

LinkedIn Sponsored InMail

Engage your target audiences with personalized content delivered through LinkedIn messenger.

Online advertising has its challenges

Too often, B2B marketers are forced to choose between advertising at scale or personalizing content to the individual. And while mobile devices continue to play an increasingly important role in reaching prospects, optimizing for the small screen remains a substantial hurdle for many.



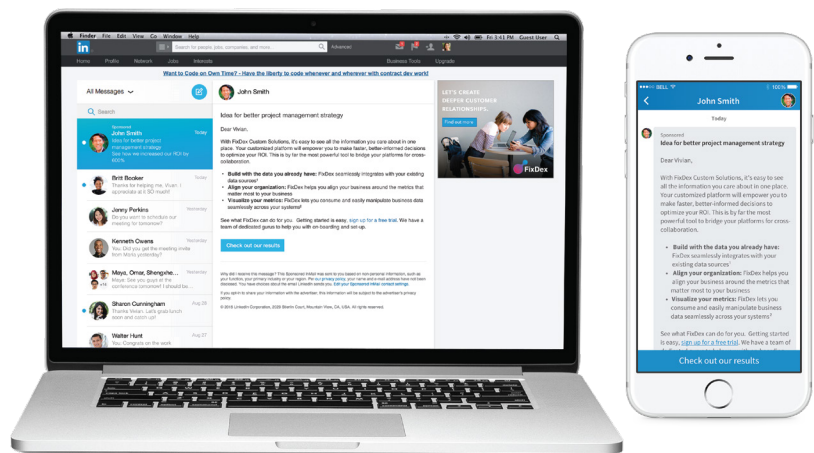
of organizations give their personalization efforts a grade of C or lower¹

Easily personalize your outreach at scale with Sponsored InMail

- Engage your target audiences across mobile and desktop with optimized designs.
- Deliver personalized messages within LinkedIn messenger.
- Reach members only when they are active on LinkedIn.







Drive conversions, attendance, and downloads

- Boost registrations with personalized invitations to webinars or in-person events.
- Drive conversions with targeted product and service promotions.
- Promote content downloads of infographics, white papers, eBooks, and more.



Engage your prospects in the most direct way possible on LinkedIn.

Get started with Sponsored InMail in six simple steps

-  1. **Build your creatives** and personalize your message with a strong call to action (CTA).
-  2. **Target your audience** by location, company, industry, title, skills, education, and more.
-  3. **Set your bid** and campaign budget goals.
-  4. **Launch your campaign** and start sending messages directly to your target audience.
-  5. **Measure your results** and track key metrics including sends, opens, and clicks.
-  6. **Optimize your impact** by A/B testing variations of your content, using scalable campaign management tools.

What can you do with LinkedIn Sponsored InMail?

Sponsored InMail is the most direct way to engage your prospects on LinkedIn across mobile and desktop.

- **Tailor your content with flexibility and ease.** Craft personalized messages that tell your story without the limitations of restrictive character counts.
- **Drive action with optimized design features.** Persistent CTA buttons on mobile and desktop are always visible while a user scrolls.
- **Ensure timely reach with real-time delivery.** Sponsored InMail messages are only delivered when members are active on LinkedIn.
- **Avoid formatting headaches.** Responsive design ensures your message looks great on any screen, large or small.
- **Engage members in a professional context.** Strict delivery frequency caps ensure your message gets maximum mindshare.



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 450M 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 Sponsored InMail](#).