

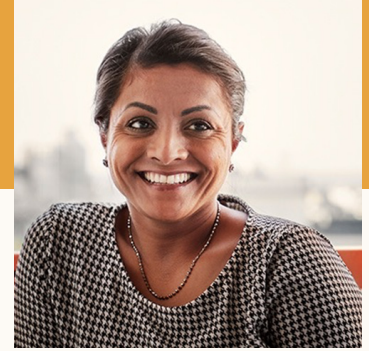


LinkedIn Marketing Solutions

Meet the Member

Audience Research & Segmentation Study 2021

Why today's LinkedIn members are a more valuable audience for marketers at the intersection of life and work.



Welcome to Meet the Member.

With the many changes in how we live and work, we at LinkedIn conducted **proprietary, first-party research** to better understand members' mindsets, lifestyles, and needs today.

What did we learn? LinkedIn members are not only powerful professionals—**they are also powerful consumers.**

Discover why and how marketing to today's **LinkedIn members as consumers** can help grow your brand by reaching a more actionable, receptive, and valuable audience.

It's time to **Meet the Member.**



 Marketing Solutions

Meet the Member Methodology



Research Agency:
[Interpret](#)



Survey:
45-minute survey



Sample Size:
2,011 US Internet users
18+ sourced via [Dynata](#)

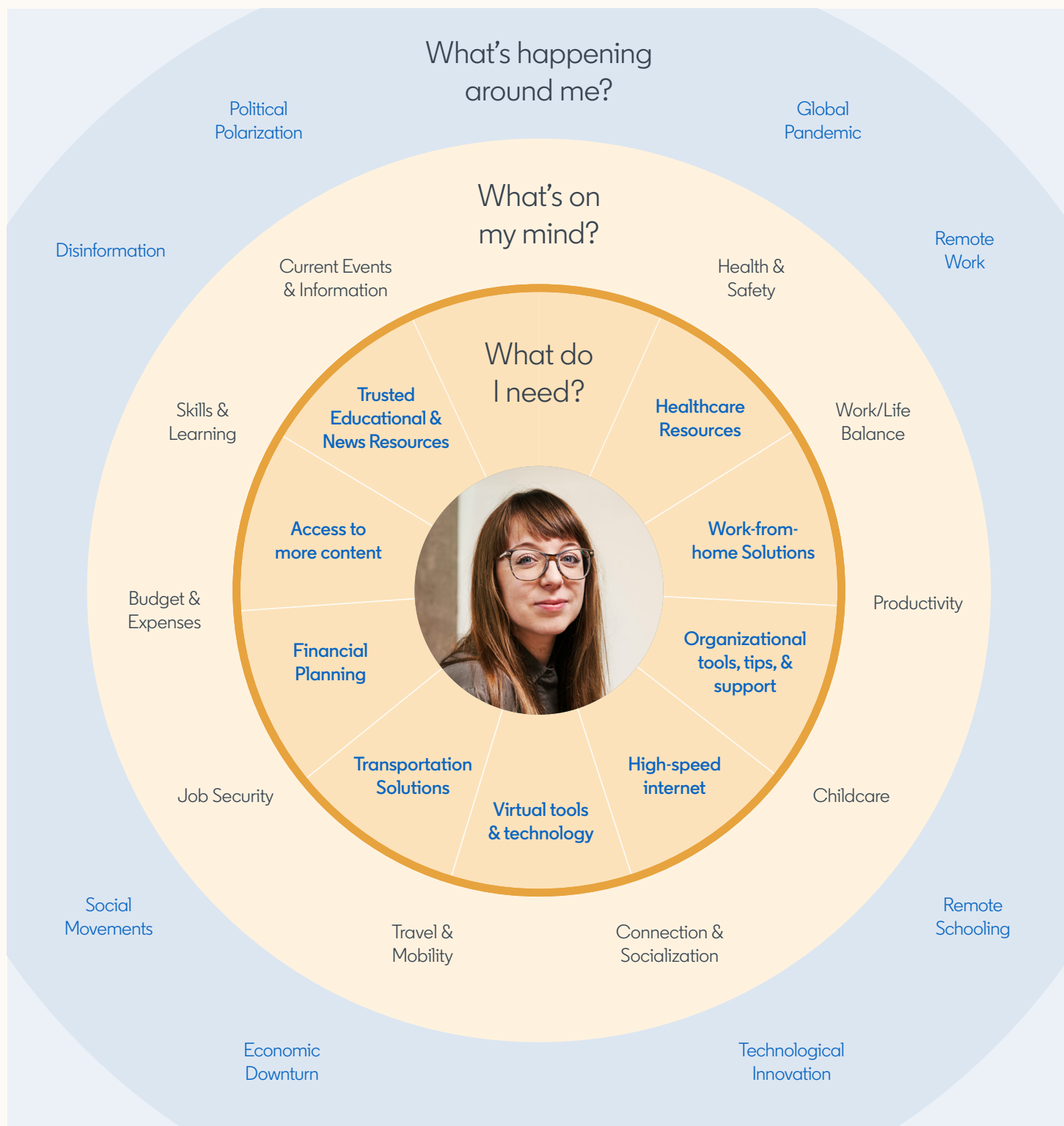


Competitive Set:
Four (4) of the largest
social platforms



Dates of Fielding:
July 2020

As the world changed in 2020, so did the mindset and needs of LinkedIn members.





It's time to market at the intersection of life and work.

With the boundaries between life and work disappearing, members are taking to LinkedIn today to consume content, create connections, and share their perspectives as they lean into their new lifestyles.

LinkedIn offers a unique and timely opportunity for marketers to **meet members directly at the intersection of life and work**, positioning products and services as solutions to members' evolving needs.

Meet the Member illuminates key findings about today's LinkedIn members:

01.

Quality

LinkedIn members are a more powerful consumer base.



02.

Receptivity

LinkedIn puts members in a more receptive mindset than when they visit other platforms.



03.

Value

LinkedIn impressions are worth more than impressions on other platforms.



04.

Action

To find and better understand your audience on LinkedIn, meet **the LinkedIn member personas**. Each persona includes insights on their mindset, behaviors, and needs to help you more effectively reach and engage your key consumers on LinkedIn.





01. Quality

LinkedIn members are more powerful consumers.

Members have greater purchase intent, higher budgets, and long-term buying power, meaning you begin your campaigns with a stronger audience base.

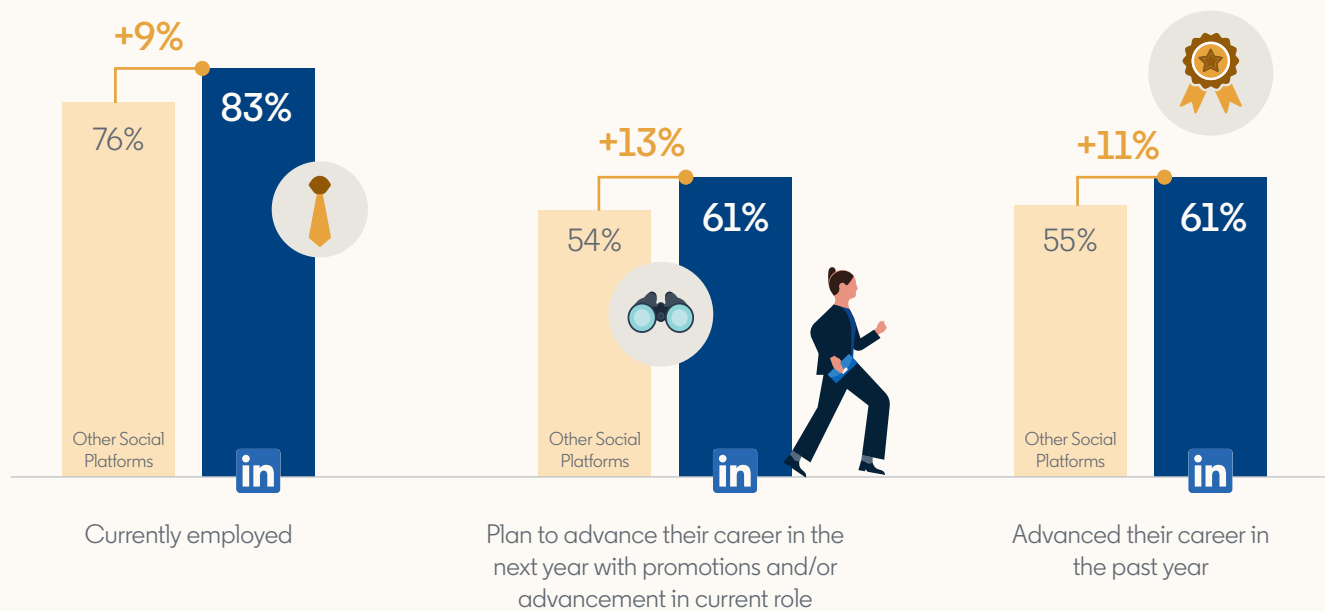


Meet the member **at work.**

More likely to
be employed

Set more ambitious
career goals

Successfully achieve
their career goals

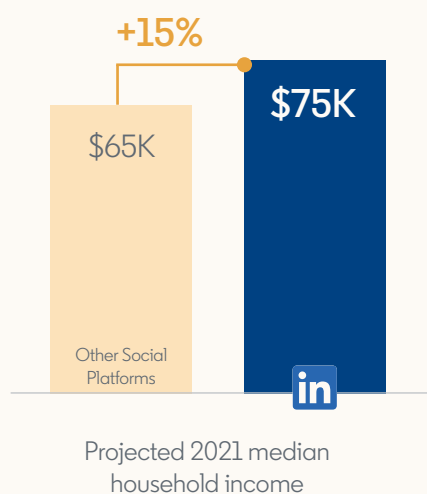


Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

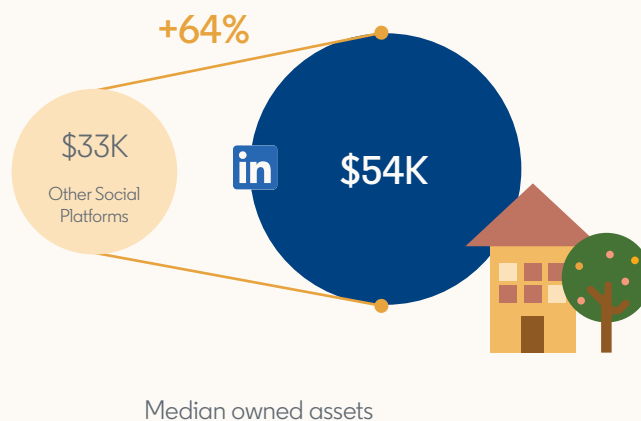


Meet the member **financially.**

LinkedIn members are high-income earners, with the **highest median household income** of any platform's user base.



