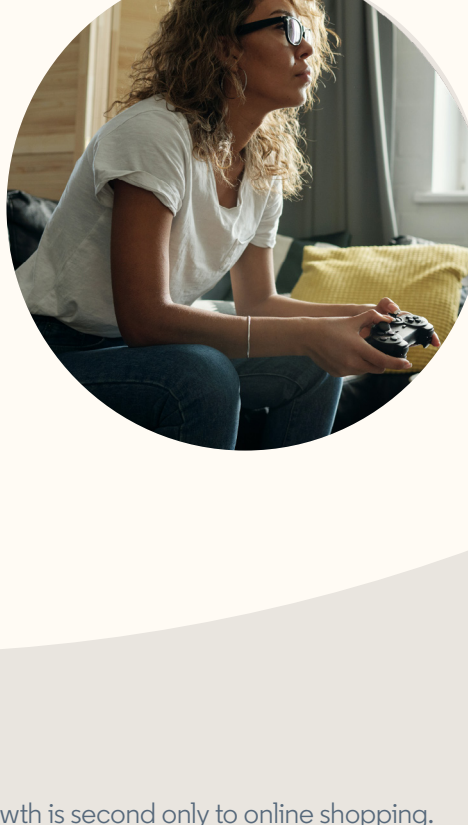


Our members are your gamers.

Level up your connection with the gaming community on LinkedIn.



Gaming is growing.

With people spending more time at home, gaming sales growth is second only to online shopping.

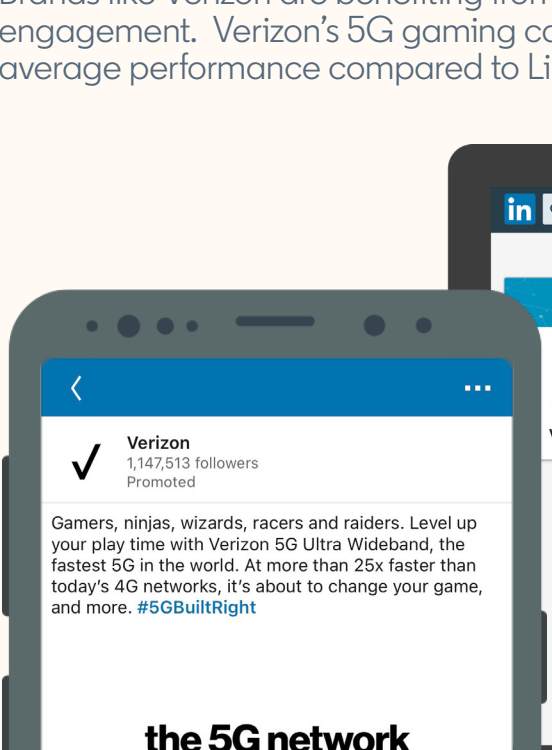


Source: New York Times



42% of gamers are spending more money on games, both consoles and subscriptions

LinkedIn members, especially gamers, are very engaged.



Active gamers on LinkedIn:

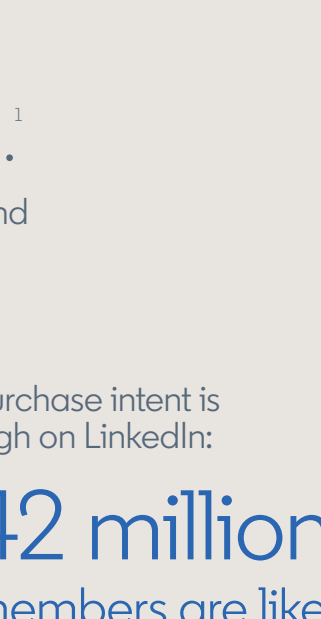
According to a Nielsen custom study commissioned by LinkedIn,

55 million U.S. members are gamers

Gamer engagement on LinkedIn:



54% of LinkedIn gamers plan to use LinkedIn more often than they have in the past¹



81% of LinkedIn gamers use LinkedIn at least once per week and are more engaged than LinkedIn's general member base

Brands like Verizon are benefiting from LinkedIn members' higher than average engagement. Verizon's 5G gaming campaign drove **3.5x to 5x higher** than average performance compared to LinkedIn average benchmarks.



