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Quality and brand safety with the LinkedIn Audience Network

The LinkedIn Audience Network helps marketers reach targeted professional audiences across multiple touchpoints extending Sponsored Content campaigns on trusted, third-party publishers

LinkedIn is committed to protecting your brand from fraud and objectionable content onsite and on our Audience Network. Our goal is to build customer confidence by ensuring their message is delivered in brand-safe placements.
To do so, **LinkedIn takes the following quality and brand safety measures.**

Upholding LinkedIn brand safety standards

- We aim to extend the same level of quality ad experience and context standards for ads on LinkedIn and on the LinkedIn Audience Network.

  We work with brand safety partners like Pixalate and Integral Ad Science to score all publishers' level of invalid traffic and ad fraud rating to whitelist publishers and bid on inventory where ads are being seen by real people and are reaching the right professional audiences.

Meeting customer's brand safety standards

- We work with customers to prioritize publishers they trust most, as long as the publishers meet our quality standards.

  Understanding which publishers align to various customer's brand safety standards and which ones do not, is important to help strengthen the quality of publishers we whitelist.

- Advertisers can set up category-level blocking based on IAB publisher categories, to ensure their ads are placed on apps and sites that align to their brand safety standards.

  This level of customization is at the campaign level so advertisers have additional control over where their message is delivered on the LinkedIn Audience Network.
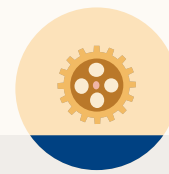
Automated and manual quality checks

- Working with our ad exchange partners, there are multiple layers of automated fraud prevention, filtering out low-quality publishers and placements for all ads on the LinkedIn Audience Network.

  LinkedIn and each ad exchange partner maintains their own publisher blocklist.

- On a consistent cadence, we review and curate trusted, top-engaging publishers to add to our whitelist.

  We review publishers and may remove them from our network at any point if they do not meet our advertising guidelines.

For more information about LinkedIn Audience Network, please visit the LinkedIn Help Center.

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