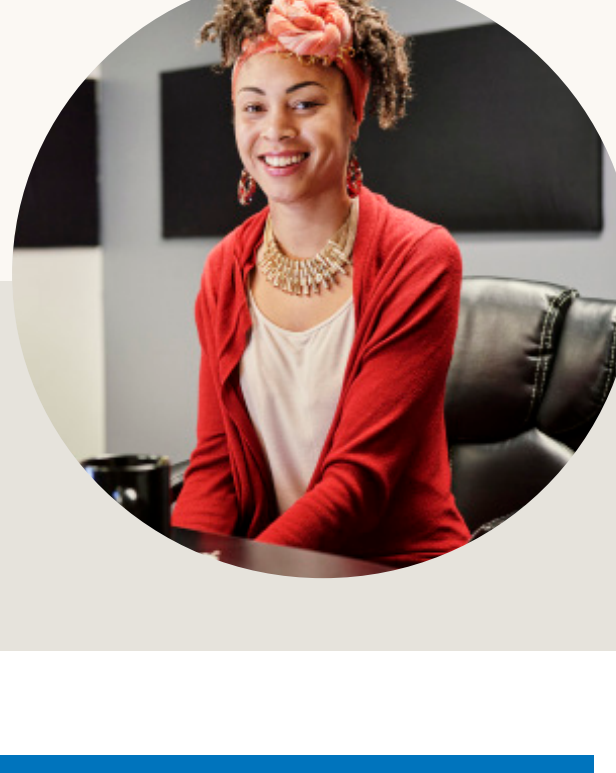


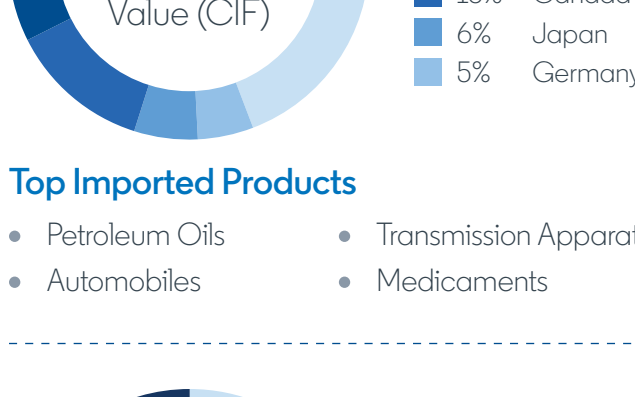
Winning in the United States: Market and Audience Insights



- Economic overview
- Audience profile on LinkedIn
- SMBs on LinkedIn
- Top content interests
- Best performing ad formats

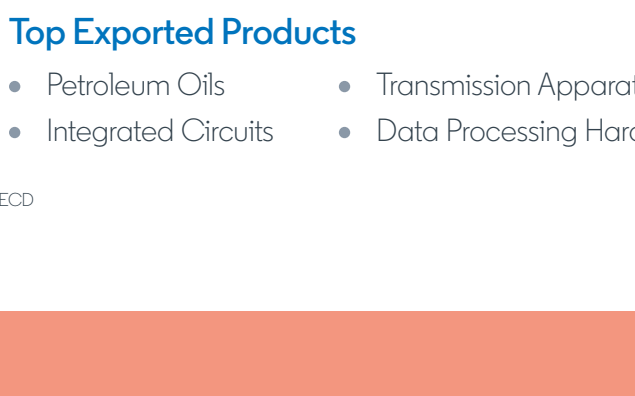
Economic overview

GDP	Value: USD 20.93 trillion (2020) Growth: -3.5% (2020)
Population	Age 15-64: 214 million (2020)
GNI per Capita	Atlas Method: USD 65,850
Inflation	1.2% (2020)
Unemployment	8.3% (2020)
Doing Business	Ease of Doing Business: 6 (Global Rank) Ease of Trading Across Borders: 39 (Global Rank)
Imports by Stage	Raw Materials: 8.7% (of total imports) Intermediate Goods: 15.2% (of total imports) Consumer Goods: 37.0% (of total imports) Capital Goods: 34.6% (of total imports)
Service Imports	588.36 billion (BoP)



