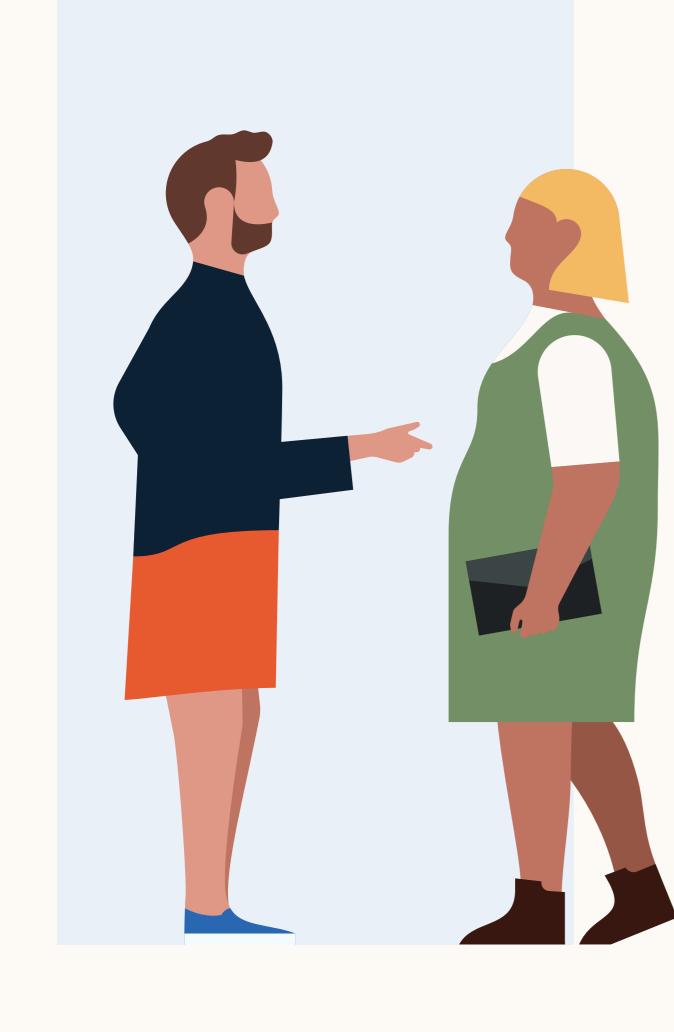
Why Run Your Brand and Demand Campaigns on LinkedIn



Right audience With 774+ million members,*

LinkedIn has assembled the world's largest professional audience. Our members regularly spend time on

LinkedIn sharing engaging moments, joining in conversations, and learning from industry leaders. Coupled with our robust member and company data, you can reach organizations and teams of people who are making buying decisions together. * As of September 2021

