

Reach your TV and online audiences more cost-effectively on LinkedIn

Two game-changing Nielsen Media insights for Higher Education marketers



Two game-changing insights

1 Improved reach; greater efficiency

Education advertisers can reach more prospective students with more cost efficiency by reallocating a majority of their existing TV spend to LinkedIn.

2 Better brand performance




LinkedIn advertising outperformed the leading, competitive online video platform by more positively impacting nearly all key brand metrics in a side-by-side comparison.

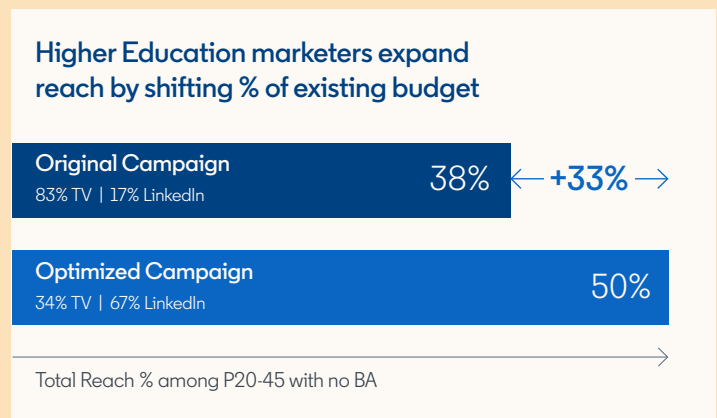
Higher Education marketers need to efficiently and cost-effectively reach prospective students in the right mindset. To uncover opportunities, LinkedIn commissioned Nielsen to conduct two studies – one to analyze the impact of moving a portion of Higher Education media budgets from TV and online video to LinkedIn and the other to measure brand performance against the leading, competitive online video platform.

Now is the time to amp up your multi-channel strategy and reach by shifting TV and video ad dollars to LinkedIn.

Reach study

Key Findings

-  By shifting from 18% to 67% of total advertising budget to LinkedIn, reach increased by 33% with no increase to the overall campaign budget.
-  Campaign cost efficiency (cost per reach point) improved 25% when shifting dollars from TV to LinkedIn.
-  When shifting dollars from TV to LinkedIn, LinkedIn-only reach increases, showing the value of the incremental reach found on LinkedIn.



Source: Custom Nielsen Share Shift study commissioned by LinkedIn, TV & LinkedIn, 9/1/2019-11/30/2019, ages 20-45 non-students without a bachelor's degree.

Brand performance study

This analysis evaluated the effectiveness of the LinkedIn platform at driving an increase in key brand metrics for online universities.

Key Findings



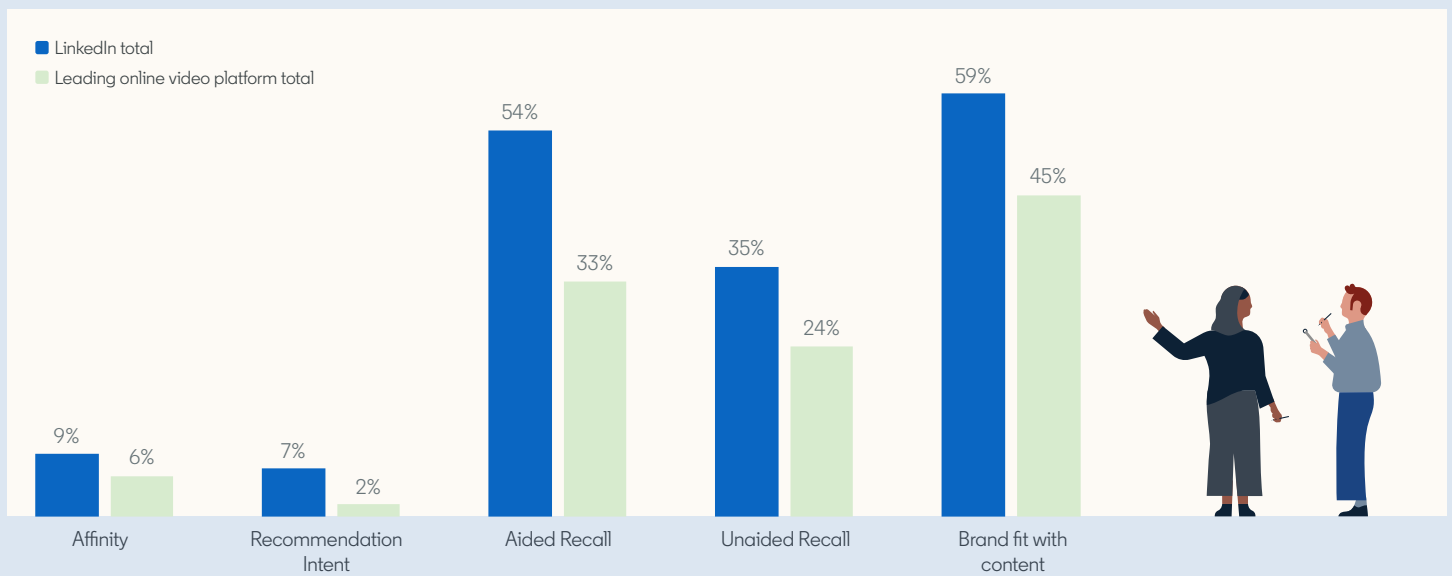
LinkedIn advertising outperformed the online video platform by more positively impacting key brand metrics, including affinity and recommendation intent.



A majority of prospective students exposed to LinkedIn ads correctly recalled the advertiser brand, significantly higher than the online video platform.



Brands were 2-3x more likely to be described as credible, informative and professional on LinkedIn than on the online video platform.



Source: Custom Nielsen Ad Format study commissioned by LinkedIn. Survey conducted from October 12-20, 2020. Sample of 1000 total respondents ages 20-45 non-students without a bachelor's degree.

Reach more students with the same budget

Reach more of your target audience and influence them more effectively – with the same budget – by shifting a portion of your advertising budget from TV and general-purpose video platforms to LinkedIn.

To find the right students for your programs or learn more about the methodology for these studies, contact your LinkedIn account team today!

