



# *Market to who matters*

Sponsored InMail Overview



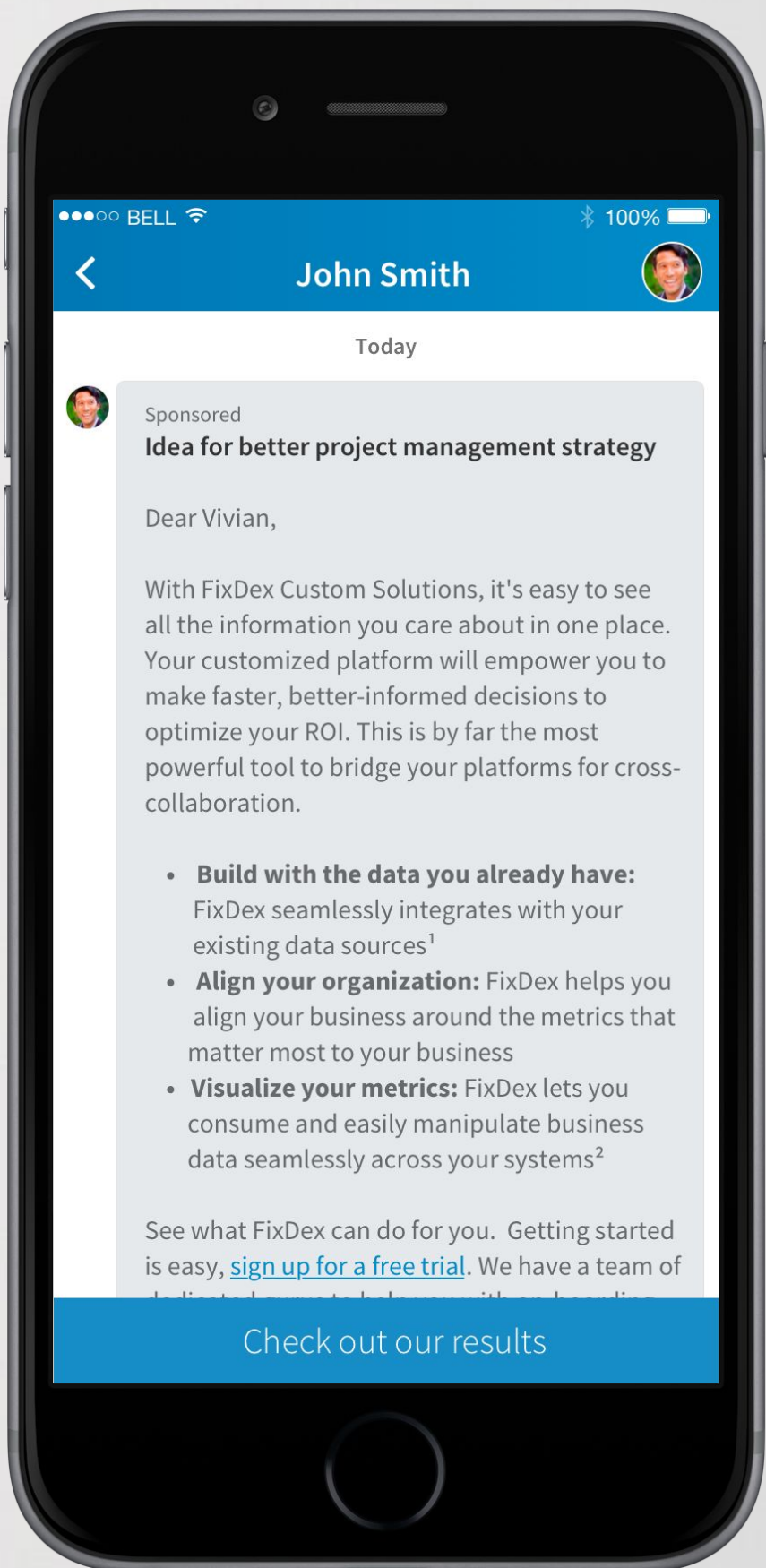
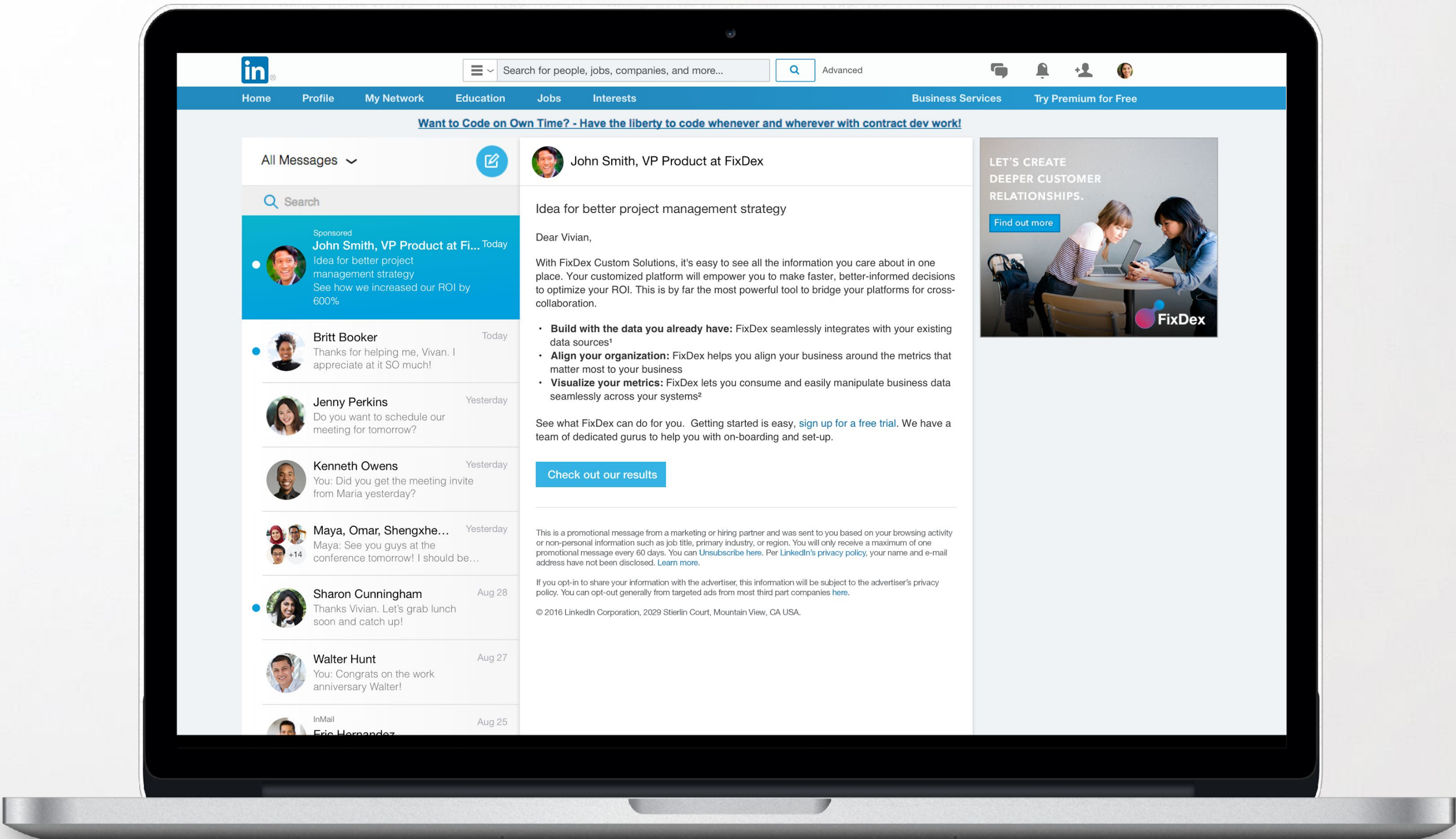
**LinkedIn** Marketing Solutions