Top Imported Products

- Petroleum Oils
- Automobiles
- Transmission Apparatus
- Medicaments



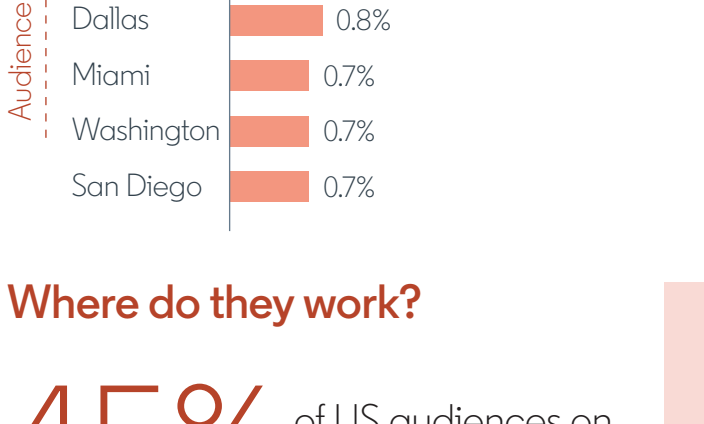
Top Exported Products

- Petroleum Oils
- Integrated Circuits
- Transmission Apparatus
- Data Processing Hardware

Audience profile on LinkedIn

Where are they located?

Only **13%** of US audiences on LinkedIn are located in the top 10 cities



insights

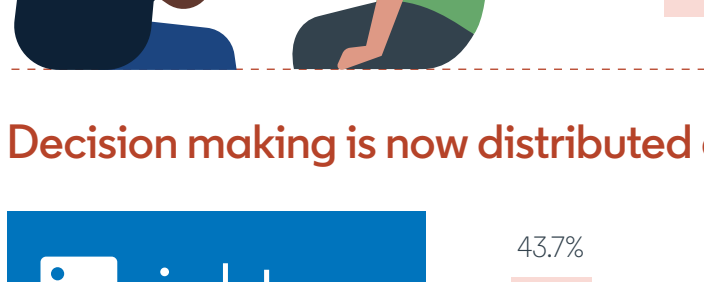
With 87% of audiences located outside the major US cities, setting your location targeting to USA as a country, rather than focusing on specific cities, can improve your reach.

This is especially true in a time when more people are working remotely.

Where do they work?

45% of US audiences on LinkedIn work in:

- Government
- Education
- Healthcare
- Retail & Consumer Goods

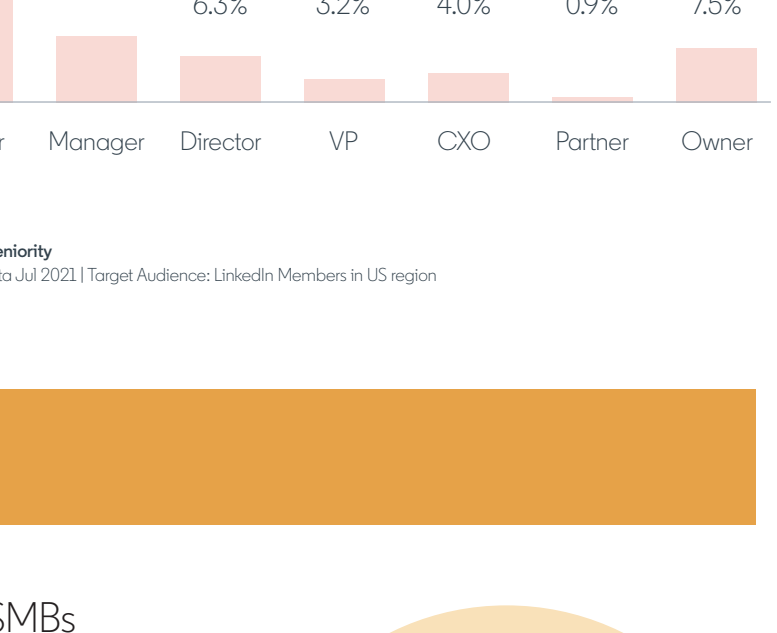


Fastest-growing industries

- Software
- Media & Entertainment
- Professional Services
- Banking, Financial Services & Insurance
- Government/ Education/Non-profits