And, LinkedIn members **own more assets** than users of other social platforms, indicating long-term buying power.



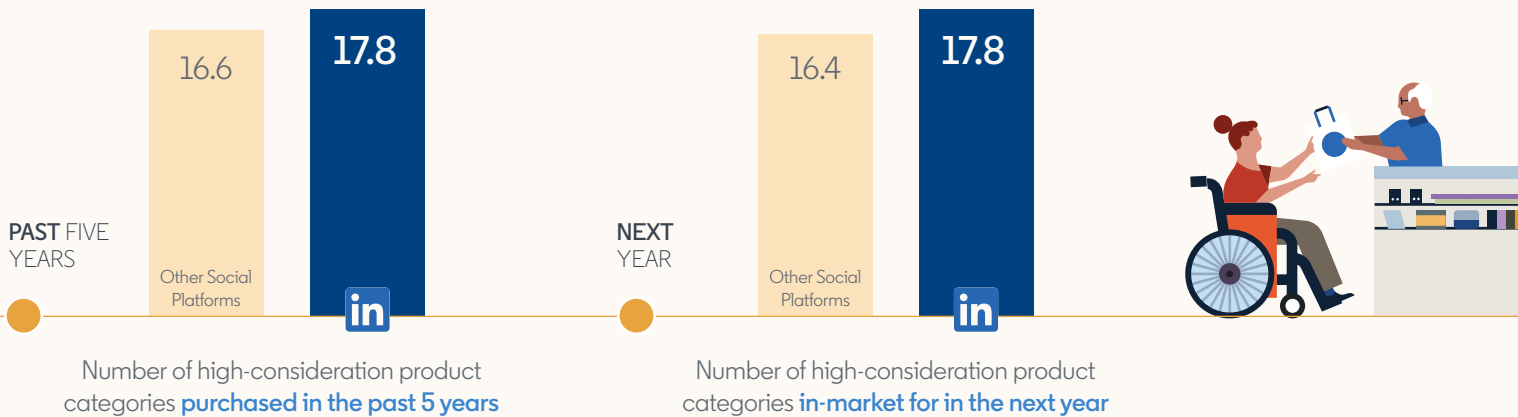
Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

Meet the member's powerful purchasing habits.

LinkedIn members have purchased more high-consideration goods than audiences on other platforms — and are planning to continue spending in 2021.

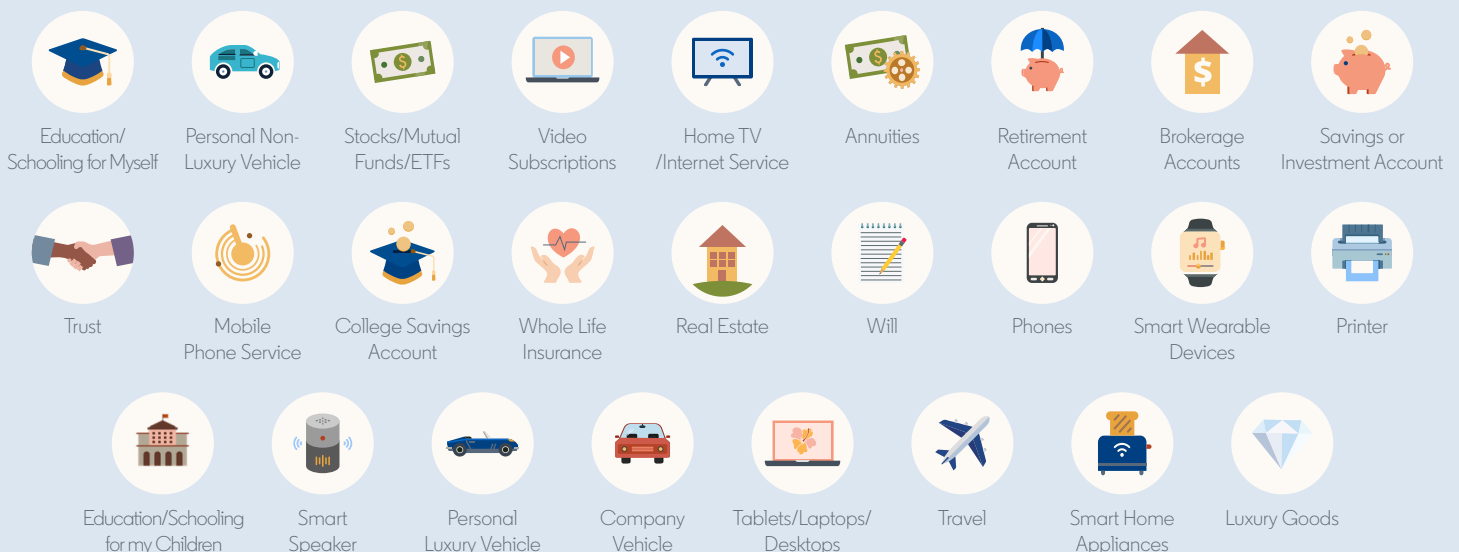
With more income and wealth, LinkedIn members **buy more products.**

Looking forward, LinkedIn members similarly are **in-market to buy products from more product categories** than users of other platforms.



Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

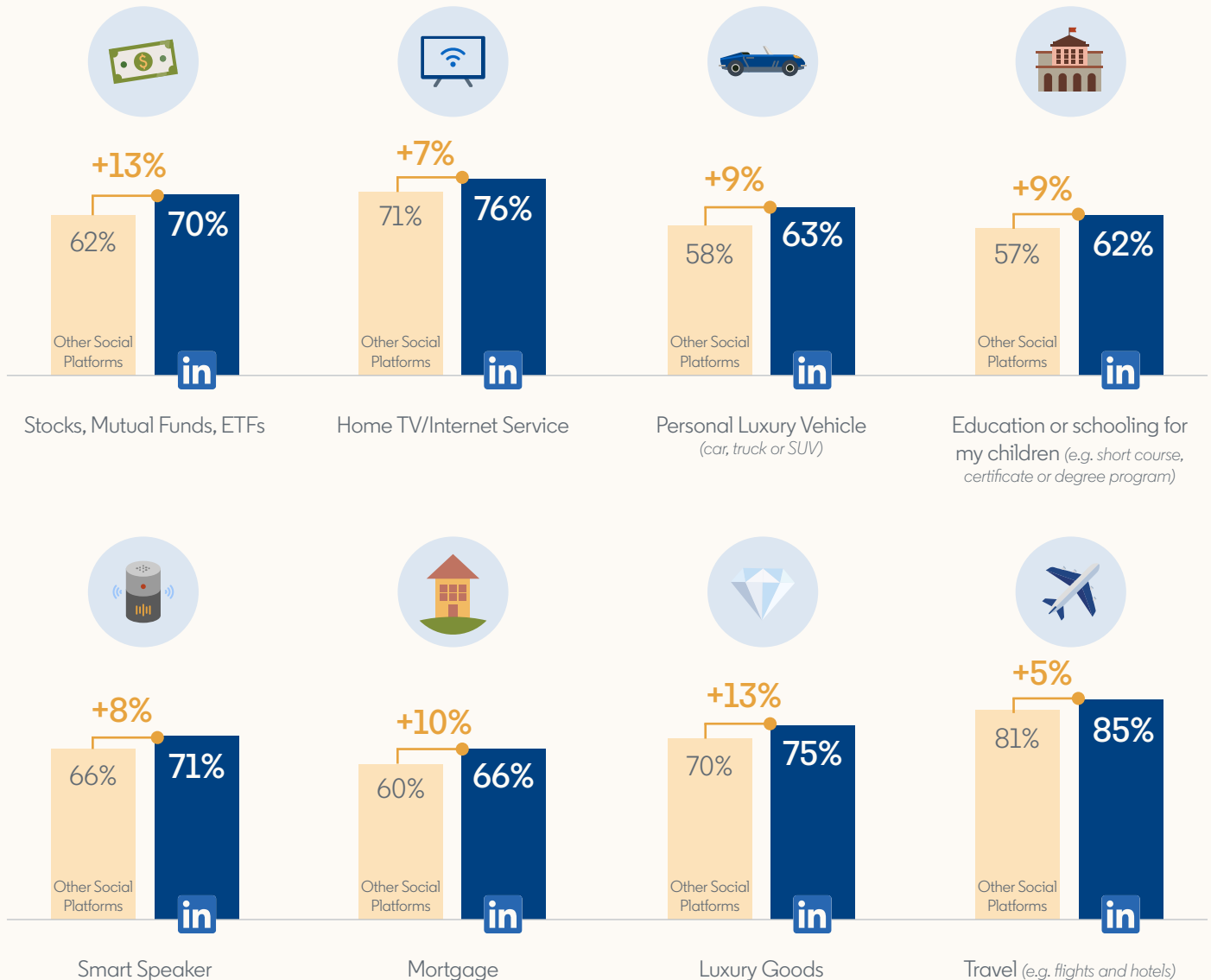
High-Consideration Product Categories



Meet the member's powerful in-market status.

Take a closer look at LinkedIn members' in-market status for specific products in 2021 compared to the in-market status of users on other platforms. In each product category, **LinkedIn members are more in-market to purchase** these products than users on other platforms.

"Which of these products and services are you in the market for in the next year?"



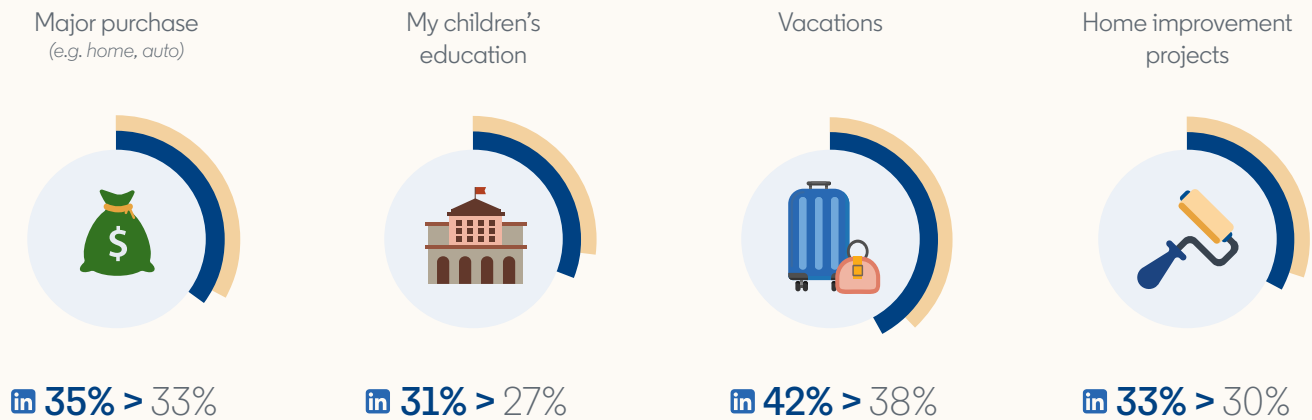
Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+



Meet the member's **saving habits.**

With an eye toward their future, LinkedIn members actively are saving money to buy even more products within the next year.

