# LinkedIn

LinkedIn Audience Network: Reach millions of professionals across multiple touchpoints.

With the LinkedIn Audience Network (LAN), healthcare marketers can easily scale their Sponsored Content campaigns to the same target audience across our suite of trusted publishers - where LinkedIn members are almost twice as reachable. Increase your monthly touchpoints by up to 9x to engage more senior decision makers and reduce overall campaign return on ad spend.

LAN increases your brand value and reaches the right professional community, from payers and providers to legislators and business leaders, where they're most active, whatever your budget. **The cost per click pays off.**
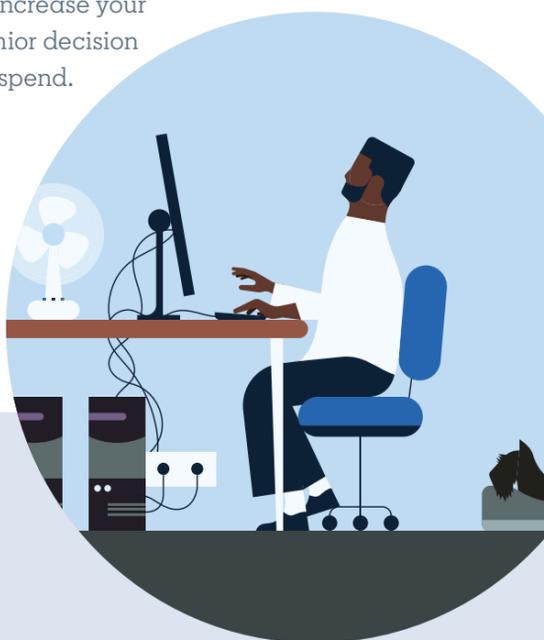
What LAN does:

Extends your campaign reach up to 25% by engaging the same LinkedIn members on trusted third-party publishers

Gives you control over where your ads appear by allowing you to block publishers based on IAB category or through custom blocklists
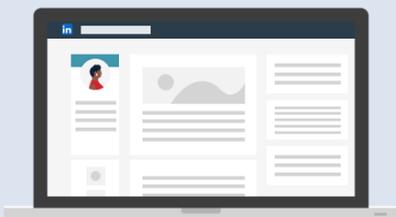
Helps you target healthcare audiences like opinion leaders, HCPs, providers and payers

Expand reach with trust.
### Customer success story

Johnson & Johnson streamed the first-ever LIVE weekly COVID-19 news series "The Road to a Vaccine," driving massive engagement on LinkedIn Live, by targeting a global healthcare audience.

Utilizing video and sponsored content, Johnson & Johnson activated the series through LinkedIn and expanded reach with LAN.

Results:

This campaign was successful in reducing CPM, while also increasing engagement:

-64% CPM

+25% CTR

Johnson & Johnson used targeted video ads to drive better engagement.

To drive sustained interest over time, Johnson & Johnson utilized video ads on LAN to quickly scale their campaigns and promote upcoming episodes of their weekly series.
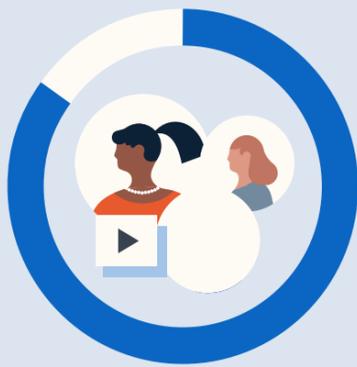
85% of marketers agree that video ads drive higher traffic
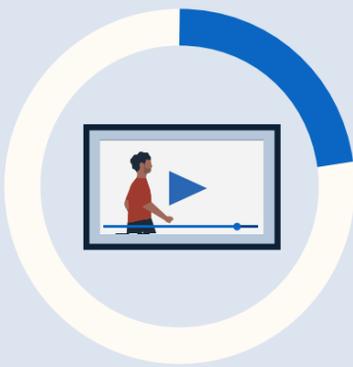
+23% increase in video completion rate, compared to Johnson & Johnson benchmarks

With LinkedIn Audience Network, you'll reach more professionals in more places. We'd love to help you get started.

Contact your LinkedIn Account Team or visit the LAN page

Learn more

Make sure LAN is enabled for your campaigns

Create a campaign

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