



# Programmatic Display Advertising

With LinkedIn Programmatic Display Advertising, you can reach quality audiences at scale with high viewability, in a brand-safe environment. Follow these best practices to launch your successful campaign and maximize your advertising investments.

 DO	 DON'T
<p>Use 3rd-party monitoring tags to measure the quality of the inventory being sent through.</p>	<p>Implement 3rd-party Pre-Bid or blocking tags (3rd parties might have trouble reading our pages).</p>
<p>Communicate any Geo targeting to your LinkedIn Account Executive and Programmatic Lead.</p>	<p>Layer on brand safety or viewability filters. This may prevent your campaign from being able to bid.</p>
<p>Bid what you value the impression. In a first price auction, you pay what you bid.</p>	<p>Use a second-price auction bidding strategy.</p>
<p>Ensure all ad calls in your creatives are SSL compliant.</p>	<p>Use keyword, contextual, or environment filters.</p>
<p>Layer on 1st- and 3rd- party data to a LinkedIn <b>Run of Professionals Deal</b>. We offer a high level of scale for you to target against.</p>	<p>Layer on additional 1st- or 3rd- party data to LinkedIn <b>Audience Deals</b>. This can severely limit scale causing delivery issues.</p>