“What are you saving money for in the next year?”



 **LinkedIn**  Other Social Platforms

Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+



02. Receptivity

LinkedIn makes audiences more receptive to your content and ads.

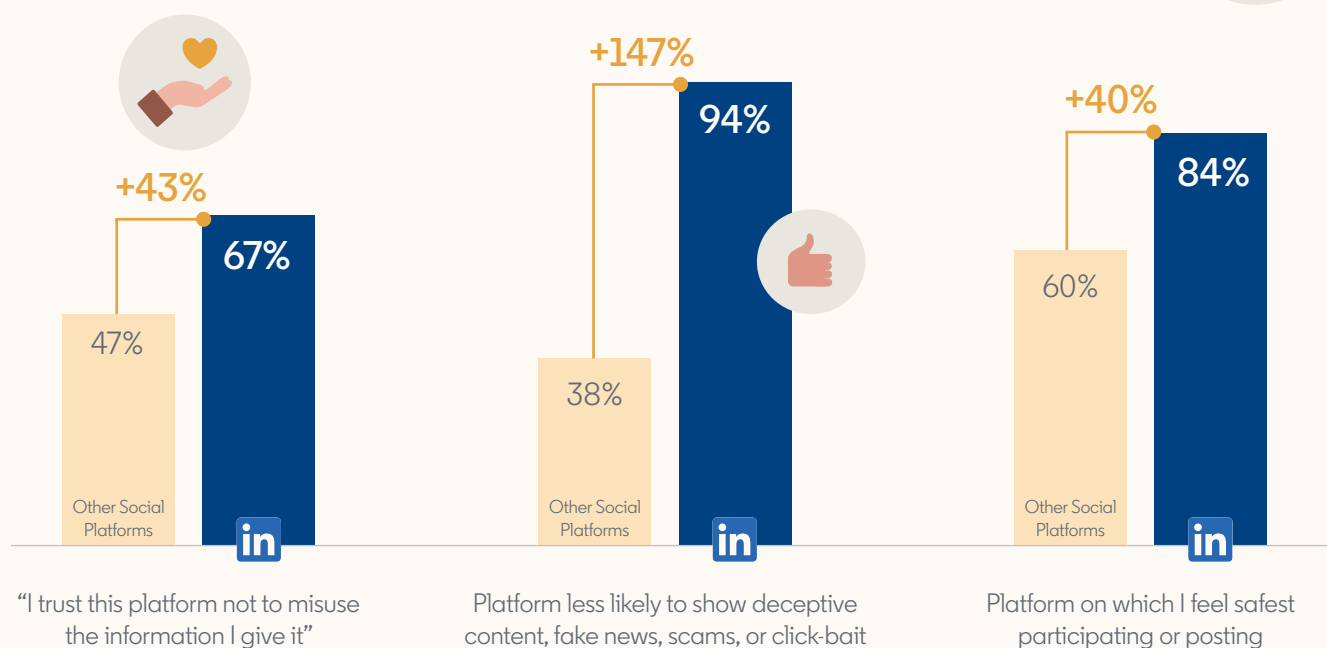
When LinkedIn's actionable audience spends time on the platform, they become even more valuable for brands, because LinkedIn puts members in a more receptive mindset.

02.

LinkedIn is the platform audiences trust most.



Trust is the foundation upon which LinkedIn is built. That's why audiences trust LinkedIn far more than any other social platform. Audiences' trust of LinkedIn creates a feeling of safety that inspires higher content engagement and content creation on the platform.



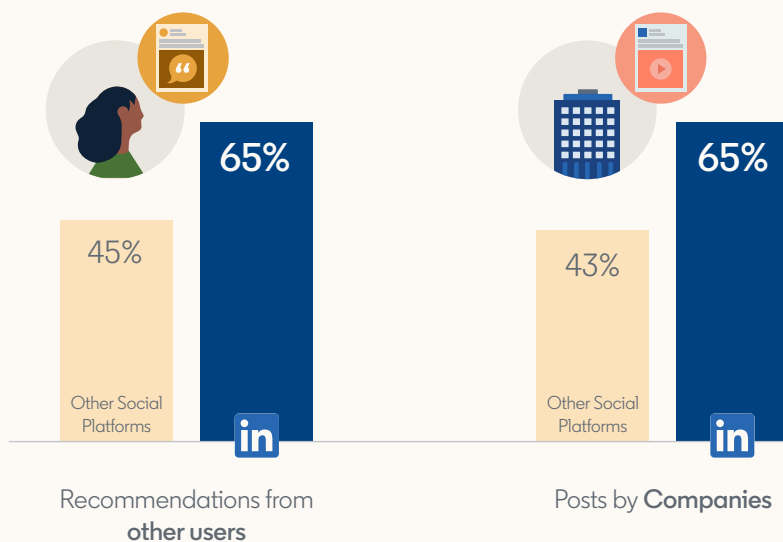
Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

Trust in LinkedIn translates to **trust in your brand.**



Members' trust in LinkedIn creates a powerful halo effect for your brand. LinkedIn members **trust content from companies** more than on other platforms—and **equally as much as content produced by fellow members.**

“On this platform, I trust...”



Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

Trust in your brand translates to higher receptivity and engagement with your ads on LinkedIn.

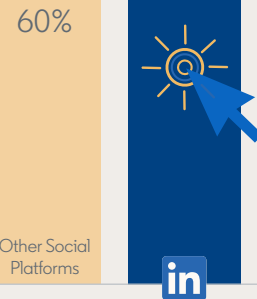
The trust and positivity cultivated on LinkedIn not only increases receptivity to your ads—it **increases clicks on your ads**.

A staggering two-thirds of LinkedIn members say they value companies' ads in the newsfeed. And the same amount say they value unsolicited, direct commercial messages by brands on LinkedIn.

In the end, members' receptivity translates to action. LinkedIn members are significantly more likely to click on a relevant ad than users of any other platform are to click on an ad. Your ads on LinkedIn will not only resonate—they have a higher chance of leading to action.

"I'd click an ad on this platform if it were relevant to me"

+25%



"On this platform, how valuable do you find each type of content?"

Posts by companies in the newsfeed



in 67% > 51%

Private/direct messages in my inbox from companies or company representatives



in 67% > 51%

Banner ads (at the top, side, or bottom of the page)



in 49% > 43%

Videos posted by companies



in 62% > 51%

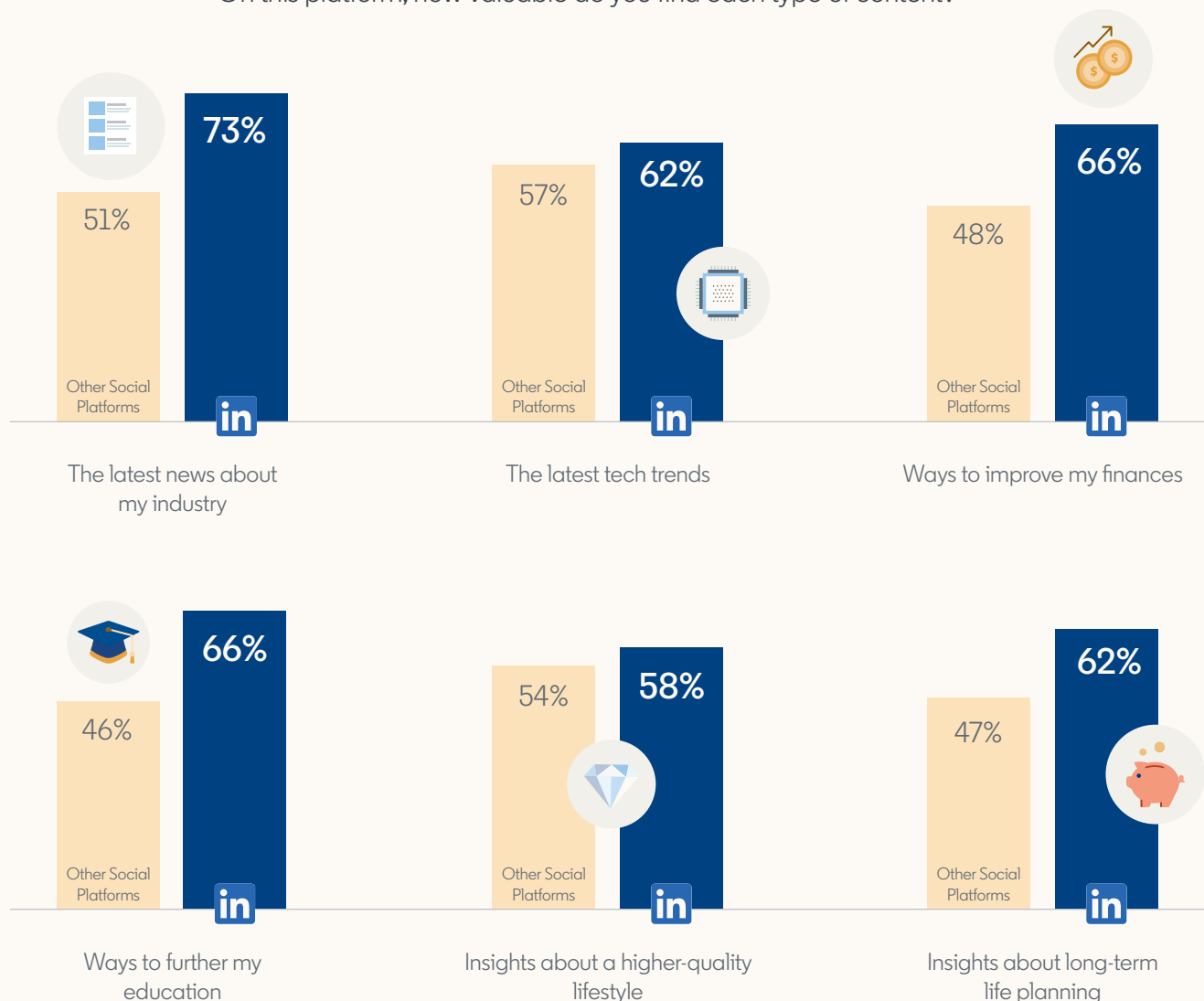
in LinkedIn Other Social Platforms

Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

Members are receptive to a diverse array of **professional and personal content topics** at the new intersection of life and work.

While LinkedIn is a professional network, members bring their full selves to the platform, valuing a wide breadth of topics that span the spectrum of **work and life** and everywhere in between. From discovering the latest tech trends to seeking inspiration and guidance for long-term life planning, LinkedIn is home to trusted content and conversations that matter to members holistically.

“On this platform, how valuable do you find each type of content?”



