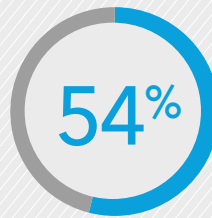


# LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people that matter most to your business

## Traditional email marketing has its challenges

While email remains a major channel for marketers, list maintenance, content personalization, and mobile optimization continue to pose a challenge.<sup>1</sup> Meanwhile, mobile devices are playing an increasingly important role in reaching prospects, despite mobile optimization hurdles.



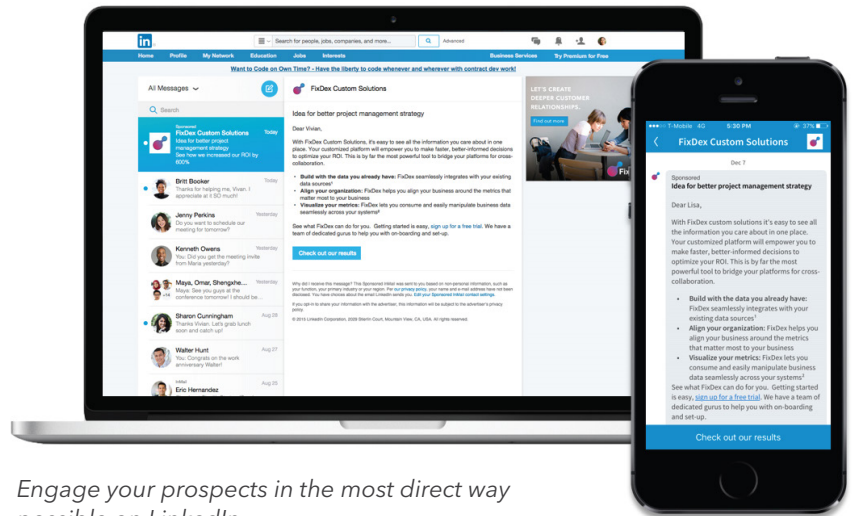
of email is now opened on a mobile device<sup>2</sup>

## Diversify your marketing portfolio and personalize your outreach

- Reach members only when they are active on the LinkedIn site.
- Drive meaningful results by delivering personalized messages within the uncluttered LinkedIn Inbox environment.
- Engage your key target audiences across desktop and mobile.

## Drive conversions, attendance, and downloads

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








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

<sup>1</sup> "Email Marketing Challenges According to US Publishing Professionals, Sep. 2014," eMarketer, 2014.

<sup>2</sup> "Email Analytics", Litmus, Nov 2015.

## Send highly targeted messages to the people that matter most to your business

-  1. Identify your target audience by location, company, industry, title, skills, education, and more.
-  2. Estimate your cost based on the target audience available.
-  3. Personalize your message to your target audience with a strong call to action (CTA).
-  4. Launch your campaign: Let LinkedIn help you build, test, and deploy your Sponsored InMail.
-  5. Track and measure performance to optimize your campaign.

## Why LinkedIn Sponsored InMail?

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

- **Mobile design optimized for clicks.** Persistent CTA button remains on top of content while user scrolls for easy action.
- **Real-time delivery ensures timely reach.** Sponsored InMail messages are only delivered when members are on LinkedIn.
- **Uncluttered professional context.** Strict delivery frequency caps ensure your message gets maximum mindshare.
- **Flexibility to tailor your content.** Send a personalized message that will resonate most with your target audience.



*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 Sponsored InMail](#).