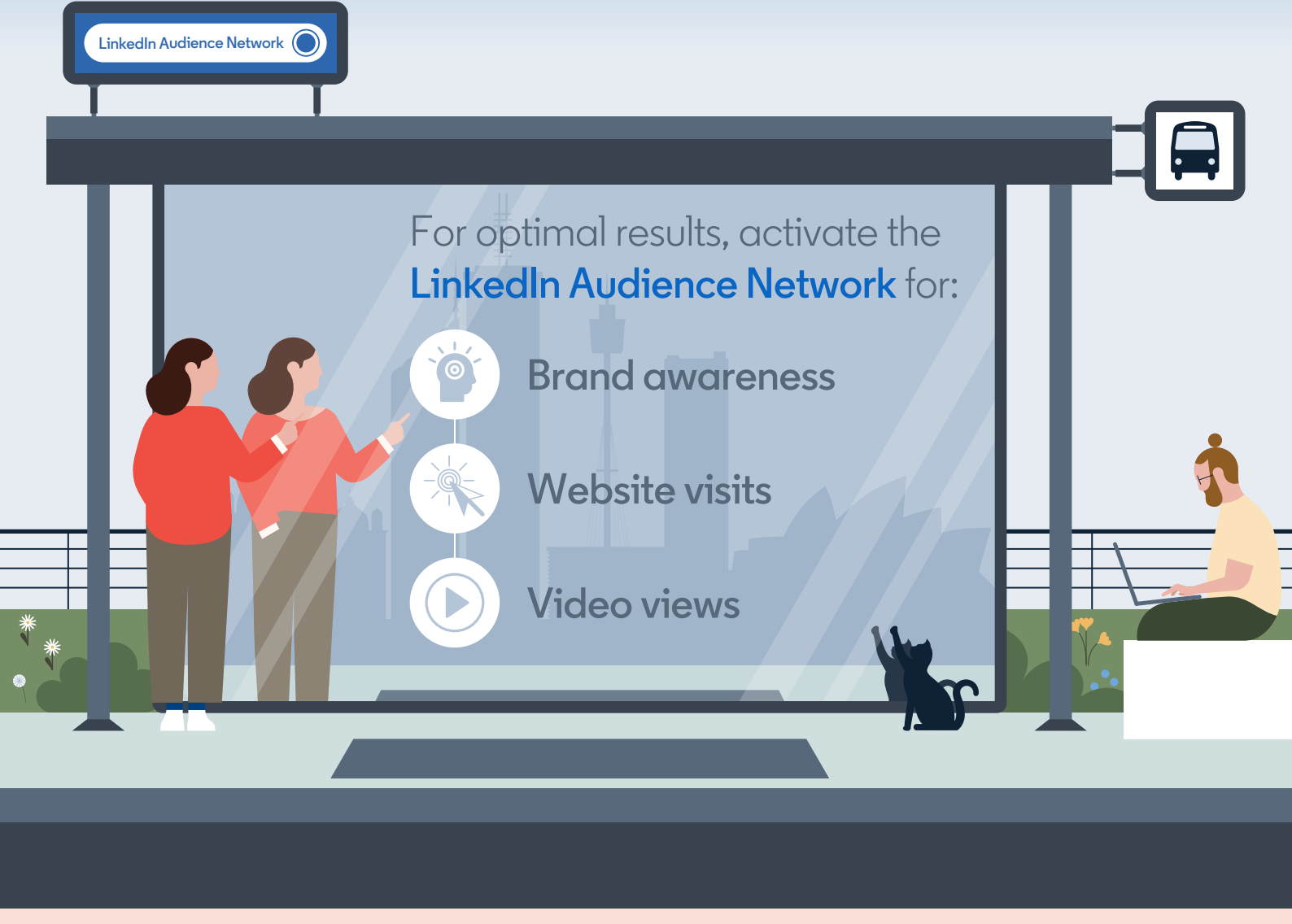


# Grow share of mind in Australia safely, accurately and efficiently with the LinkedIn Audience Network

The LinkedIn Audience Network mirrors all that you value about advertising on LinkedIn. It delivers the same high-quality experience that you expect from LinkedIn and extends your Sponsored Content Single Image and Video Ad campaigns to our trusted suite of publishers across Australia.

