

LinkedIn Display Ads Programmatic Buying

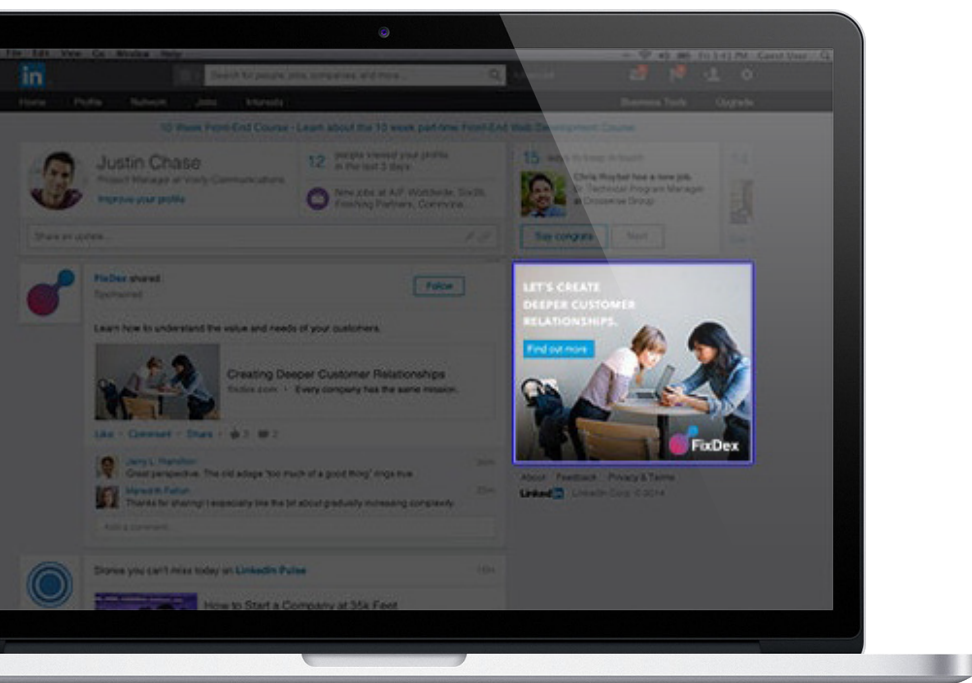


Reach your target audience in a premium context on LinkedIn—the world's largest professional network

Members are up to

3X more likely

to engage with content when exposed to both Sponsored Updates and Display compared to either alone



Why LinkedIn Display Ads?

Highly viewable ad placements and efficient ad load times make LinkedIn a top-tier inventory source.

- **Brand safety.** Advertise with confidence in LinkedIn's bot-restricted, fraud-monitored environment.
- **High viewability.** Engage your target audience with highly visible display ads.
- **Unmatched audience quality.** Get your business in front of the largest 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 reach the audiences that matter.

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

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.

Overview

- 300x250 Desktop Display - 1 unit per page always above the fold
- First Price auction
- 80%+ viewability rate
- No Minimums - No commitments

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 **seniority, company size, degree, field of study, job function, industry, member persona, and more.**

Pricing and Monthly Avails

[Click here](#) to view more information about our pricing and avails for our standard audiences:

<https://business.linkedin.com/marketing-solutions/display-advertising/programmatic-ads/audience-targeting-options>



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 560M 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 set up a private deal today or to learn more! **Display Ads** inventory through your programmatic platform.

programmatic@linkedin.com

