

LinkedIn Audience Network: Reach millions of professionals across multiple touchpoints.

The LinkedIn Audience Network is a feature that enables financial services marketers to extend the reach of Sponsored Content campaigns and reach targeted professional audiences across a suite of trusted publishers. You'll increase the ads you serve, without compromising on quality of engagement.

LinkedIn Audience Network provides what you need to respond to a changing business climate, increase your value, and show an impact to your business, whatever your budget. The cost per click pays off.



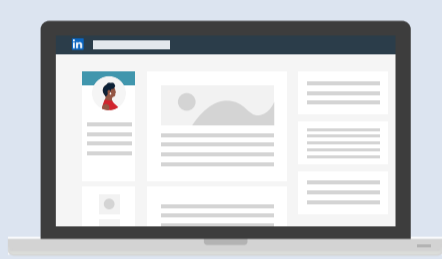
What LinkedIn Audience Network does:



Extends your campaign reach up to **25%** by engaging the same LinkedIn members on trusted third-party publishers



Gives you control over where your ads appear by allowing you to block publishers based on IAB category or through custom blocklists



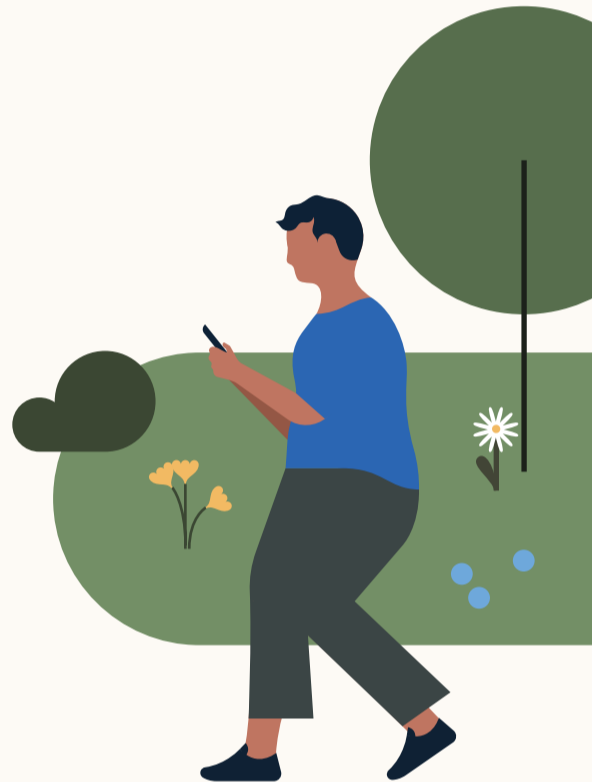
Helps you target professionals who are equally active on the LinkedIn feed and LinkedIn Audience Network (top segments include Enterprise VP+ and SMB Directors+)

Expand reach with trust.

Customer success story

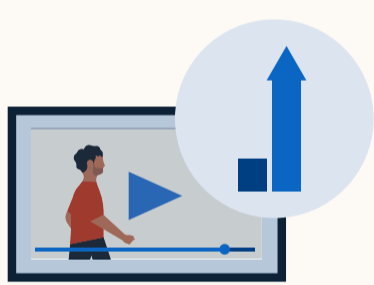
SunTrust now Truist Corporate Commercial Banking was trying to reach premium members in specific regions and needed to efficiently scale their message. Their objective was to drive website traffic to engage with their content and register for webcasts.

Truist activated their message through a multi-objective approach. Launching Sponsored Content and video ads with the LinkedIn Audience Network enabled their campaigns to reach the same LinkedIn member audience both on the LinkedIn feed and when they were active on trusted publishers.



Results:

By keeping their audience targeting specific, but expanding placement, Truist achieved results that beat campaign benchmarks.



3.5x
higher video completions



-42%
lower cost-per-click (CPC)

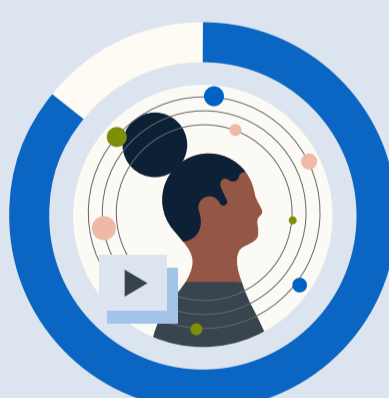


-32%
lower cost-per-mille (CPM)

Use targeted video ads to drive better results.



85%
of marketers agree that video ads drive higher traffic



86%
of marketers agree that video ads drive higher quality leads



LinkedIn Audience Network boosts your videos to further increase their selling power.

LinkedIn Audience Network helps you expand the reach of your sponsored content, a key part of your LinkedIn advertising mix. Advanced insights and data from measurement partners allow you to dive deeper than vanity metrics to show true ROI.

With LinkedIn Audience Network, you'll reach more professionals in more places. We'd love to help you get started.

Explore the LinkedIn Audience Network

[Learn more](#)

Make sure the LinkedIn Audience Network is enabled for your campaigns

[Create a campaign](#)