# LinkedIn Sponsored InMail

Send timely, convenient, and relevant private messages to the people who matter the most to your business



# Unique product. Uncluttered environment. Effective results.

**Mobile-optimized  
design for easy clicks**



*Persistent call-to-action  
button remains on top of  
content while user scrolls*

**Real-time delivery  
ensures timely reach**



*Sponsored InMail  
messages are delivered  
only when members  
are on LinkedIn*

**Uncluttered  
professional context**



*Strict delivery frequency  
caps ensure your  
message gets  
maximum mindshare*

**Flexibility to tailor  
your content**



*Send a personalized  
message that will  
resonate most with your  
target audience*



# LinkedIn's superior targeting drives relevancy, resulting in more opens and clicks

	Email Marketing*	LinkedIn Sponsored InMail**
Bounce Rate	0.6%	0%
Unsubscribe	0.3%	0.1%
Open rate	21.6%	57.5%
CTR	2.6%	3.6%

Open rate for Sponsored InMail is

166%

higher than email marketing benchmarks.

\*Source: <https://mailchimp.com/resources/research/email-marketing-benchmarks/>; Updated August 1, 2016; Median across all industries

\*\*LinkedIn internal data; Updated August 3, 2016; Median across all industries

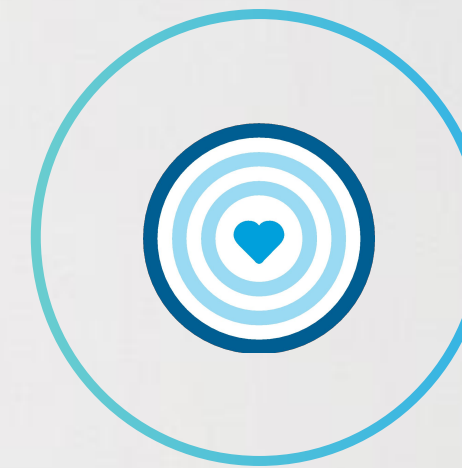
# Reach the right professional audiences