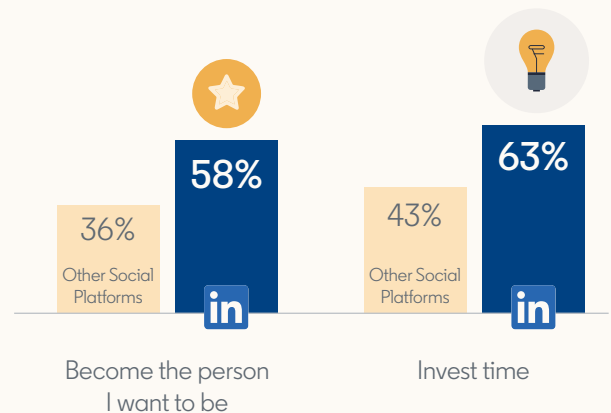
Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

On LinkedIn, **time is invested**—not spent.

Members' resounding trust in LinkedIn conjures a uniquely focused mindset. For one, members visit LinkedIn to become a better version of themselves, seeking ways to achieve aspirations.

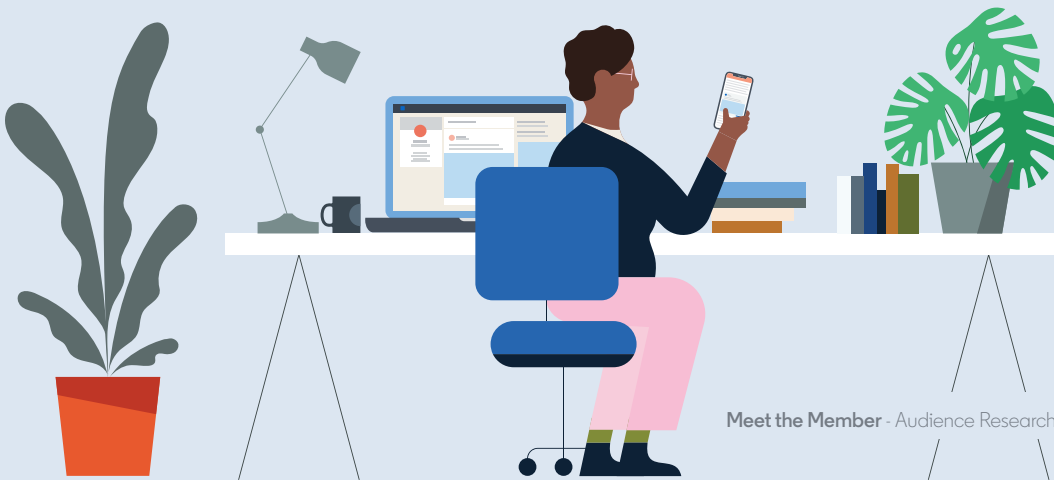
And, after using LinkedIn, members say they feel better than before they logged in. That's why members believe their time on LinkedIn is a productive investment in themselves—and an opportunity for your brand to connect with members to enable their goals and aspirations.

"I use this platform to..."



Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

"After using LinkedIn, I feel more..."





03. Value

LinkedIn impressions are worth more than impressions on other platforms.

How can we measure the value of an audience and platform with a more actionable and receptive audience? We conducted an experiment.

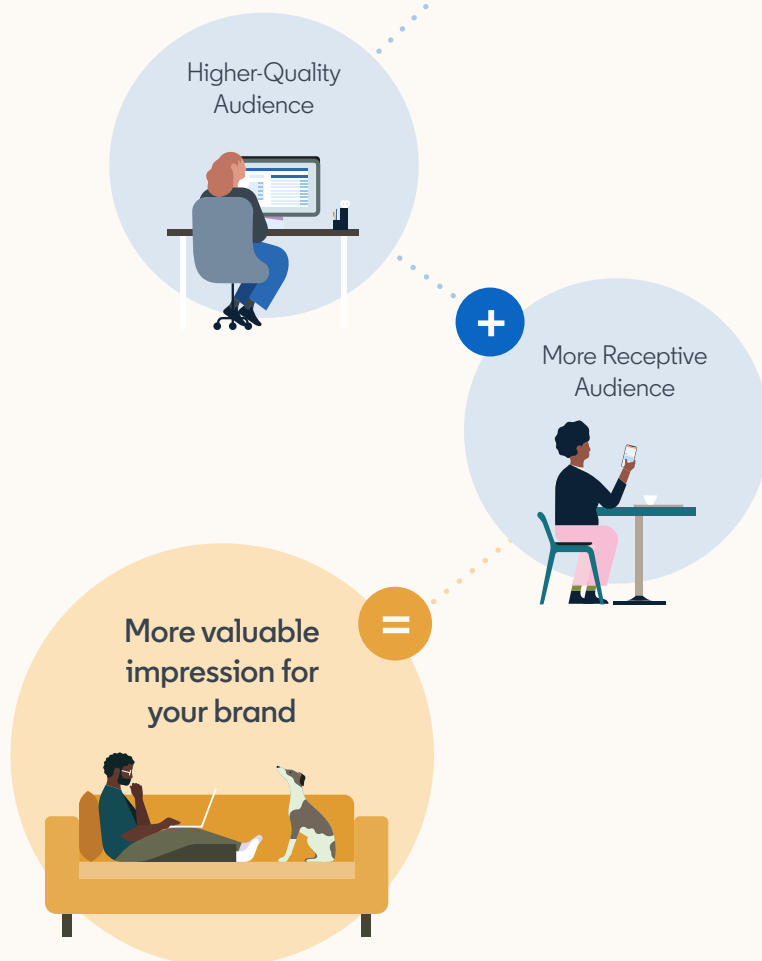
03.

We built an experiment to measure LinkedIn members' value for your brand.



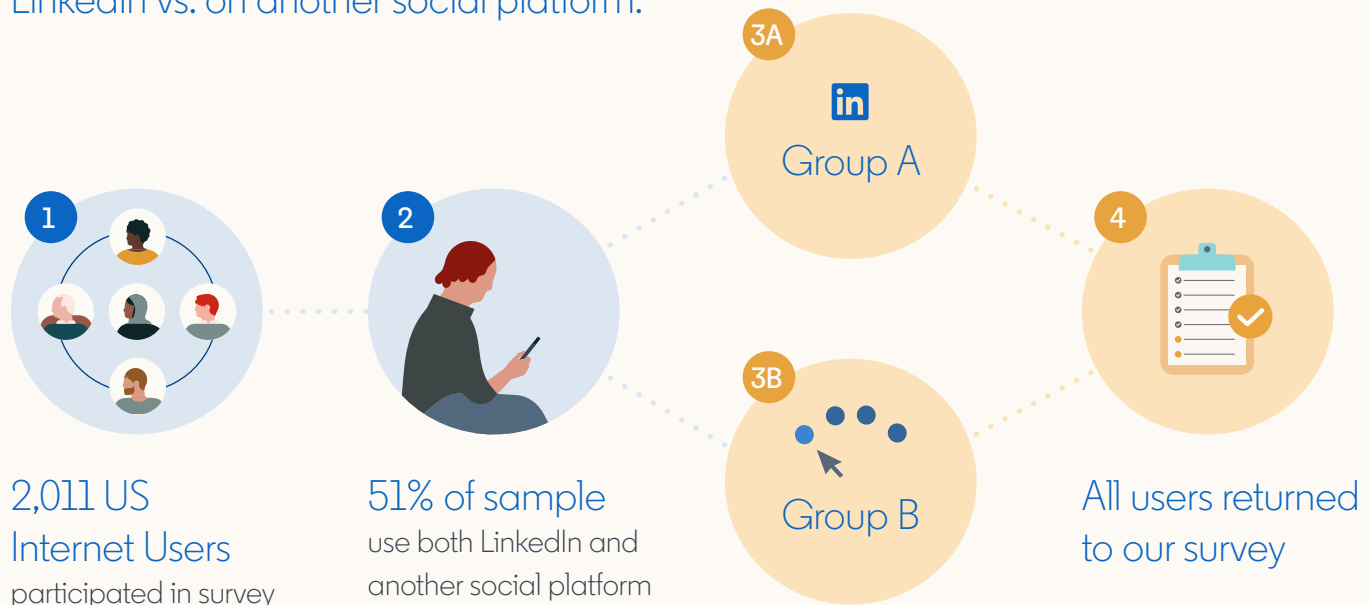
Our hypothesis was simple: a higher-quality audience and a more receptive audience results in a more valuable audience for marketers.

If, as a baseline, LinkedIn members make more money and are more in-market to buy goods—and visiting LinkedIn puts them in a more positive and receptive mindset to click on ads—it's logical a LinkedIn impression will deliver more value for your brand than an impression on another platform.



Here's how we put our theory to the test.

The goal of our experiment was to assess the mindset of the same exact group of users after spending time on LinkedIn vs. on another social platform.



We took our entire US survey sample of approximately 2,000 Internet users and extracted respondents who said they used both LinkedIn and at least one other social platform.

Then, without knowing who was commissioning the survey, respondents were randomly assigned to either spend 2 minutes on LinkedIn (Group A), or 2 minutes on another social platform they indicated they used (Group B).

We did not tell the respondents what to do once they visited a platform or control their experience – we only asked them to visit the platform for 2 minutes like they normally would.

When the 2 minutes were up, we invited respondents back into the survey and asked them questions about what products they planned to buy and how much they planned to spend on those products. If all platforms were equal, then Group A and Group B should have resulted in the same answers by respondents when they came back to the survey.



What did we find?

When the same audience visits LinkedIn, their purchase intent and budget for goods increase vs. when they visit another platform.

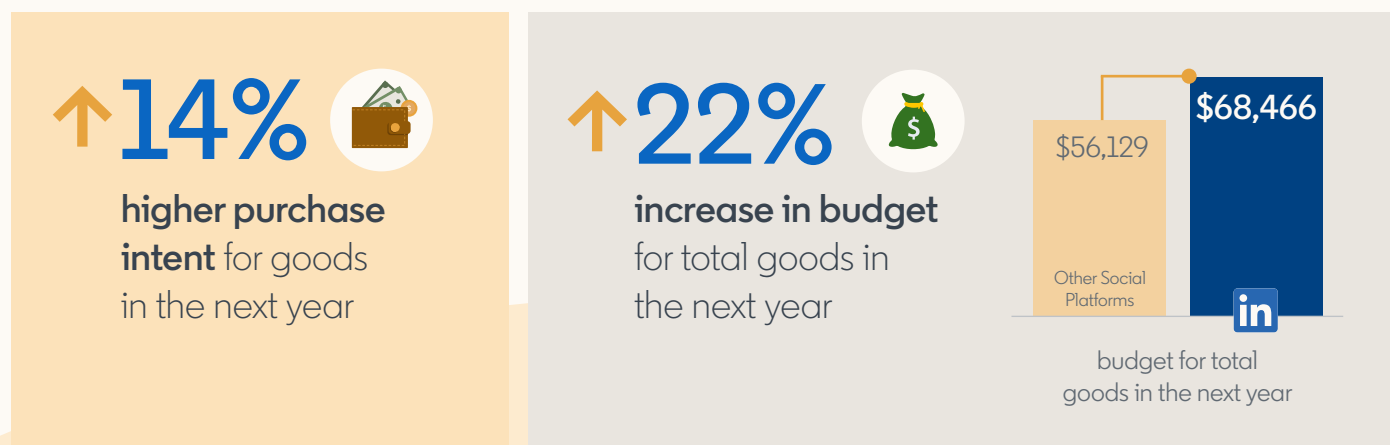
This means reaching your audience on LinkedIn is a more valuable impression for your brand.

