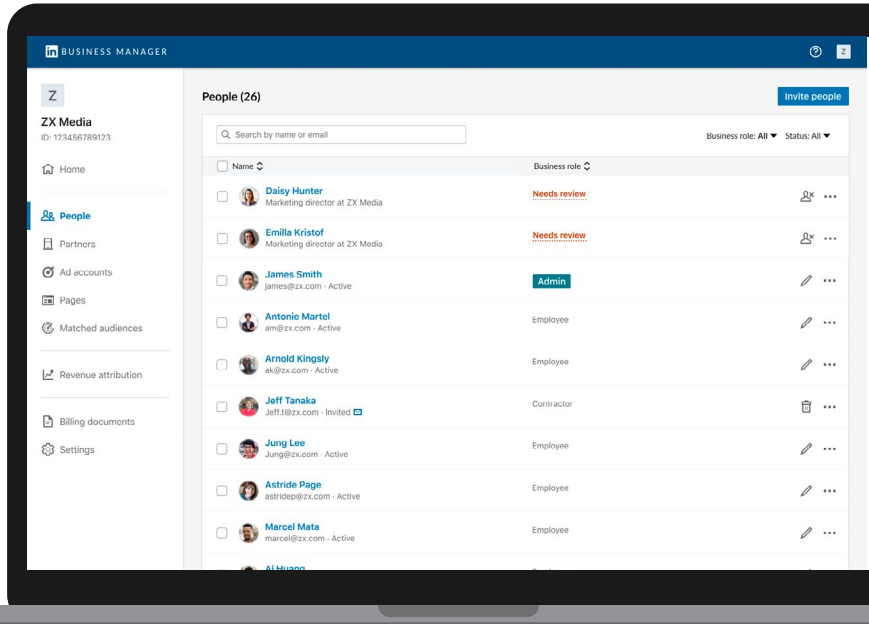


1 Simplify your marketing experience on LinkedIn

Link all your Ad Accounts, Pages, and Matched Audiences to a single dashboard.

2 Make it easy and secure for everyone to collaborate

Give people and businesses the access they need or remove them in a click — all from one place.



3 Save time reaching your buyers

Seamlessly share [Matched Audiences](#) across Ad Accounts. Whenever the audience is updated, that change is instantly reflected across all the campaigns using it.