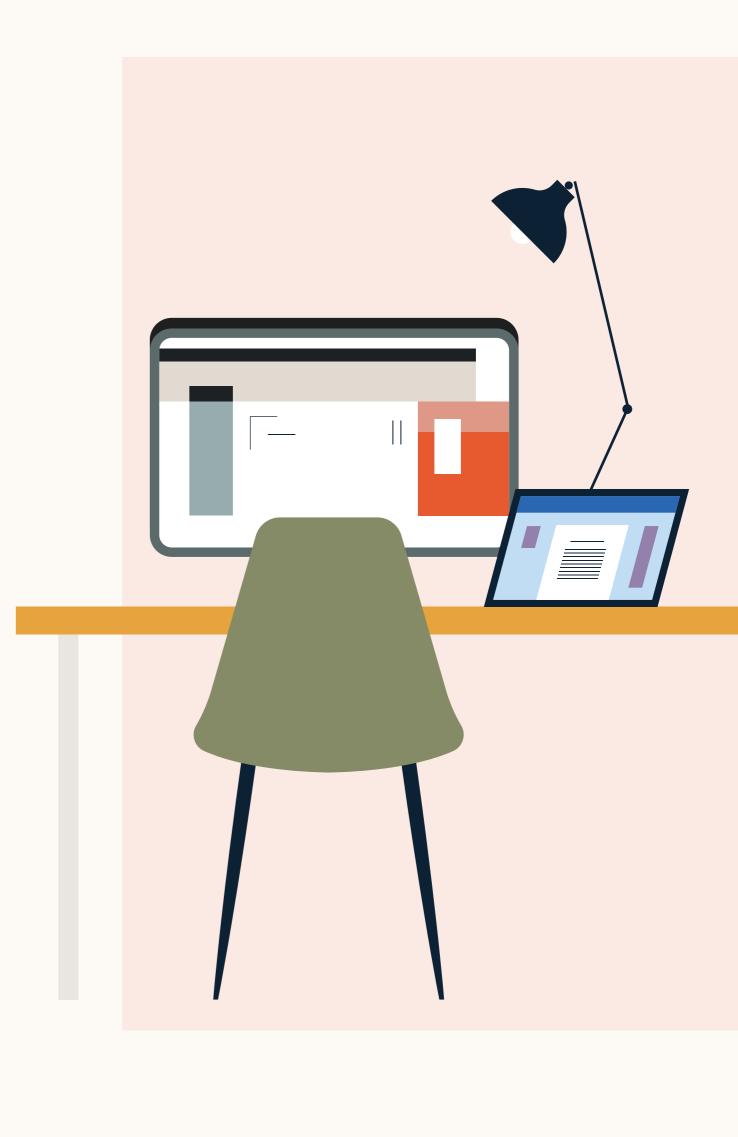
LinkedIn makes up the largest share of U.S. B2B display ad spending in 2021.*

social platform globally by

Right environment

For the third year in a row, LinkedIn is recognized as the most trusted

Business Insider's Digital Trust report. LinkedIn is the premier digital platform where members invest time to build and grow their professional community and reputations. Moreover, we've created an environment where consumers and brands alike feel respected and safe. * eMarketer August 2021





our members are purposeful when they visit our platform.

Right engagement

They invest time in LinkedIn to be more productive and successful, to learn and grow.

Our audience is unique because

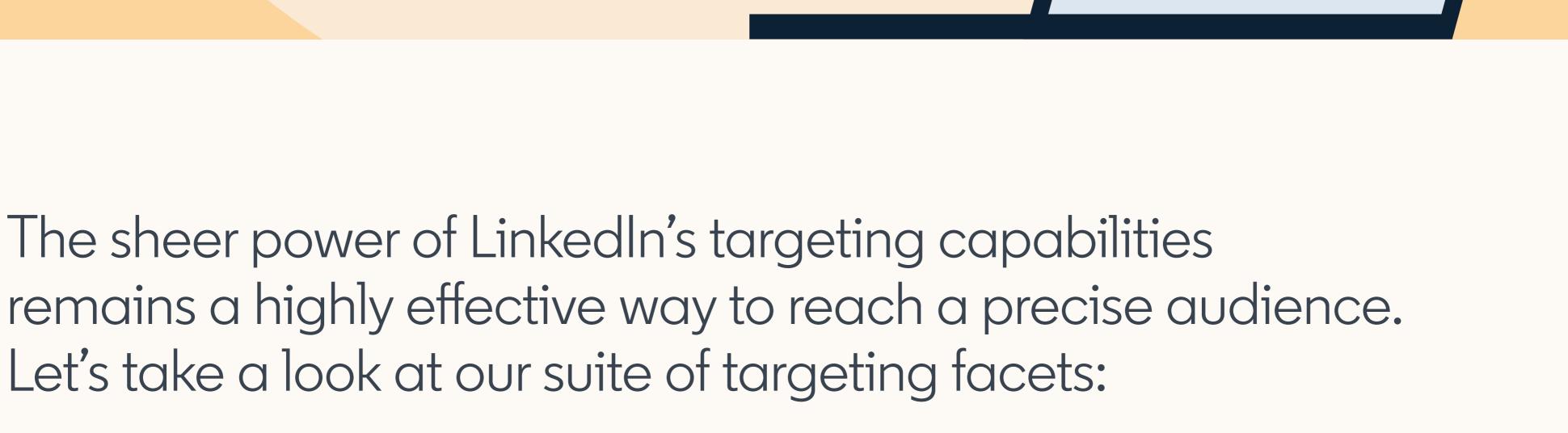
As a result, they're more interested (compared to other platforms) in learning about brands on LinkedIn.

different ad formats and targeting across LinkedIn to engage and convert your target audience.