Our gaming members are affluent and ready to spend.¹

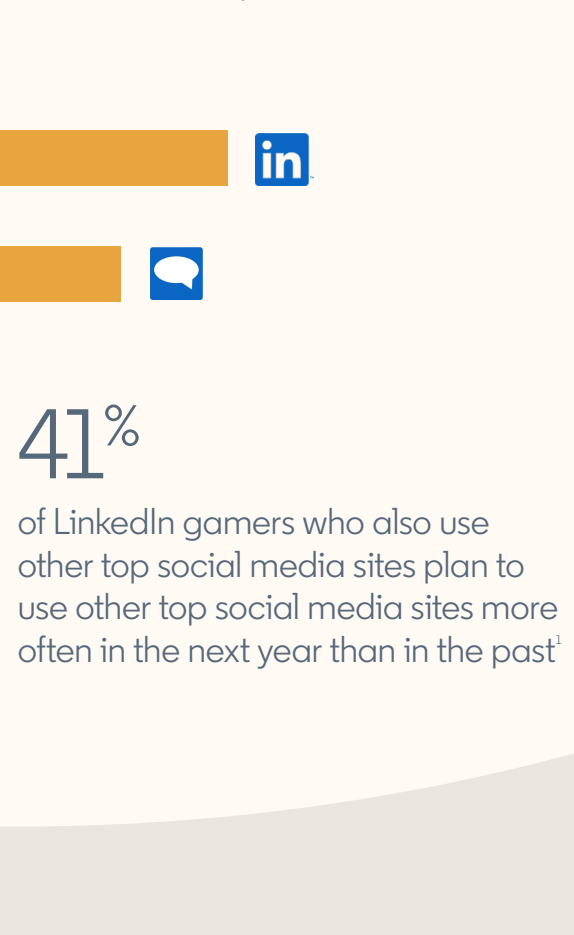
There's a massive opportunity to engage new and existing gaming audiences on LinkedIn.



Purchase intent is high on LinkedIn:

42 million members are likely to consider purchasing a gaming console in the next year²

31 million LinkedIn members are likely to consider purchasing a gaming subscription³



"LinkedIn is the best place to connect with gamers who care about the industry and community."

- Bryan Danek, LinkedIn Gamer

Gaming Influencer

Who is the LinkedIn gamer?

The category of "gamer" includes tens of millions of members, from startup leaders to parents and middle school principals. There are many opportunities for gaming companies to reach highly engaged members who are avid gamers.

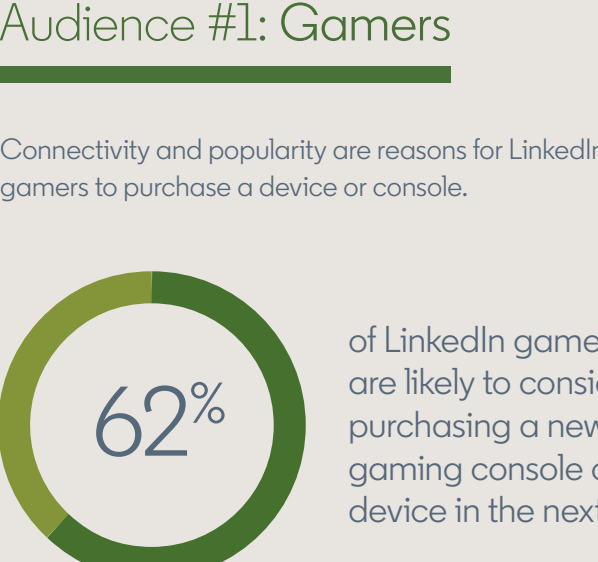
Gamers favor LinkedIn over other platforms.