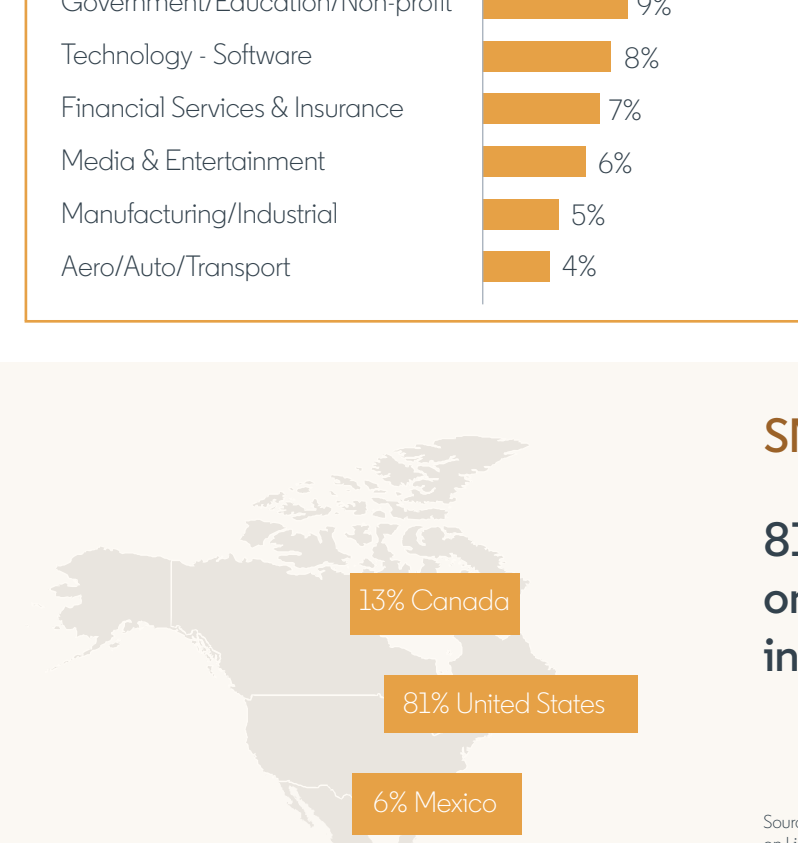
Source: LinkedIn Internal Data Jul 2021 | Target Audience: LinkedIn Members in US region | Industry growth is based on the increase in count of companies on LinkedIn over L12M

Decision making is now distributed and democratized



SMBs on LinkedIn

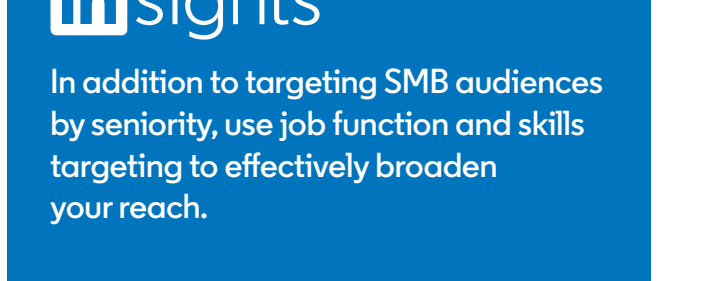
46% of all North American SMBs on LinkedIn are in **3 industries**:



41% of North American start-ups on LinkedIn have revenue > US\$100M

SMBs in North America on LinkedIn, by industry
Source: LinkedIn Internal Data 2021, Target Audience: Members employed in SMB Companies on LinkedIn (1,200), Geo: North America

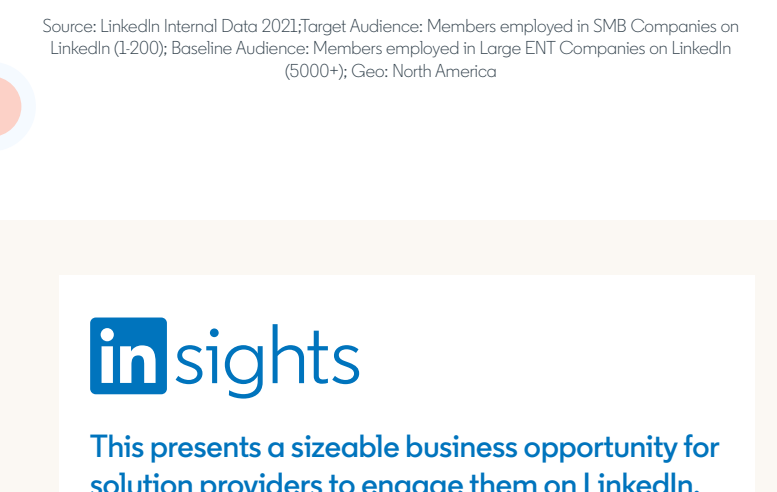
SMB HQ locations



81% of North American SMBs on LinkedIn are headquartered in the United States.

Source: LinkedIn Internal Data 2021, Target Audience: Members employed in SMB Companies on LinkedIn (1,200), Geo: North America

There are 38+ million SMB employees on LinkedIn, including a third who are senior decision makers



North American SMBs are actively in-market for solutions to help grow their business.