We call this **The LinkedIn Member Multiplier Effect.**

The LinkedIn Member Multiplier Effect

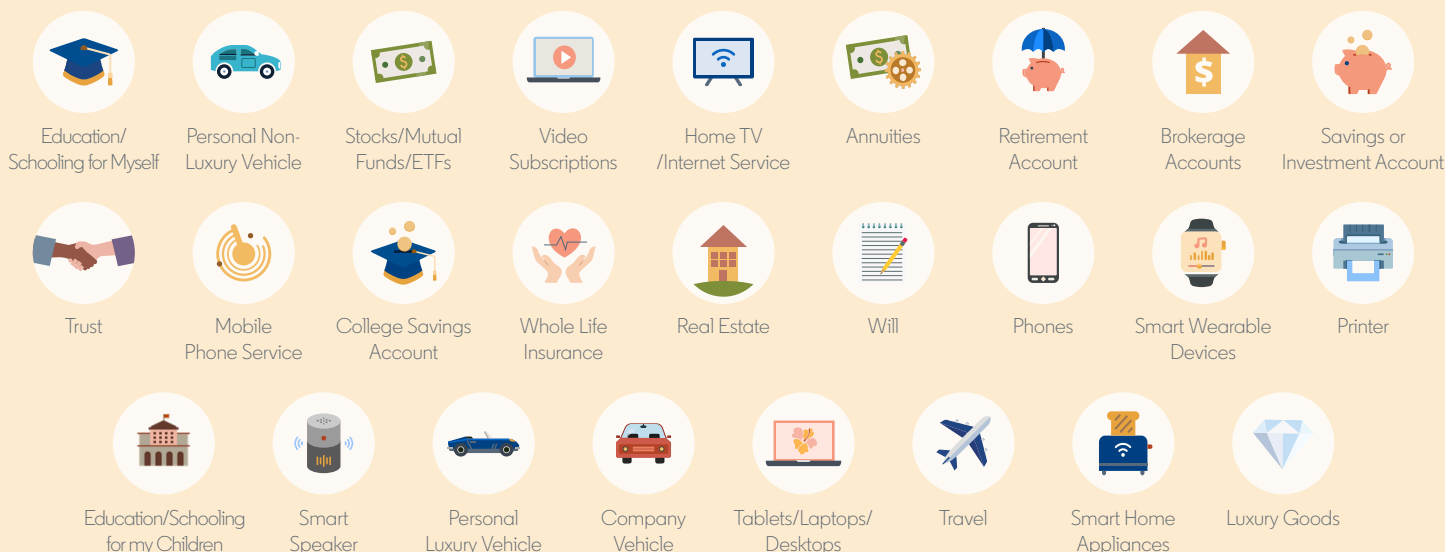
After visiting LinkedIn, the same audiences' purchase intent increases and their wallets open.

Respondents who visited LinkedIn had **14% higher purchase intent** for high-consideration goods and said they planned to **spend 22% more** on those goods in the next year than those who visited another social platform.



Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

High-Consideration Product Categories

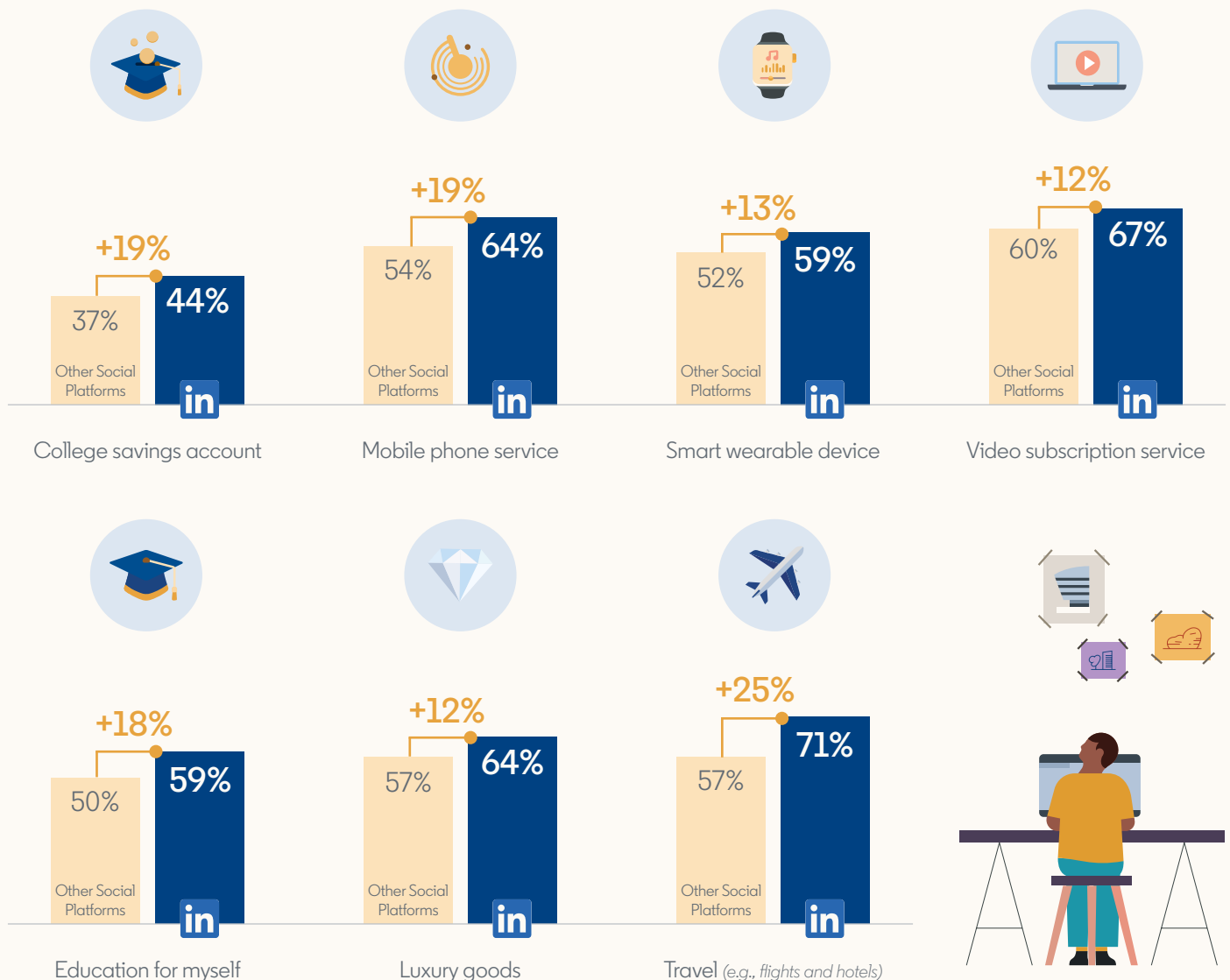


The LinkedIn Member Multiplier Effect

Purchase intent increased for a wide array of high-consideration products.

The audience randomly sorted to visit LinkedIn had significantly **higher purchase intent for goods** than those who visited another platform. Remember: Group A and Group B started off as the same group of users. The only meaningful difference between the groups is that some spent two minutes on LinkedIn, and some spent two minutes on another platform.

Purchase intent in the next year after visiting a social platform vs. after visiting LinkedIn



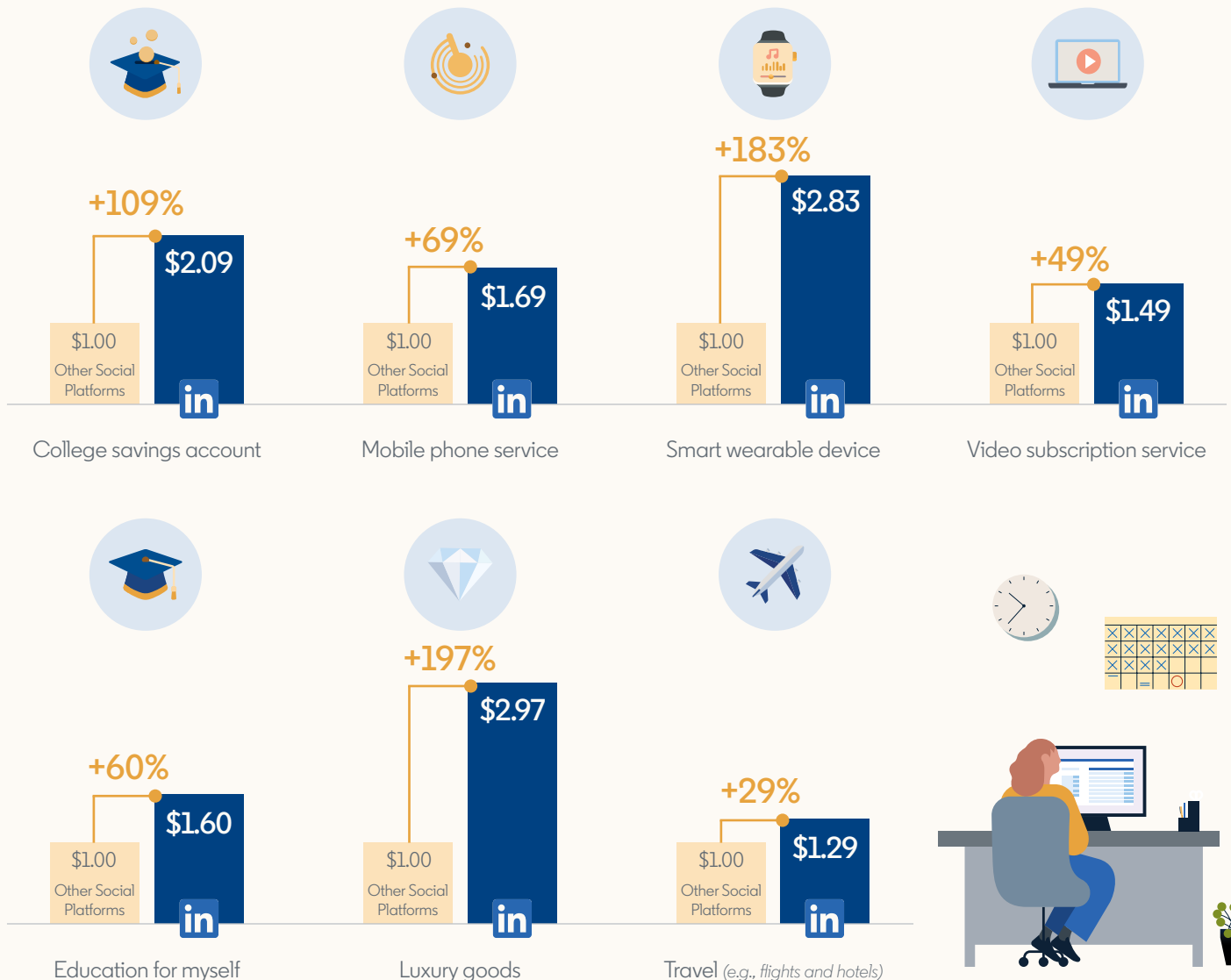
Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

The LinkedIn Member Multiplier Effect

The same audiences say they are planning to spend more money on high-consideration goods after visiting LinkedIn.