Take advantage of your LinkedIn toolkit

Let's walk through the tools you can already access

on LinkedIn — these are essential to how you use



2.8 million locales, you can engagement retargeting, reach professionals based company list, contact list, on their recent and/or and lookalikes. permanent location



Company Name, Followers, Growth Rate, Category, Size, Industry, or Connections

Company

Location

With members in over

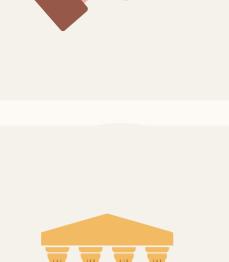
Job Experience

Job Function, Seniority, Title,

Skills, Years of Experience

Interest and Traits

Groups, Interests or Traits



Education Degrees, Fields of Study,

Schools

addition to Matched Audiences, you can remarket to members based on the actions they've taken on Linkedln, such as:

Retargeting video viewers

rate, as well as fully viewed

by 25%, 50%, 75% completion

Retargeting Lead Gen Form

opens or submitters

You can also reach your

audience using LinkedIn

website retargeting,

Using retargeting by

engagement, the latest



Marketers can tap into our powerful demographic data to:

Reach everyone

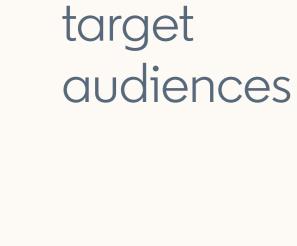
buying decision

involved in the

Zero in on intent,

interests, and more

behavior, engagement,

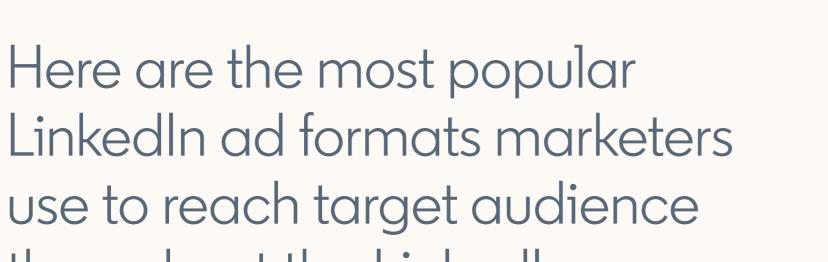


Precisely

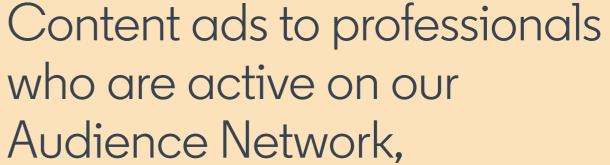
Ad solutions

throughout the LinkedIn

and in messaging.



ecosystem, including the feed



LinkedIn Audience

Extend your Sponsored

scaling your message with

up to 25% more reach.

Network (LAN)

Video Ads

Sponsored Content



Single Image Ads

Capture attention



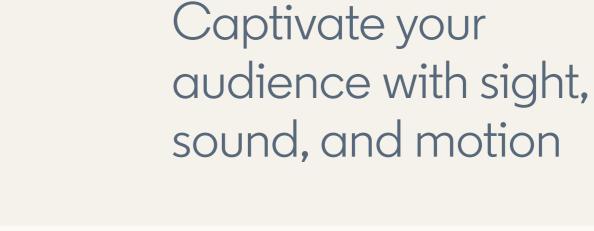
with a powerful visual



Tell a story with

Carousel Ads

a swipeable series of cards



Sponsored Messaging



Send direct messages to your prospects to spark immediate action



Conversation Ads Start quality conversations with professionals

through a choose-your-

path experience



Collect quality leads using forms that are

pre-filled with LinkedIn profile data

Linked in



Drive meaningful engagement with business-minded buyers on Linkedln.