- They're looking for:
- Customer Communication Solutions
 - Marketing Services
 - Database Management Solutions
 - Telecommunications Solutions

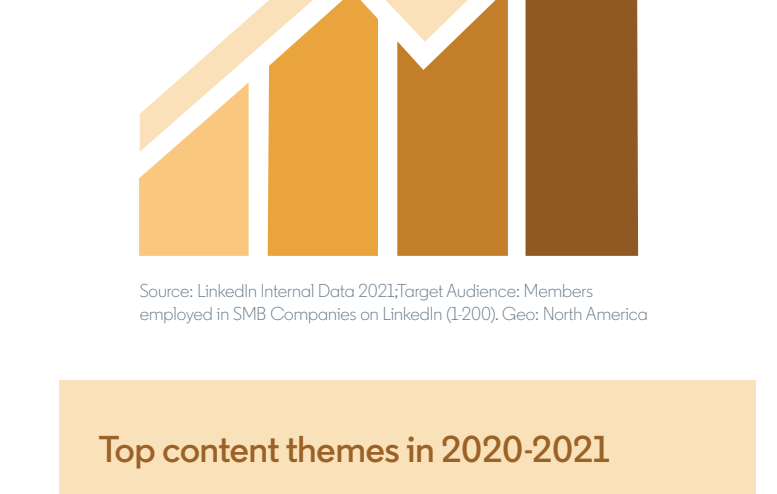
Appeal to SMBs' key considerations when selecting a vendor/solution:

- Ease of Use
- Price
- Trustworthiness

Source: LinkedIn Internal Survey Data 2021; this self-reported data was collected from an internal LinkedIn sample of 2,985 LinkedIn members during May 2021

Source: Salesforce Fourth Edition Small and Medium Business Trends Report, (March 2020), https://www.salesforce.com/eur/form/pdf/2020-small-business-trends-report/

SMBs are turning to LinkedIn to inform their purchasing decisions



Engage SMB audiences with content that resonates with them

North American SMBs have shown interest in content that helps them understand the world, their place in it, and how to succeed.

- ### Top content themes in 2020-2021
- Well-being
 - Reinvention
 - HBR articles
- ### Top evergreen content themes
- Marketing & Advertising
 - Start-up Strategies
 - Branding
 - Sales Lead

Top content interests

Overall, LinkedIn members in the US engage well with content topics relating to:

- Veterans
- Equal Opportunities
- Financial Investing

- ### Top 10 member interests
- Business and Management
 - Finance and Economy
 - Business Administration
 - Politics and Law
 - Human Resources
 - Technology
 - Society and Culture
 - Social Issues
 - Civic Engagement
 - Marketing and Advertising

Use these insights as inspiration to inform your content strategy because content that resonates with audiences can help boost engagement.

Best performing ad formats

Which ad format is optimal for your campaign objective?

For driving brand awareness	For driving engagement	For driving lead generation
Video Ad View rate: 40%	Message Ad Open rate: 57%	Message Ad Open rate: 1.9% Lead rate: 38%
Carousel Ad Engagement rate: 0.56%	Video Ad Views: 3.6%	Video Ad Views: 0.42% Lead rate: 13%
Single Image Ad Engagement rate: 0.37%	Carousel Ad Engagement rate: 1.2%	Carousel Ad Engagement rate: 0.41% Lead rate: 8.5%
US audiences tend to respond well to engaging and personalised ad formats. Use Video Ads for the upper funnel to build interest and awareness, and Message Ads for the bottom funnel to deepen consideration and encourage conversions.	Single Image Ad Engagement rate: 0.75%	Single Image Ad Engagement rate: 0.45% Lead rate: 7.2%

Source: LinkedIn Internal Data (Jun 2020-Jul 2021) | Target Audience: LinkedIn Members in US region

Source: LinkedIn Internal Data (Jun 2020-Jul 2021) | Target Audience: LinkedIn Members in US region

Source: LinkedIn Internal Data (Jun 2020-Jul 2021) | Target Audience: LinkedIn Members in US region

Consideration: only mail opens for in-mails; only clicks & social actions for video ads (not video views) & single image ads; includes card scroll across views for carousel ads.

Conversion for sponsored ads formats targeted with the objective of conversion (for ads having > 100 form views). Open Rate % = Form Opens / Impressions and Lead Rate % = Leads Submitted / Form Opens.