Linked in™ Marketing Solutions

LinkedIn Display Ads

Reach your target audience in a premium context on LinkedIn—the world's largest professional network

For display advertisers, reaching the right people at scale can be a challenge

Running a successful display advertising program means investing wisely in high-value audiences and engaging them at scale throughout the purchase cycle. Unfortunately, many display advertisers struggle to control their ad inventory and reach the right people, resulting in low-quality impressions, unqualified leads, and lackluster performance.

76.5% of marketers say targeting options are the most important factor when choosing to buy online media[1]

Two ways to reach your audience in a premium context

LinkedIn offers two powerful ways to influence, engage, and acquire high-value customers in the premium context of the world's largest professional network. Now you have the flexibility to purchase guaranteed impressions directly from LinkedIn or buy programmatically through your preferred technology platform. Select the purchasing option that mirrors your marketing goals best, or combine managed and programmatic to maximize your reach and performance.

Deploy IAB standard display ad unit formats served on the right column of the desktop.

[1] The Programmatic Revolution: How Technology Is Transforming Marketing, January 2014 study conducted by Advantage Business Research.

1. Programmatic Buying

With programmatic buying, you can purchase LinkedIn Display Ad inventory through open or private real-time bidding (RTB) auctions using your preferred buying platform. Programmatic buying is best suited for advertisers looking to:

- **Advertise at scale:** Scale your display programs on LinkedIn with auction-based pricing and real-time purchasing across open and private LinkedIn auctions.
- **Engage customers based on professional identity and intent:** Precisely target high-value customers, website visitors, or LinkedIn audiences using your data or LinkedIn programmatic audience segments.
- **Achieve performance objectives:** Measure and optimize your LinkedIn display advertising campaigns in real-time using the same programmatic tools that you use to manage your spend across the web.

2. Managed Buying

With managed buying, you can reserve your preferred audience at a set price. It's ideal for advertisers looking to:

- **Drive brand awareness with guaranteed reach:** Deliver your message to your target audience through guaranteed impressions.
- **Target professionally, with precision:** Identify audiences using LinkedIn's exclusive professional targeting facets based on relevant member profile data.
- **Manage your budget and accurately estimate your ad spend:** Lock in your rate with fixed CPM pricing.

Why LinkedIn Display Ads?

- **Buy the way you want buy.** Choose from two flexible display ad buying platforms or use both depending on your business needs.
- **Target a quality audience in a professional context.** Use your own data or take advantage of exclusive LinkedIn member targeting to reach your preferred audiences within the high-quality context of the LinkedIn desktop experience.
- **Leverage your own creative.** Choose the IAB standard Display Ad formats that work best with your creative.
- **Drive results for multiple objectives.** Optimize for performance using your preferred programmatic buying platform or working directly with LinkedIn.

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 Display Ads.

Linked in™