This means that, for every dollar a user of another platform says they plan to spend, LinkedIn members are willing to pay more. This is the LinkedIn Member Multiplier Effect in action, where **your audience on LinkedIn is willing to spend more money for the same products.**

Planned **spend per dollar** after visiting a social platform vs. after visiting LinkedIn



Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+

Let's recap why LinkedIn members matter for your marketing.



01. Quality

LinkedIn members are a more powerful consumer base.

↑ **15%**
more annual
income

↑ **13%**
more
ambitious

02. Receptivity

LinkedIn puts members in a more receptive mindset than when they visit other platforms.

↑ **50%**
more trust
in ads

↑ **25%**
more willing
to click ads



03. Value

LinkedIn impressions are worth more than impressions on other platforms.

↑ **22%**
increase in
budget size
for goods

↑ **14%**
higher
purchase
intent

Source: LinkedIn Meet the Member Research Study, July 2020; n = 2011 US respondents 18+



04. Action

To find and better understand your audience on LinkedIn, meet **the LinkedIn member personas**.

Each persona includes insights on their mindset, behaviors, and needs to help you more effectively reach and engage your key consumers on LinkedIn.

04.

Before you begin marketing to members, meet the LinkedIn member personas.

Understand LinkedIn members holistically by exploring their diverse mindsets, aspirations, behaviors, and needs. With a personalized approach to reaching your audience on LinkedIn, your campaign will be more resonant and successful.



Click a persona to jump to their module.



The Pillars

Balancing it all as the rock of their home and workplace.



The Fast-Trackers

Achieving ambitious goals today to achieve even more tomorrow.



The Strivers

Beginning a journey of growth as boundless as their dreams take them.



The Goldens

Relishing a life measured by family and friendships.



The Movers

Embracing a drive to learn and grow as the key to long-term happiness.



The Journeyers

Seeking adventures and experiences beyond the familiar day-to-day.



The Stewards

Leading a life of personal responsibility in service of the greater good.





Meet The Pillars

Balancing it all as the rock of their home and workplace.



10% of LinkedIn US audience



Demographics

40-years-old, 59% Male



Job Title

Manager / Director / Owner



% Married

77%



Industries

- Software and IT Services
- Manufacturing
- Construction
- Finance
- Healthcare
- Transportation & Logistics



Education

4-Year College Graduate / Graduate School / Professional School Degree



Average Household Income

(USD) \$174,000



Average Owned Assets

(USD) \$120,000

Mindset



Family



Work



Learning

Attitude

- It is important to plan for my family after I'm gone
- I never want to stop growing
- I prioritize time off from work
- I often think about work outside work
- Continuous learning is the key to a fulfilling life

Life Goals

- Parental success
- Owning my own business
- Career success

LinkedIn makes them feel...

- Productive
- Purposeful
- Confident



Meet The Pillars



10% of LinkedIn US audience

Recent purchases

- Stocks
- Mutual Funds
- ETFs
- Whole Life Insurance
- Retirement Account
- Mobile Phone

Products and services purchased in the **past year**

- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Services
- Mobile Phone Service
- Printer
- Video Subscription Service
- Education for my Children
- Luxury goods
- Travel

Looking to purchase

- Video Subscription Service
- Home TV or Internet Services
- Mobile Phone
- Tablet
- Laptop
- Desktop Computer
- Mobile Phone Service
- Luxury Goods
- Travel

In-market to purchase in the **next year**

- Stocks
- Mutual Funds
- ETFs
- Smart Home Appliance
- Smart Home Speaker
- Smart Wearable Device
- Brokerage Account
- Retirement Account
- Whole Life Insurance
- Real Estate
- Mortgage
- Savings or Investment Account
- Printer
- Personal Non-Luxury Vehicle
- Education for Myself
- Education for my Children

Saving to purchase

- Vacation
- Retirement
- Education for my Children
- General Emergencies (e.g. car repair, medical bills)

Saving to purchase in the **next year**

- Major Purchase (e.g. home, auto)
- Home Improvement
- To Start a Business



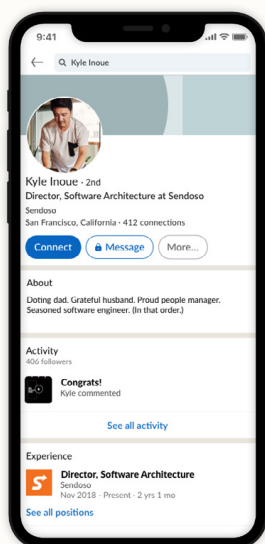


Meet The Pillars



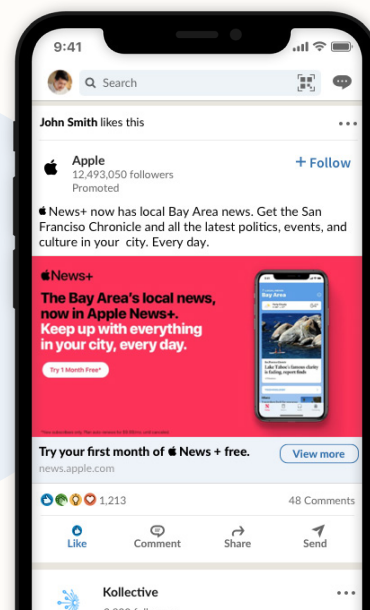
10% of LinkedIn US audience

The Pillars on LinkedIn



Which content format resonates with them most?

Sponsored Video



Reach The Pillars

Try these targeting inputs in the Campaign Manager Tool to closely reach The Pillars persona on LinkedIn.

Years of Experience 12+

Industry

Construction
Finance
Software & IT Services
Manufacturing
Transportation & Logistics

Degree

Bachelor's Degree
Master's Degree
Master of Business Administration
Research Doctorate
Doctor of Law
Doctor of Medicine

Job Seniority

Senior - Job Title
Manager - Job Title
Director - Job Title

Interests

Accounting 3D Printing
Accounting Software Electronics
Cash Flow Management Computer Hardware
Cloud Accounting CPUs
Personal Finance Human-Computer Interaction
Disruptive Innovation Information Technology
Digital Currency Nanotechnology
Cryptocurrency Quantum Computing
Technology Robotics
Artificial Intelligence Drones
Chatbots Nanorobotics
Machine Learning Swarm Robotics
Deep Learning Stocks and Shares
Natural Language Processing



Meet The Fast-Trackers

Achieving ambitious goals today to achieve even more tomorrow.



17% of LinkedIn US audience



Demographics

32-years-old, 62% Male



Job Title

CXO / Director / Vice President / Partner / Owner



% Married

70%



Industries

- Software & IT Services
- Finance
- Construction
- Education
- Manufacturing
- Healthcare



Education

4-Year College Graduate / Graduate School / Professional School Degree



Average Household Income

(USD) \$156,000



Average Owned Assets

(USD) \$89,000

Mindset



Ambition



Adventure



Giving

Attitude

- A change in location is crucial for my mood
- I often give to charity
- I often think about work outside of work
- I get a thrill from new experiences

Life Goals

- Be famous
- Own something beyond reach of most people
- Find my true calling in a new field

LinkedIn makes them feel...

- Adventurous
- Happy
- Respected



Meet The Fast-Trackers



17% of LinkedIn US audience

Recent purchases

- Mobile Phone
- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Service
- Mobile Phone Service
- Video Subscription Service
- Luxury Goods
- Travel

Products and services purchased in the **past year**

- Smart Speaker
- Smart Wearable Device
- Stocks
- Mutual Funds
- ETFs
- Annuities
- Brokerage Account
- Retirement Account
- Whole Life Insurance
- Real Estate
- Mortgage
- Trust
- Printer
- Smart Home Appliance
- Personal Non-Luxury Vehicle
- Personal Luxury Vehicle
- Education for Myself
- Education for my Children

Looking to purchase

- Mobile Phone
- Home TV or Internet Service
- Tablet
- Laptop
- Desktop Computer
- Video Subscription Service
- Mobile Phone Service
- Smart Speaker

In-market to purchase in the **next year**

- Smart Wearable Device
- Travel
- Luxury Goods
- Personal Luxury Vehicle
- Real Estate
- Mortgage
- Trust
- Brokerage Account
- Whole Life Insurance
- Education for Myself
- Education for my Children
- Stocks
- Mutual Funds
- ETFs
- Retirement Account

Saving to purchase

- Vacation
- Education for my Children
- Home Improvement
- Major Purchase (e.g., home, auto)

Saving to purchase in the **next year**

- General emergencies (e.g., car repair, medical bills)
- Retirement
- To Start a Business



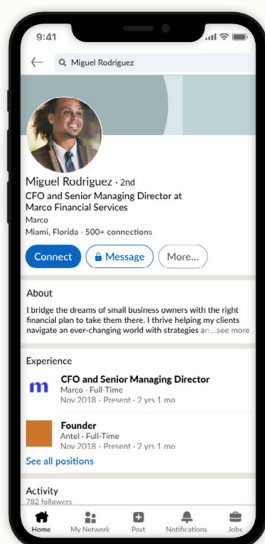


Meet The Fast-Trackers



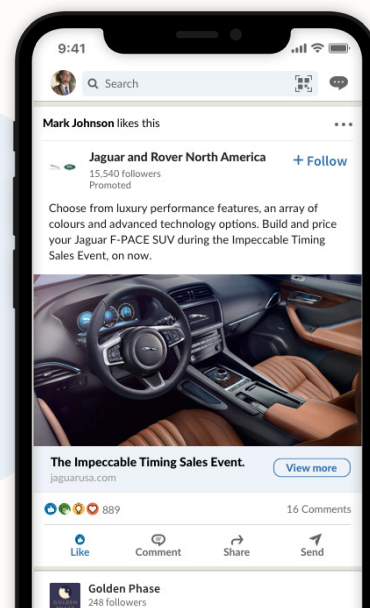
17% of LinkedIn US audience

The Fast-Trackers on LinkedIn



Which content format resonates with them most?

