

# Why Run Your Brand and Demand Campaigns on LinkedIn

## Right audience



With **774+ million members**,\* LinkedIn has assembled the world's **largest professional audience**.

Our members regularly spend time on LinkedIn sharing engaging moments, joining in conversations, and learning from industry leaders. Coupled with our robust member and company data, you can reach organizations and teams of people who are **making buying decisions** together.

\* As of September 2021

## Right environment

LinkedIn makes up the **largest share of U.S. B2B display ad spending** in 2021.\*

For the third year in a row, LinkedIn is recognized as the **most trusted social platform globally** by Business Insider's Digital Trust report. LinkedIn is the premier digital platform where members invest time to build and grow their professional community and reputations. Moreover, we've created an environment where **consumers and brands alike feel respected and safe**.

\* eMarketer August 2021



## Right engagement

Our audience is unique because **our members are purposeful when they visit our platform**.

They invest time in LinkedIn to be more productive and successful, to learn and grow.

As a result, they're more interested (compared to other platforms) in learning about brands on LinkedIn.



## Take advantage of your LinkedIn toolkit

Let's walk through the tools you can already access on LinkedIn — these are essential to how you use different ad formats and targeting across LinkedIn to engage and convert your target audience.



The sheer power of LinkedIn's targeting capabilities remains a highly effective way to reach a precise audience. Let's take a look at our suite of targeting facets:



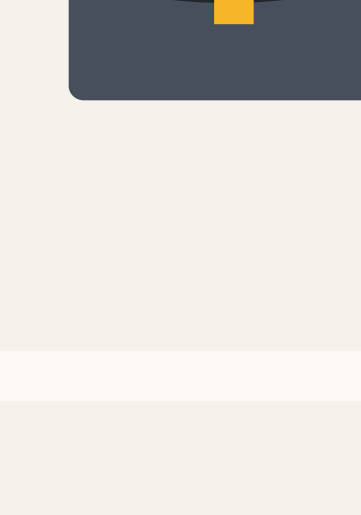
### Location

With members in over 2.8 million locales, you can reach professionals based on their recent and/or permanent location



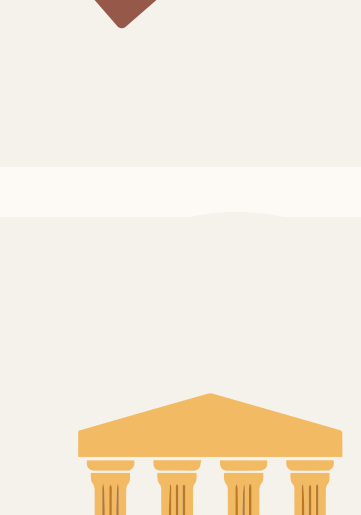
### Company

Company Name, Followers, Growth Rate, Category, Size, Industry, or Connections



### Job Experience

Job Function, Seniority, Title, Skills, Years of Experience



### Interest and Traits

Groups, Interests or Traits



### Education

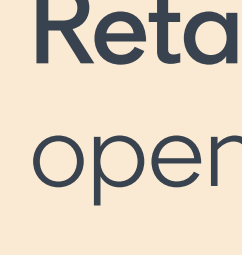
Degrees, Fields of Study, Schools

You can also reach your audience using LinkedIn **website retargeting, engagement retargeting, company list, contact list, and lookalikes**.

Using **retargeting by engagement**, the latest addition to **Matched Audiences**, you can remarket to members based on the actions they've taken on LinkedIn, such as:



**Retargeting video viewers** by 25%, 50%, 75% completion rate, as well as fully viewed



**Retargeting Lead Gen Form** opens or submitters

Learn more in our [Targeting Guide](#).

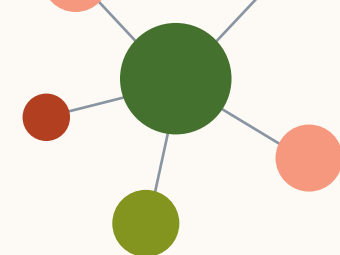
## Marketers can tap into our powerful demographic data to:



Precisely target audiences



Zero in on intent, behavior, engagement, interests, and more



Reach everyone involved in the buying decision

## Ad solutions

Here are the most popular LinkedIn ad formats marketers use to reach target audiences throughout the LinkedIn ecosystem, including the feed and in messaging.

### LinkedIn Audience Network (LAN)

Extend your Sponsored Content ads to professionals who are active on our Audience Network, scaling your message with up to 25% more reach.

## Sponsored Content



### Single Image Ads

Capture attention with a powerful visual



### Carousel Ads

Tell a story with a swipeable series of cards



### Video Ads

Captivate your audience with sight, sound, and motion

## Sponsored Messaging



### Message Ads

Send direct messages to your prospects to spark immediate action



### Conversation Ads

Start quality conversations with professionals through a choose-your-path experience



### Lead Gen Forms

Collect quality leads using forms that are pre-filled with LinkedIn profile data

## Connect your brand to demand

Drive meaningful engagement with business-minded buyers on LinkedIn.

[Learn more](#)