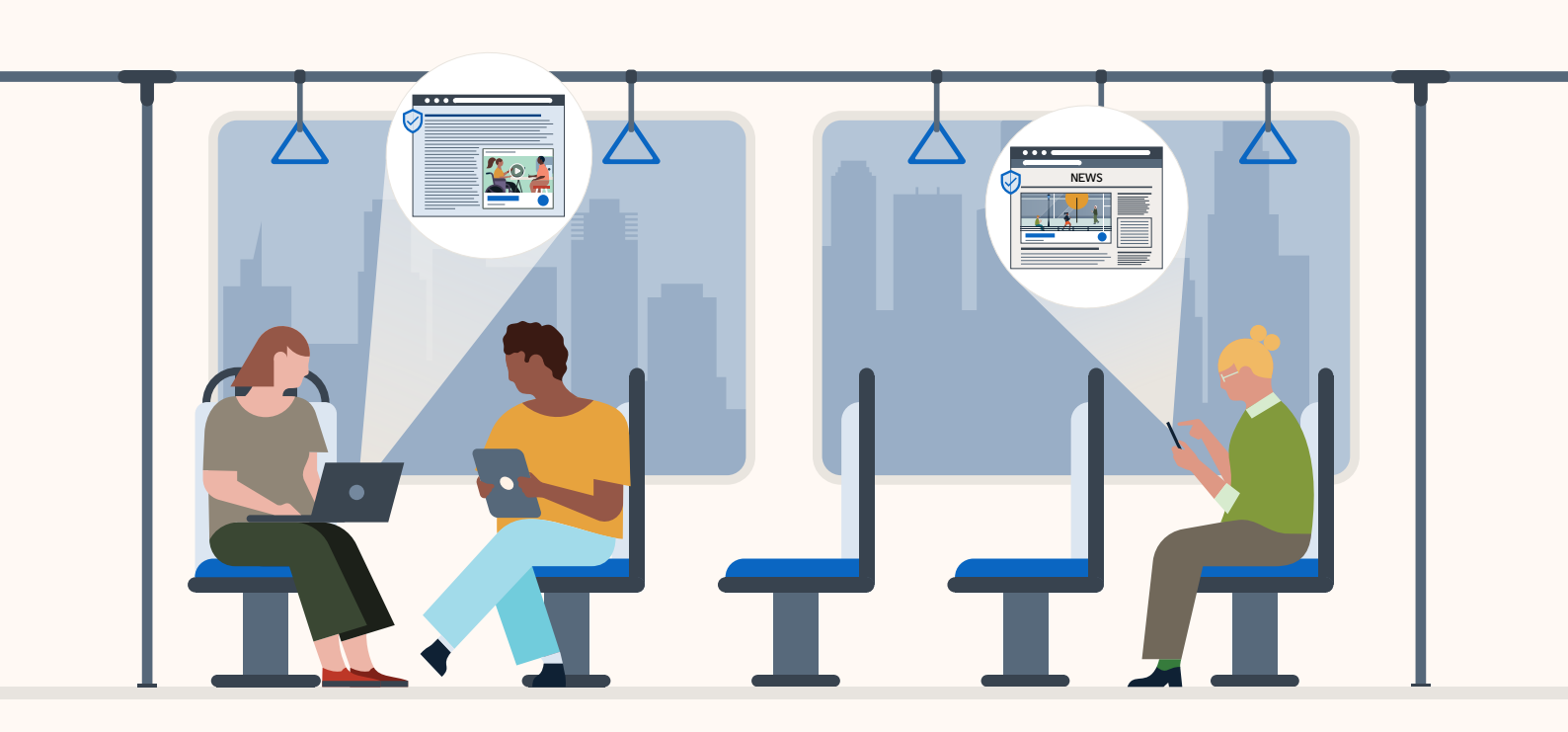


## Brand Safety



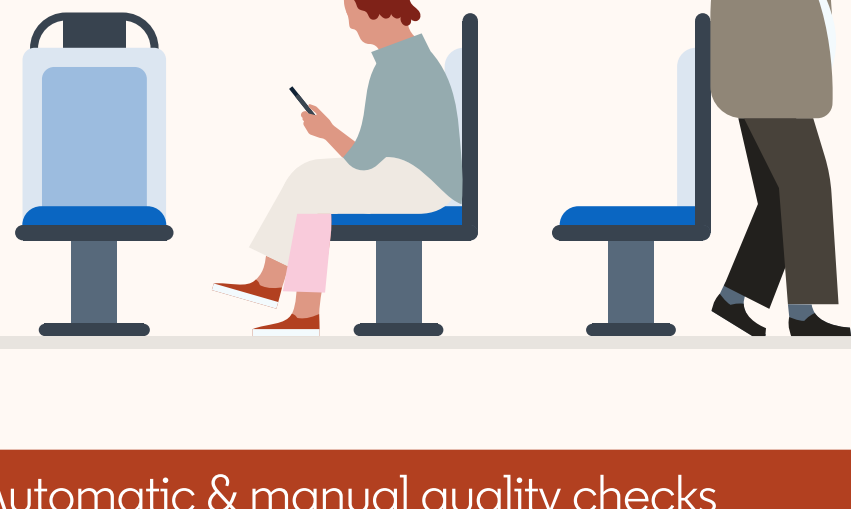
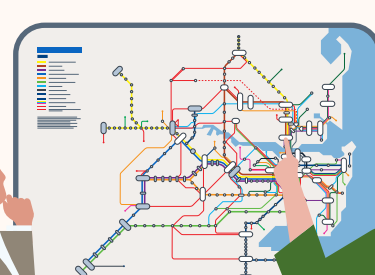
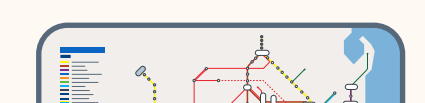
We take a unique approach in vetting our partner publishers to uphold our brand safety standards and protect yours

### Quality placement on trusted apps and sites



### Customisable to your brand safety standards

- Enables IAB category-level blocking
- Upload a custom blacklist



### Automatic & manual quality checks

- Integral Ad Science's pre-bid fraud protection and brand safety integration is automatically applied to all ads
- Automated fraud prevention by filtering out low-quality publishers and placements
- Regular manual quality checks to maintain a trusted allow-list



## Precise Targeting Beyond LinkedIn

Reach the same Australian audiences you're engaging on LinkedIn when they spend time on other apps and sites

#### Audience Targeting

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

#### Live Performance Forecasting

#### On/off Platform Performance Breakdown

On	██████████
Off	██████████
On	██████████
Off	██████████
On	██████████
Off	██████████

- Automatically honours campaign targeting criteria
- Displays extended reach and predicted results
- Track and attribute on/off platform campaign performance



## Ease & Efficiency

Extend the reach of your existing campaigns without ever leaving Campaign Manager



- Honours all existing campaign settings, including bidding and budgeting
- Automatically optimises ad creatives for placement on trusted apps and sites
- Automatically optimises campaigns, just like a LinkedIn campaign