Sponsored Video



Reach The Fast-Trackers

Try these targeting inputs in the Campaign Manager Tool to closely reach The Fast-Trackers persona on LinkedIn.

Years of Experience 12+

Industry

Construction
Finance
Software & IT Services
Legal
Manufacturing

Degree

Bachelor's Degree
Master's Degree
Master of Business Administration
Research Doctorate
Doctor of Law
Doctor of Medicine

Job Seniority

Senior - Job Title Partner - Job Title
Director - Job Title Owner - Job Title
VP - Job Title
CXO (any kind of chief officer e.g. CEO, CFO, COO) - Job Title

Interests

Accounting 3D Printing
Accounting Software Electronics
Cash Flow Management Computer Hardware
Cloud Accounting CPUs
Personal Finance Human-Computer Interaction
Disruptive Innovation Information Technology
Digital Currency Nanotechnology
Cryptocurrency Quantum Computing
Technology Robotics
Artificial Intelligence Drones
Chatbots Nanorobotics
Machine Learning Swarm Robotics
Deep Learning Stocks and Shares
Natural Language Processing



Meet The Strivers

Beginning a journey of growth as boundless as their dreams take them.



15% of LinkedIn US audience



Demographics

25-years-old, 64% Female



Job Title

Entry / Training / Unpaid



% Married

23%



Industries

- Retail
- Consumer Goods
- Education
- Healthcare
- Software & IT Services
- Manufacturing



Education

High School Graduate / Completed 1-3 Years of College / 4-Year College Graduate



Average Household Income

(USD) \$53,000



Average Owned Assets

(USD) \$36,000

Mindset



Ambition



Life Balance



Learning

Attitude

- I never want to stop growing
- I prioritize time off from work

Life Goals

- Explore many countries
- Career success
- Be wealthy

LinkedIn makes them feel...

- Ambitious
- Inspired
- Motivated





Meet The Strivers



15% of LinkedIn US audience

Recent purchases

- Mobile Phone
- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Service

Products and services purchased in the **past year**

- Mobile Phone Service
- Video Subscription Service
- Education for Myself
- Luxury Goods
- Travel

Looking to purchase

- Mobile Phone
- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Service

In-market to purchase in the **next year**

- Mobile Phone Service
- Video Subscription Service
- Education for Myself
- Luxury Goods
- Travel

Saving to purchase

- Major purchase (e.g. home, auto)
- Education for Myself
- Vacation

Saving to purchase in the **next year**

- General Emergencies (e.g. car repair, medical bills)



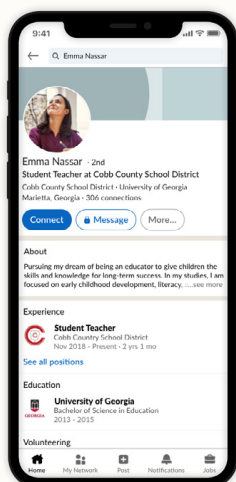


Meet The Strivers



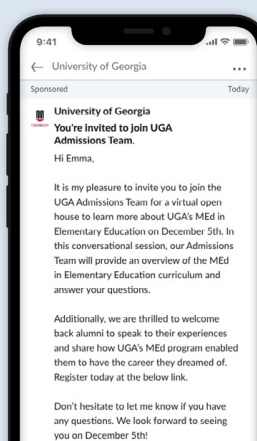
15% of LinkedIn US audience

The Strivers on LinkedIn

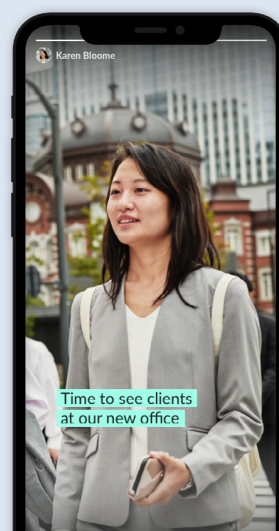


Which content format resonates with them most?

Sponsored Messaging



LinkedIn Stories



Reach The Strivers

Try these targeting inputs in the Campaign Manager Tool to closely reach The Strivers persona on LinkedIn.

Years of Experience 12+

Industry

Arts	Entertainment
Consumer Goods	Public Administration
Corporate Services	Wellness & Fitness
Education	Retail
Health Care	

Degree

Bachelor's Degree
Secondary Education
Middle School Diploma

Job Seniority

Senior - Job Title
Manager - Job Title
Director - Job Title
Owner - Job Title

Interests

Accounting	3D Printing
Accounting Software	Electronics
Cash Flow Management	Computer Hardware
Cloud Accounting	CPUs
Personal Finance	Human-Computer Interaction
Disruptive Innovation	Information Technology
Digital Currency	Nanotechnology
Cryptocurrency	Quantum Computing
Technology	Robotics
Artificial Intelligence	Drones
Chatbots	Nanorobotics
Machine Learning	Swarm Robotics
Deep Learning	Stocks and Shares
Natural Language Processing	



Meet The Goldens

Relishing a life measured by family and friendships.



12% of LinkedIn US audience



Demographics

69-years-old, 57% Female



Job Title

None



% Married

57%



Industries

- Retired
- Non-profit
- Education



Education

4-Year College Graduate
/ Completed 1-3 Years of College



Average Household Income

(USD) \$63,000



Average Owned Assets

(USD) \$134,000

Mindset



Family



Health



Giving

Attitude

- I plan for emergencies
- It is important to plan for my family after I'm gone
- I prefer to stick to a routine
- I often give to charity

Life Goals

- Build lifelong friendships
- Be healthy and fit
- Spend time and money wisely
- Be a responsible citizen
- Be environmentally friendly

LinkedIn makes them feel...

- Informed
- Satisfied



Meet The Goldens



12% of LinkedIn US audience

Recent purchases

- Mobile Phones
- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Service

Products and services purchased in the **past year**

- Mobile Phone Service
- Video Subscription Service
- Printer
- Personal Non-Luxury Vehicle
- Travel

Looking to purchase

- Travel
- Tablet
- Laptop
- Desktop Computer
- Personal Non-Luxury Vehicle

In-market to purchase in the **next year**

- Will
- Home TV or Internet Service
- Mobile Phone Service
- Video Subscription Service

Saving to purchase

- Retirement
- General Emergencies (e.g., car repair, medical bills)

Saving to purchase in the **next year**

- Vacation
- Home Improvement



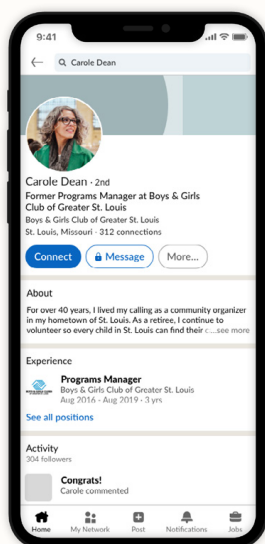


Meet The Goldens



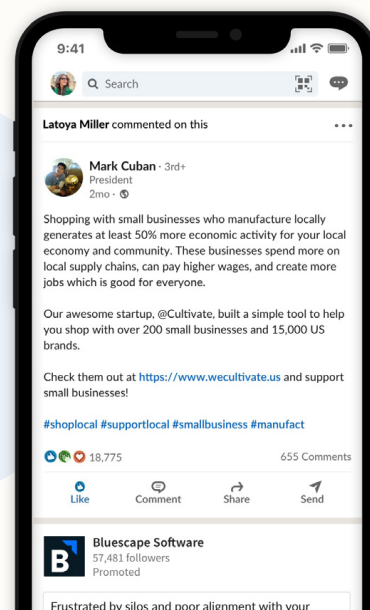
12% of LinkedIn US audience

The Goldens on LinkedIn



Which content format resonates with them most?

Posts by experts in the feed



Reach The Goldens

Try these targeting inputs in the Campaign Manager Tool to closely reach The Goldens persona on LinkedIn.



Years of Experience

12+

Industry

I haven't worked at all over the last year

Degree

Bachelor's Degree

Associate's Degree

Job Seniority

Unpaid – Job Title

Interests

Accounting

Accounting Software

Cash Flow Management

Cloud Accounting

Personal Finance



Meet The Movers

Embracing a drive to learn and grow as the key to long-term happiness.



19% of LinkedIn US audience



Demographics

30-years-old, 64% Female



Job Title

None / Owner / Entry



% Married

36%



Industries

- Education
- Retail
- Healthcare
- Construction
- Software & IT Services
- Manufacturing



Education

High School Graduate /
Technical or Vocational
School Graduate



Average Household Income

(USD) \$55,000



Average Owned Assets

(USD) \$46,000

Mindset



Ambition



Curiosity



Learning

Attitude

- I never want to stop growing
- Continuous learning is the key to a fulfilling life
- I plan for emergencies

Life Goals

- Learn new skills
- Own my own business

LinkedIn makes them feel...

- Inspired
- Open-minded
- Anxious



Meet The Movers



19% of LinkedIn US audience

Recent purchases

- Mobile Phones
- Education for Myself
- Video Subscription Service
- Mobile Phone Service
- Home TV & Internet Service

Products and services purchased in the **past year**

- Savings & Investment
- Annuities
- Luxury Goods
- Travel
- Printer
- Tablet
- Laptop
- Desktop Computer

Looking to purchase

- Mobile Phone
- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Service
- Mobile Phone Service
- Video Subscription Service
- Personal Non-Luxury Vehicle

In-market to purchase in the **next year**

- Personal Luxury Vehicle
- Education for Myself
- Luxury Goods
- Travel
- Stocks
- Mutual Funds
- ETFs
- Retirement Account
- Whole Life Insurance
- Real Estate
- Mortgage
- Will
- Savings or Investment Account
- Smart Home Appliance
- Smart Speaker
- Smart Wearable Device

Saving to purchase

- Vacation
- General Emergencies (e.g., car repair, medical bills)
- Major Purchase (e.g., home, auto)

Saving to purchase in the **next year**

- Home Improvement
- Education for Myself
- Education for my Children
- Retirement



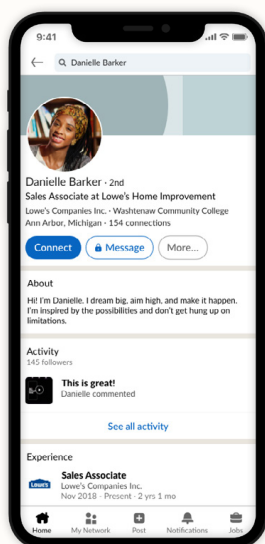


Meet The Movers



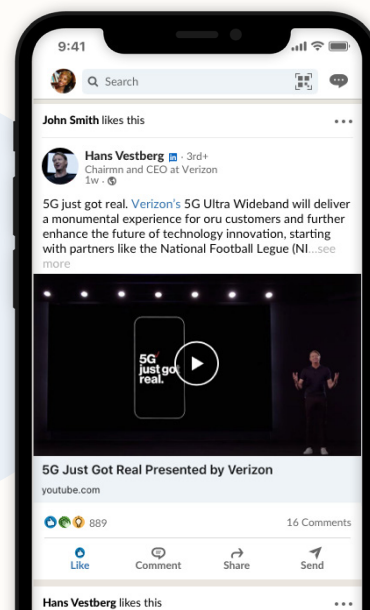
19% of LinkedIn US audience

The Movers on LinkedIn



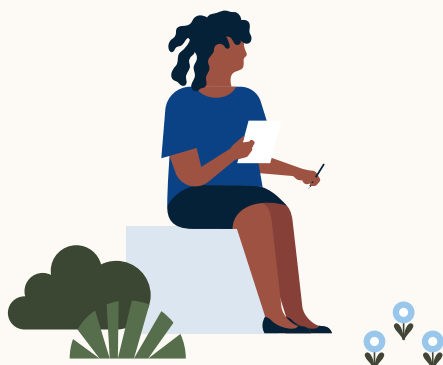
Which content format resonates with them most?

