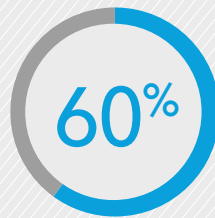


# LinkedIn Dynamic Ads

Engage the professionals that matter most to your business with dynamically generated, personalized ads on LinkedIn

## Today's digital marketer struggles to deliver a customized experience

Digital marketers know that message relevancy is critical to successfully connect with target audiences and drive response. Unfortunately, many struggle with personalizing ad experiences for their target customers.

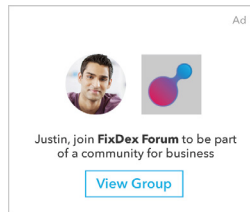
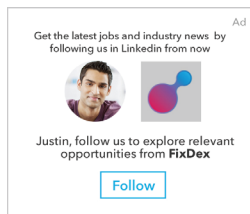
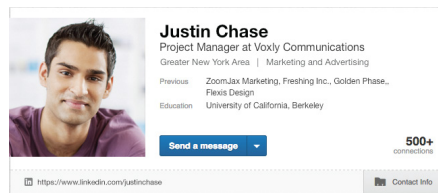


of marketers say personalizing the customer experience is their top marketing objective<sup>1</sup>

## Drive response with ads that are personalized to your audience's activity on LinkedIn

LinkedIn Dynamic Ads allow you to precisely target decision-makers and influencers with highly relevant and customizable creatives on LinkedIn.

- Drive quality engagement, traffic to your website or LinkedIn Company Page, and leads through deeply differentiated and personalized creative formats.
- Build relationships and prompt the right people to engage with your ads through customized calls to action.
- Reach the right prospects using accurate targeting based on the professional member profile.



Personalize your creative using IAB standard display ad unit formats served on the right column of the desktop.

<sup>1</sup> The "Data-Driven Marketing Trends Survey" report from Ascend2.

## Why LinkedIn Dynamic Ads?

Drive engagement, prompt action, and build relationships with the professional audiences that matter most using personalized ads that resonate.

- **Target the audiences that matter.** Select the audiences you want to reach based on a wide range of professional targeting criteria including company, skills, interests, and more.
- **Personalize your message and creative.** Craft your ad copy, choose your call to action (CTA), and leverage dynamically generated images from LinkedIn member profiles.
- **Measure your performance.** Analyze campaign-reporting metrics provided by your LinkedIn account team and fine-tune your ads.
- **Grow your company follower count.** Build relationships and grow your company's LinkedIn follower count using unique ad formats and "Follow" CTAs.



*Engage the right audiences on LinkedIn to achieve your marketing objectives using Sponsored Content, Sponsored InMail, and a range of Display, Text and Dynamic Ad formats.*

## Market to who matters

Over 433M professionals worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. This makes LinkedIn the most effective platform to engage the decision-makers, influencers, and people that matter most to your business.

**Discover** how to achieve your goals on LinkedIn by targeting the right audiences and sharing valuable content through products tailored to how professionals engage on the platform.

Learn more about how to start advertising on the world's largest professional network using [LinkedIn Dynamic Ads](#).