

# 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 their target audience, resulting in low-quality impressions and limited brand awareness.



of marketers say targeting options are the most important factor when choosing to buy online media<sup>1</sup>

## Now you can drive brand awareness with guaranteed reach

LinkedIn Display Ads help you reach and engage the right buyers and build your brand in the premium context of the LinkedIn desktop experience. With Display Ads, you purchase guaranteed impressions directly from LinkedIn and reserve your preferred audience at a set price.

- **Build your brand:** Get your business in front of the right people early in the buying cycle and increase awareness at scale.
- **Drive engagement with quality buyers:** Reach premium professional audiences in the brand-safe professional context of LinkedIn.com.
- **Target professionally, with precision:** Identify audiences using LinkedIn's exclusive professional targeting facets based on relevant member profile data.



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

<sup>1</sup> The Programmatic Revolution: How Technology Is Transforming Marketing, January 2014 study conducted by Advantage Business Research.

## Why LinkedIn Display Ads?

- **Reserve your preferred audience.** Ensure your message reaches your target audience with guaranteed impressions.
- **Leverage your own creative.** Choose the IAB standard display ad formats that work best with your creative.
- **Maintain control over your spend.** Lock in your rate with fixed cost per impression (CPM) pricing to scale your reach and engagement.



*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 414M 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](#).