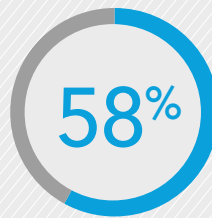


LinkedIn Text Ads

Easily create and launch your own well-targeted, customized campaigns in minutes—on a budget that works for you

Many marketers struggle to generate quality leads with limited resources

For lead generation marketers, lead quality is often the single most important factor in determining the success of an ad campaign. Unfortunately, the ability to efficiently reach target audiences at scale can be a challenge—especially with limited time, resources, and budget.

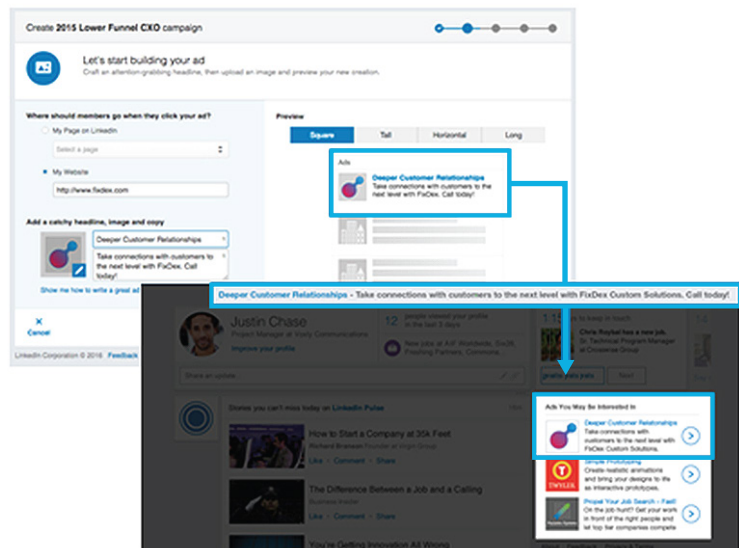


of marketers say increasing lead generation is the most important goal of digital marketing¹

LinkedIn Text Ads are the fastest way to get your business in front of the world's largest professional network

LinkedIn Text Ads are intuitive, self-service ad formats that enable you to easily create, manage, and optimize customized campaigns in a matter of minutes. With Text Ads, you can target a premium professional audience and drive high-quality leads to your business—all on a budget that works for you.

- Fine-tune your target audience based on location, demographics, skills, interests, and more to achieve the right mix of volume and precision.
- Gain meaningful insights into your campaign and creative performance with powerful audience segmentation analytics and social engagement measurement tools.
- Intelligently optimize your budgets, bids, and creative to achieve your branding and customer acquisition objectives.

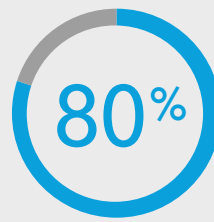


Generate quality leads with an easy, self-serve solution. Text ads appear in the right column of the desktop and are available in four formats: square, tall, horizontal, and long.

¹ State of Digital Marketing Survey, Ascend2 and Research Partners, March 2016.

Why LinkedIn Text Ads?

- **Reach the right audience:** Get your ads in front of the people that matter most using a wide range of professional targeting options.
- **Generate quality traffic and leads:** Reach a premium audience of decision-makers and influencers and drive them directly to your website or landing pages.
- **Get started right away:** Easily create and launch well-targeted campaigns with custom creative in just minutes.



of B2B leads generated through social media come from LinkedIn²



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 Text Ads](#).

² LinkedIn for B2B Lead generation¹ infographic by Oktopost as shared by business2community.com, March 2014.