

LinkedIn Display Ads - Programmatic Buying

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

Programmatic advertisers face new challenges

Programmatic advertising continues to gain popularity among marketers and is projected to grow by 34 percent globally in 2016¹—but it's not without its challenges. Many programmatic advertisers struggle to find quality inventory sources that offer viewable impressions in a fraud-safe environment.



61% of advertisers cite inventory quality as a leading challenge²

Reach quality audiences at scale within a premium ad environment

The LinkedIn Display Ads programmatic buying option helps you confidently get your business in front of the world's largest, most engaged professional audience of influencers and decision-makers with efficiency and control. Through the programmatic buying option, you can reach the right customers in a brand-safe environment with highly visible Display Ads and accurate targeting using your preferred demand-side platform (DSP) or agency trading desk (ATD).

- **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 own data or LinkedIn programmatic audience segments.
- **Get real-time reporting insights:** 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.



Programmatically purchase 300x250 IAB standard display ad formats served on the right column of the desktop version of LinkedIn.com

¹ ZenithOptimedia, "Programmatic Marketing Forecasts 2015", eMarketer calculations, Dec 7, 2015.

² AOL Platforms, "7 Things You Need to Know About Programmatic Right now," Aug 13, 2014.

Audience targeting options

LinkedIn offers programmatic buyers two options for targeting audiences on LinkedIn.com. Choose the option that best meets your business needs and objectives:

- **Intent-based targeting:** Retarget website visitors, CRM contacts, lookalike audiences, and more using your own first- or third-party data tracked and managed through your preferred demand side platform, data management platform (DMP), or data warehouse.
- **Professional identity targeting:** Leverage LinkedIn programmatic audience segments to reach professional audiences based on their company size, seniority, career type, education, and more.

Buy the way you want to buy

LinkedIn Display Ad inventory can be purchased through open or private auctions. Choose the option that works best for you or use both to maximize your reach.

	Open Auction	LinkedIn Private Auctions
Target using your own data across LinkedIn's Run of Professionals (ROP)	Reach a specific audience across a broad set of publishers ✓	Reach a specific audience on a specific publisher platform ✓
Target using predefined LinkedIn audience segments*		✓
Advertisers must be whitelisted	Yes	Yes

* Targeting that uses first- and third-party cookie data cannot be combined with LinkedIn programmatic audience segment targeting options within private auctions.



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.

Why LinkedIn Display Ads?

Highly viewable ad placements and efficient ad load times make LinkedIn a top-tier inventory source. LinkedIn Display Ads also deliver:

- **Brand safety.** Advertise with confidence in LinkedIn's bot-restricted, fraud-monitored environment.
- **High viewability.** Attract and engage your target audience with highly visible display ads, placed exclusively on high-traffic LinkedIn pages.
- **Unmatched audience quality.** Get your business in front of the largest, most engaged network of professionals, thought leaders, decision-makers and influencers.
- **Accurate professional targeting.** Leverage LinkedIn's exclusive professional targeting or your own first- or third-party data to programmatically reach the audiences that matter most to your business.

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.

Contact your LinkedIn sales representative to see if you are qualified to purchase [Display Ads](#) inventory through your programmatic platform.