Sponsored Video



Reach The Movers

Try these targeting inputs in the Campaign Manager Tool to closely reach The Movers persona on LinkedIn.



Years of Experience

0-10

Industry

Construction
Education
Manufacturing
Health Care
Public Administration
Retail

Degree

Associate's Degree
Secondary Education
Middle School Diploma
European Apprenticeship Degree

Job Seniority

Training – Job Title
Entry – Job Title
Senior – Job Title
Manager – Job Title



Meet The Journeymen

Seeking adventures and experiences beyond the familiar day-to-day.



15% of LinkedIn US audience



Demographics

45-years-old, 65% Male



Job Title

Manager / Senior / Director



% Married

68%



Industries

- Education
- Finance
- Software & IT Services
- Real Estate
- Transportation & Logistics
- Construction



Education

4-Year College Graduate / Graduate School / Professional School Degree



Average Household Income

(USD) \$111,000



Average Owned Assets

(USD) \$131,000

Mindset



Adventure



Life Balance



Giving

Attitude

- I often give to charity
- I prioritize time off from work
- I often think of work outside of work

Life Goals

- Explore many countries
- Parental success

LinkedIn makes them feel...

- Informed
- Satisfied



Meet The Journeyers



15% of LinkedIn US audience

Recent purchases

- Travel
- Video Subscription Service
- Stocks
- Mutual Funds
- ETFs
- Retirement Account

Products and services purchased in the **past year**

- Mobile Phones
- Tablet
- Laptop
- Desktop Computer
- Home TV or Internet Service
- Mobile Phone Service
- Printer
- Luxury Goods
- Smart Home Appliance
- Smart Speaker
- Smart Wearable Device

Looking to purchase

- Travel
- Mobile Phone
- Tablet
- Laptop
- Desktop Computer

In-market to purchase in the **next year**

- Smart Home Appliance
- Video Subscription Service
- Personal Non-Luxury Vehicle
- Luxury Goods
- Stocks
- Mutual Funds
- ETFs
- Home TV or Internet Service

Saving to purchase

- Retirement
- Vacation
- General Emergencies
(e.g. car repair, medical bills)

Saving to purchase in the **next year**

- Major Purchase (e.g. home, auto)
- Home Improvement



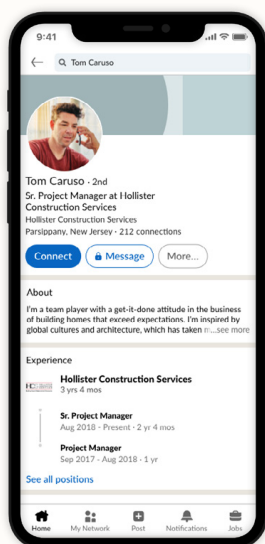


Meet The Journeymen



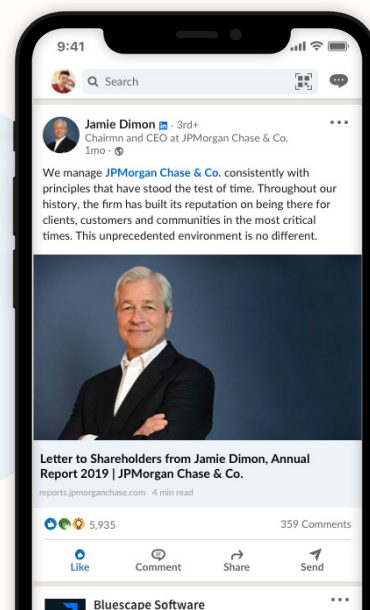
15% of LinkedIn US audience

The Journeymen on LinkedIn



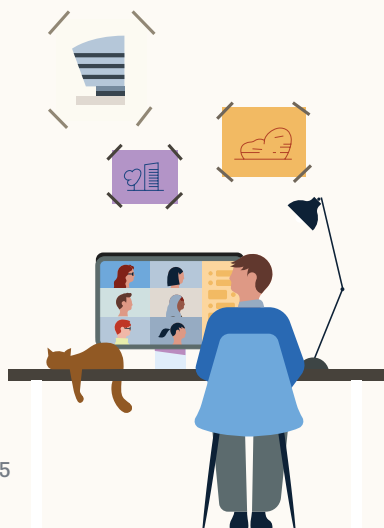
Which content format resonates with them most?

Sponsored Content



Reach The Journeymen

Try these targeting inputs in the Campaign Manager Tool to closely reach The Journeymen persona on LinkedIn.



Years of Experience

7-12+

Industry

Construction	Manufacturing
Corporate Services	Health Care
Education	Transportation & Logistics
Finance	Real Estate
Software & IT Services	

Degree

Bachelor's Degree	Research Doctorate
Master's Degree	Doctor of Law
Master of Business Administration	Doctor of Medicine
Associate's Degree	

Job Seniority

Senior - Job Title
Manager - Job Title
Owner - Job Title

Interests

Accounting	Personal Finance
Accounting Software	Stocks and Shares
Cash Flow Management	Freelancing
Cloud Accounting	



Meet The Stewards

Leading a life of personal responsibility
in service of the greater good.



12% of LinkedIn US audience



Demographics

50-years-old, 58% Female



Job Title

Mid-Level



% Married

45%



Industries

- Retired
- Retail
- Healthcare
- Education
- Manufacturing
- Construction
- Transportation & Logistics



Education

High School Graduate / 1-3
Years of College / 4-Year
College Graduate



Average Household Income

(USD) \$52,000



Average Owned Assets

(USD) \$62,000

Mindset



Planning



Health



Stability

Attitude

- I prioritize time off from work
- I often think of work outside of work

Life Goals

- Be healthy and fit
- Spend time and money wisely
- Be a responsible citizen
- Be environmentally friendly

LinkedIn makes them feel...

- Informed



Meet The Stewards



12% of LinkedIn US audience

Recent purchases

Products and services purchased in the **past year**

- Mobile Phone
- Home TV or Internet Service



Looking to purchase

In-market to purchase in the **next year**

- Mobile Phone
- Tablet
- Laptop
- Desktop Computer
- Travel
- Video Subscription Service
- Personal Non-Luxury Vehicle
- Home TV or Internet Service
- Will
- Smart Home Appliance

Saving to purchase

Saving to purchase in the **next year**

- General Emergencies (e.g. car repair, medical bills)
- Retirement
- Vacation



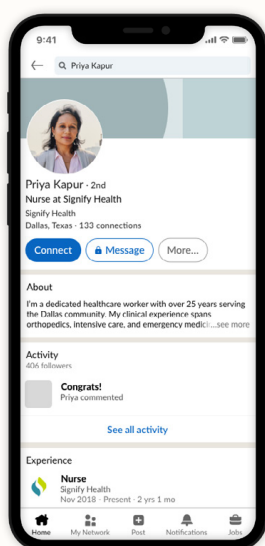


Meet The Stewards



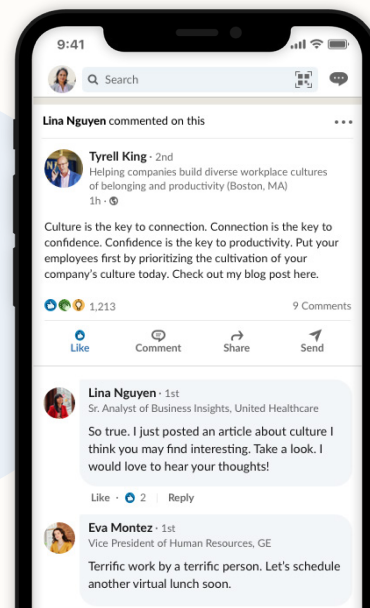
12% of LinkedIn US audience

The Stewards on LinkedIn



Which content format resonates with them most?

Discussions and comments by people I know



Reach The Stewards

Try these targeting inputs in the Campaign Manager Tool to closely reach The Stewards persona on LinkedIn.

Years of Experience

12+

Industry

I haven't worked at all over the last year
Education
Health Care
Nonprofit
Recreation & Travel
Retail

Job Seniority

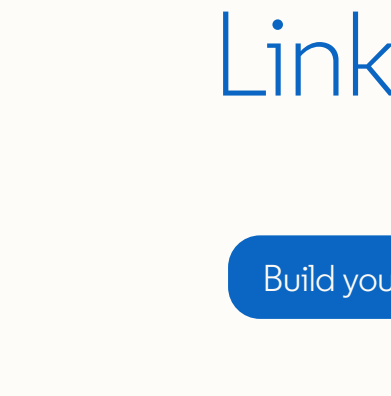
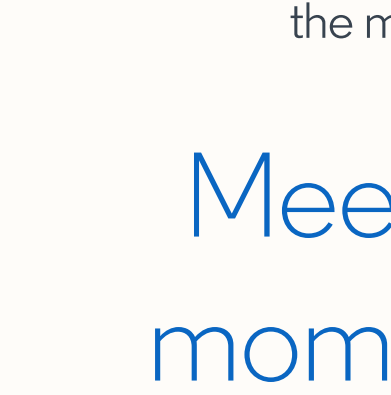
Entry – Job Title

Degree

Bachelor's Degree
Secondary Education
Middle School Diploma

Interests

Accounting
Accounting Software
Cash Flow Management
Cloud Accounting
Personal Finance



You've met
the member.

Meet your
moment on
LinkedIn.

Build your campaign

LinkedIn