



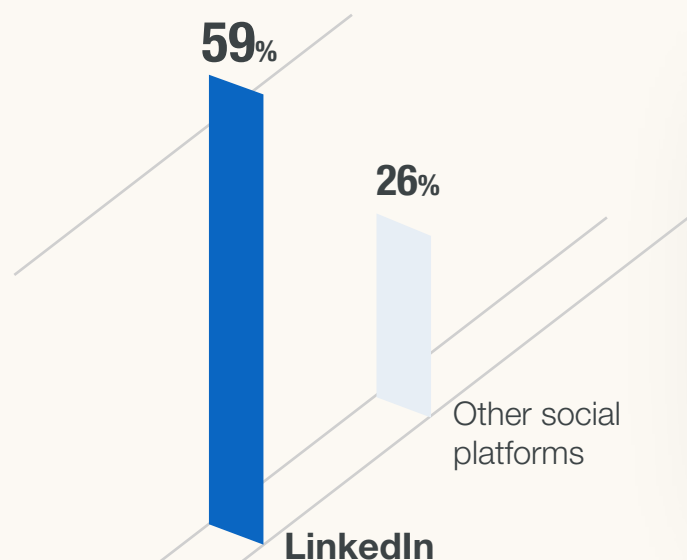
THE CASE FOR B2B MARKETING ON LINKEDIN

REACH THE RIGHT PROFESSIONALS, THE RIGHT WAY

LinkedIn Leads the Pack

TOP IN LEAD GENERATION... BY A LONG SHOT¹

% of marketers who generate leads from the platform



#1 FOR CONTENT MARKETING¹

97% of B2B marketers use **LinkedIn** for their **content marketing** efforts.

78% of B2B marketers rate **LinkedIn** the most effective **social media** platform at helping their organization achieve specific objectives.¹

45% of all **social media** traffic to a company's **homepage** comes from **LinkedIn**.²

The World's Professionals in One Place

Brands have the opportunity to target and engage with this massive quality audience in a professional context.



575M
Members



61M
Senior-level influencers



46M
Decision makers

Fortune 500 companies' **MOST-USED** social media platform³

Meet Your Marketing Goals

DRIVE ENGAGEMENT

With **LinkedIn video ads**, KLM reduced its average cost-per-view by

62.5%

90%

DRIVE LEADS

9 out of 10 customers reduced their cost per lead with **LinkedIn Lead Gen Forms**.

69%

DRIVE REVENUE

Using **LinkedIn Sponsored Content**, eDataSource saw a 69% decrease in lead-gen costs.

Undeniable Results with LinkedIn Marketing Solutions

EFFICIENTLY GENERATE QUALITY LEADS

Collect even more quality leads from your ads on LinkedIn with seamless pre-filled Lead Gen forms.

GG *Having members stay in app with LinkedIn Lead Gen Forms is a seamless user experience.*

NIK LOVE
GLOBAL DIGITAL MANAGER
IR PROGNOSIS

IR Prognosis saw:⁴

2X
INCREASE
in conversion rates

44%
REDUCTION
in cost per lead

BUILD BRAND AWARENESS WITH THE RIGHT AUDIENCES

Video ads can help you tell your brand's story.

GG *LinkedIn's video ads proved to be an effective way to trigger and engage highly relevant professional audiences.*

EVA VAN DEN BORN
SENIOR ONLINE MARKETER
SCHOUTEN & NELISSEN

Schouten & Nelissen saw:⁵

2X
higher CTR
than campaign objectives

35%
average video completion rate

LEVERAGE THE RIGHT METRICS TO DRIVE THE MOST IMPACT

Conversion tracking equips marketers with the insights to optimize their content for increased ROI.

85%
OVERALL
lead-to-demo ratio

NetBrain saw:⁶

2X
INCREASE
in CTR in just three months

GG *We've been updating our campaign with insights gained from LinkedIn conversion tracking. At this time, 94% of leads generated through our campaign are sales-accepted.*

PRIYANK SAVLA
DIGITAL MARKETING MANAGER
NETBRAIN

By offering **the right environment, the right audience, and the right engagement**, LinkedIn drives the results marketers care about the most.

Learn more about LinkedIn Marketing Solutions at lnkd.in/getproof

LinkedIn Marketing Solutions

SOURCES: 1. Content Marketing Institute, 2018 Benchmarks, Budgets, and Trends—North America | 2. "LinkedIn Internal" | 3. "Fortune 500's Social Media Platform Use," Marketing Charts | 4. IR Prognosis | 5. Schouten & Nelissen Case Study, LinkedIn Marketing Solutions | 6. "NetBrain and LinkedIn: A No-Brainer for Conversion Tracking," LinkedIn Marketing Solutions