

# LinkedIn Audience Network

## Our Brand Safety & Quality Initiatives

The LinkedIn Audience Network helps you reach even more people with your Sponsored Content and deliver your campaign budget more easily — in the LinkedIn newsfeed and on high-quality publishers beyond. LinkedIn and our ad exchange partners take several steps to ensure that your content appears on brand-safe placements within the Audience Network.



### LinkedIn promotes advertiser brand safety and quality through the following measures:

- For all ads served through the Audience Network, we only bill you for ad clicks.
- We give you control over your ad serving: you can block your ads from serving on all publishers within specific IAB categories, and you can block your ads from serving on specific mobile apps and desktop domains where you do not want your content to appear.
- Working with our ad exchange partners, we hand-pick the publishers in the Audience Network to allow our customers to serve in brand-safe environments. We review partner publishers to ensure they meet our [advertising guidelines](#) and may remove publishers from our network at any point if they do not meet these guidelines.
- We monitor our network for bot traffic or otherwise fraudulent activity and cut any offending publishers.



### Our ad exchange partners also promote brand safety and quality through the following measures:

- Ongoing collaboration with LinkedIn to improve available native inventory quality.
- Integration with viewability/brand-safety providers. The vast majority of our partners' network inventory is considered viewable by third-party providers, including (but not limited to) [Moat](#) and [Integral Ad Science](#).
- Our ad exchange partners maintain their own publisher block lists to ensure a higher quality standard for native ad inventory.