54% of LinkedIn gamers plan to use LinkedIn more often in the next year than in the past

41% of LinkedIn gamers who also use other top social media sites plan to use other top social media sites more often in the next year than in the past¹

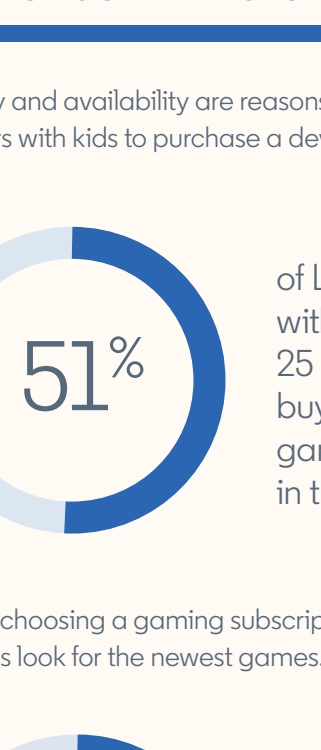
LinkedIn parents with kids aged 13-25 are a sweet spot customer for gaming advertisers.



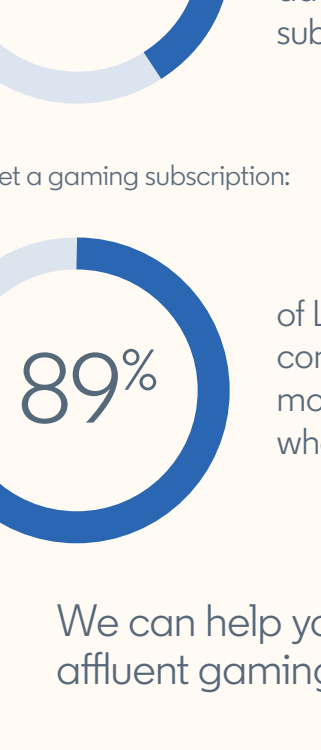
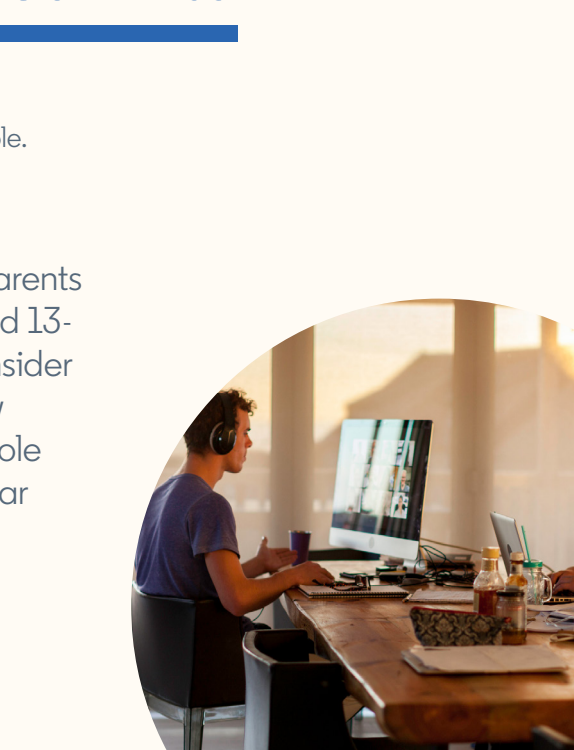
51% of LinkedIn parents with kids aged 13-25 plan to use LinkedIn more often next year than in the past²

35% of LinkedIn parents with kids aged 13-25 who also use other top social media sites plan to use other top social media sites more often next year than in the past³

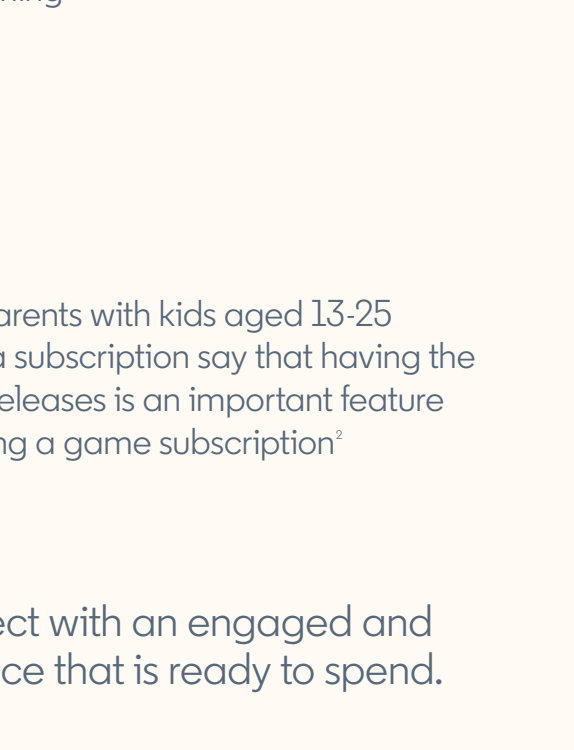
Our members' opinion of a brand improves if they see it advertised on LinkedIn.



51% of LinkedIn gamers said that their opinion of a brand improves if they see it advertised on LinkedIn¹



50% of LinkedIn parents with kids aged 13-25 said that their opinion of a brand improves if they see it advertised on LinkedIn²



LinkedIn member engagement with gaming content has increased **37%** when comparing the first-half of 2020 to that of 2019

Brand advertisers see the value of engaging with LinkedIn members. 98% of these advertisers agree that LinkedIn "has the consumers I'm looking for."

We can help you reach Gamers on LinkedIn

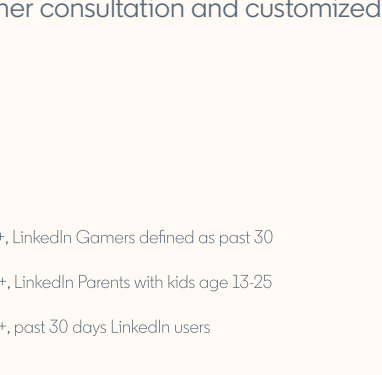
Primary audience opportunities.

Audience 1



Gamers

Audience 2



Parents with Gen Z kids (13-25)

Audience #1: Gamers

Connectivity and popularity are reasons for LinkedIn gamers to purchase a device or console.

62% of LinkedIn gamers are likely to consider purchasing a new gaming console or device in the next year

LinkedIn gamers are willing to pay more for a premium service with the latest games.

50% of all LinkedIn gamers would consider adding a gaming subscription¹

Technology brands, including Microsoft, use LinkedIn Marketing Solutions to launch new products and gaming consoles.

Audience #2: Parents with Gen Z kids

Variety and availability are reasons for LinkedIn gamers with kids to purchase a device or console.

51% of LinkedIn parents with kids aged 13-25 would consider buying a new gaming console in the next year

When choosing a gaming subscription, parents look for the newest games.

41% of LinkedIn parents with kids aged 13-25 are likely to consider adding a gaming subscription

Why get a gaming subscription:

89% of LinkedIn parents with kids aged 13-25 considering a subscription say that having the most recent releases is an important feature when choosing a game subscription¹

We can help you connect with an engaged and affluent gaming audience that is ready to spend.

Reach LinkedIn's 55M+ gamer ecosystem, or hone in on specific audiences you care about most, such as:

First-Party Matched Audiences

Functions

(IT, Software, Engineering, Ops, Finance, BD, etc.)

Titles

(Developers, Software Engineers, Business Decision Makers, etc.)

Interests & Skills

(Programming, Software Development, etc.)

Industries & Companies

Our members are your gamers.

We look forward to helping you engage with the gaming community on LinkedIn.

Please reach out to your account representative for further consultation and customized insights.

Sources:
1. Nielsen Custom Study commissioned by LinkedIn conducted 2/22/20-3/5/2020, Adults 18+, LinkedIn Gamers defined as past 30 days LinkedIn users who play video games at least a few times per week.
2. Nielsen Custom Study commissioned by LinkedIn conducted 2/22/20-3/5/2020, Adults 18+, LinkedIn Parents with kids age 13-25 who are past 30 days LinkedIn users.
3. Nielsen Custom Study commissioned by LinkedIn conducted 2/22/20-3/5/2020, Adults 18+, past 30 days LinkedIn users.