Market to Who Matters



## Rich demographic data

*Job Function, Seniority,  
Company Name, Geo, Industry*



## Interest-based targeting

*Group Membership,  
Skills,  
Companies Followed*



## Persona targeting

*Job Searchers, Opinion  
Leaders,  
Mass Affluent, Business Travelers*



## Your own audience data

*Target Account Lists*



# ● Danie

LOCATION  
IP

Seattle, Washington USA

SCHOOL  
FIELD OF STUDY  
DEGREE  
GRADUATION - AGE

Boston University  
Communication  
Bachelor of Science  
2011, 25-34

COMPANY  
SIZE  
INDUSTRY

Simply Measured  
51-200 employees  
Internet

JOB TITLE  
FUNCTION - SENIORITY

Senior Marketing Manager  
Marketing, Senior IC

GROUPS

CMA, LEWIS, Social Tools

SKILLS

SEO, Social Media, Digital  
Marketing, Blogging





# Anatomy of a Sponsored InMail (desktop)

Custom greeting

Easy to navigate  
left pane

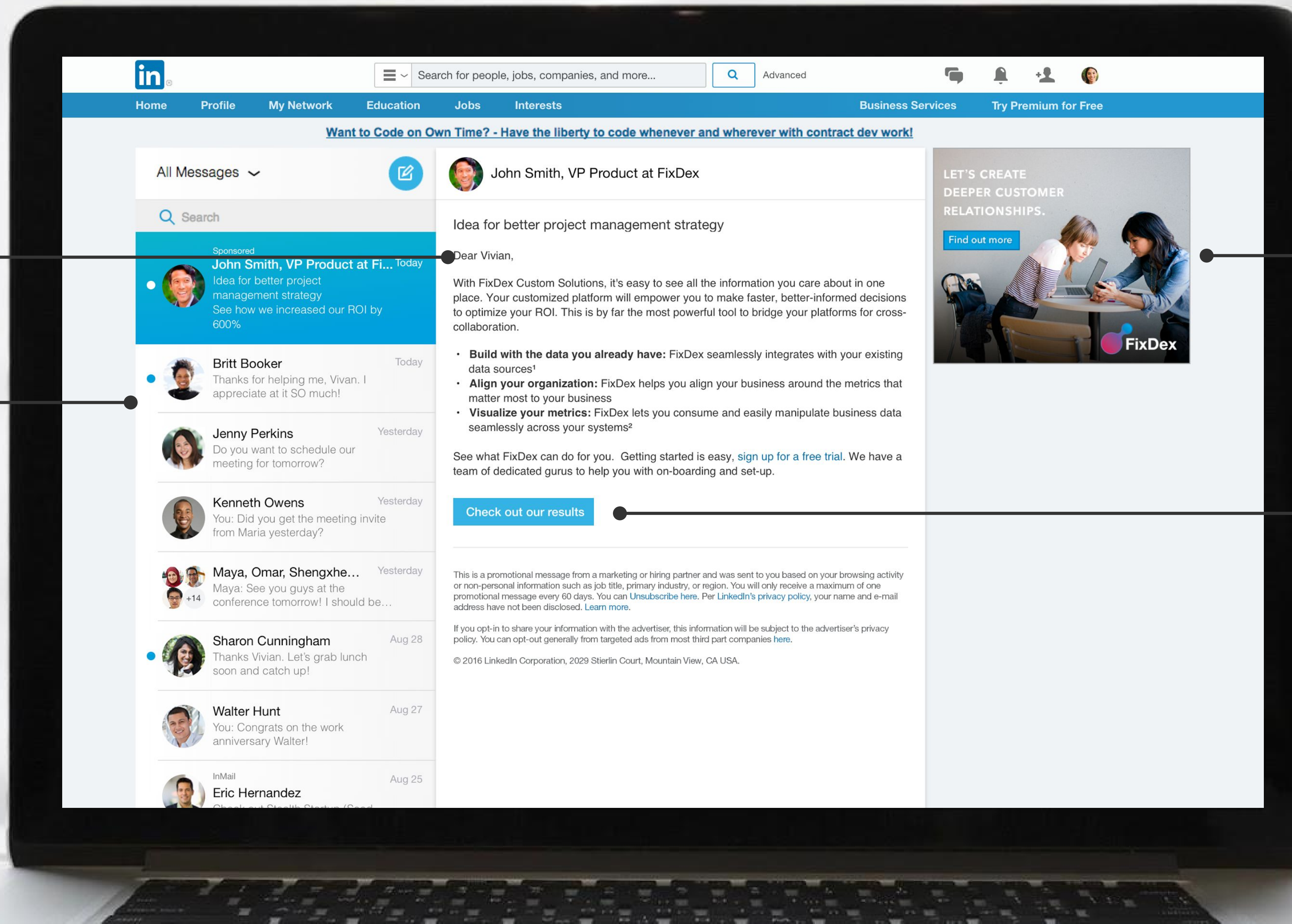


Image banner for  
branding impact

Custom call to  
action button

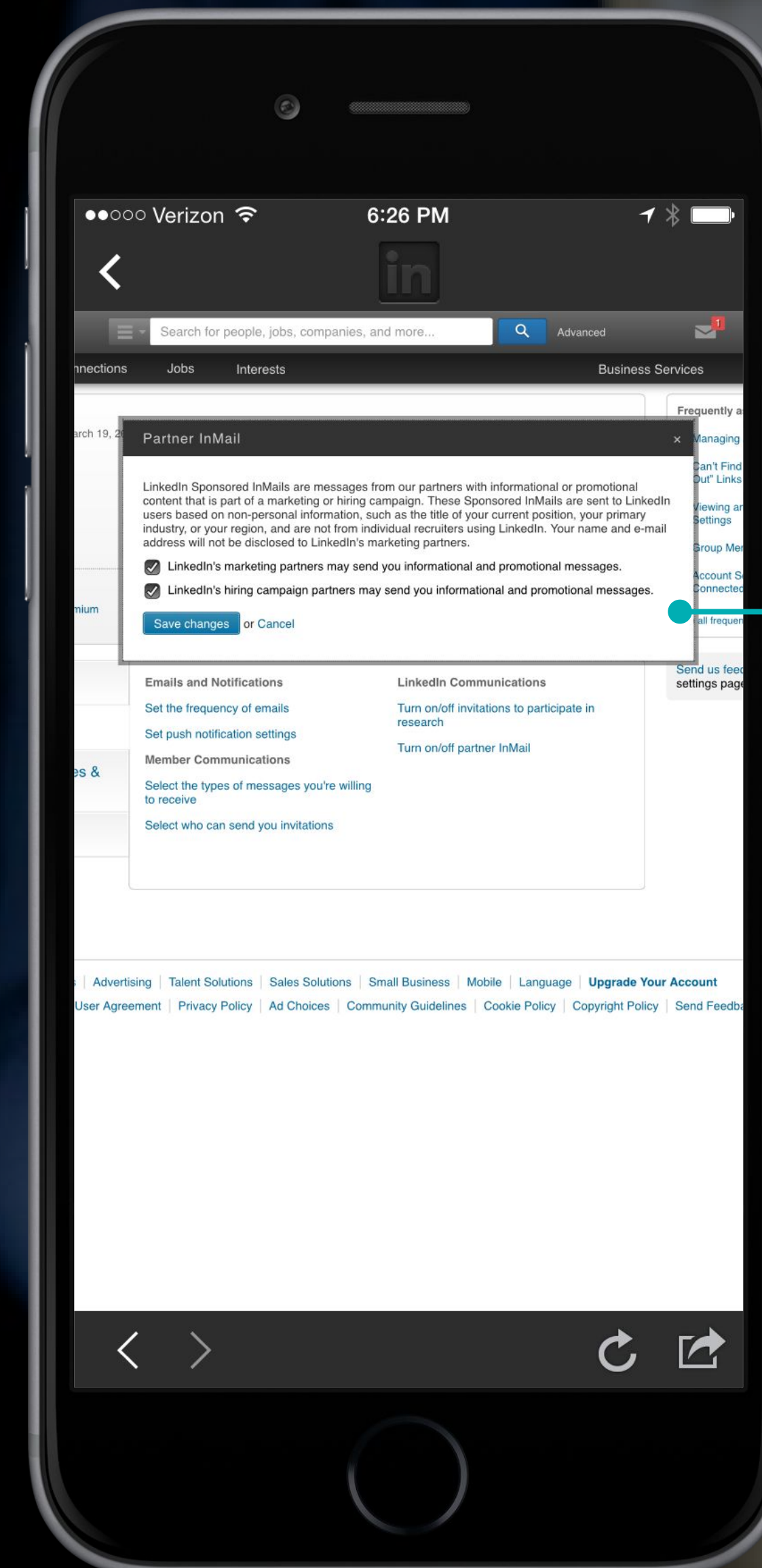
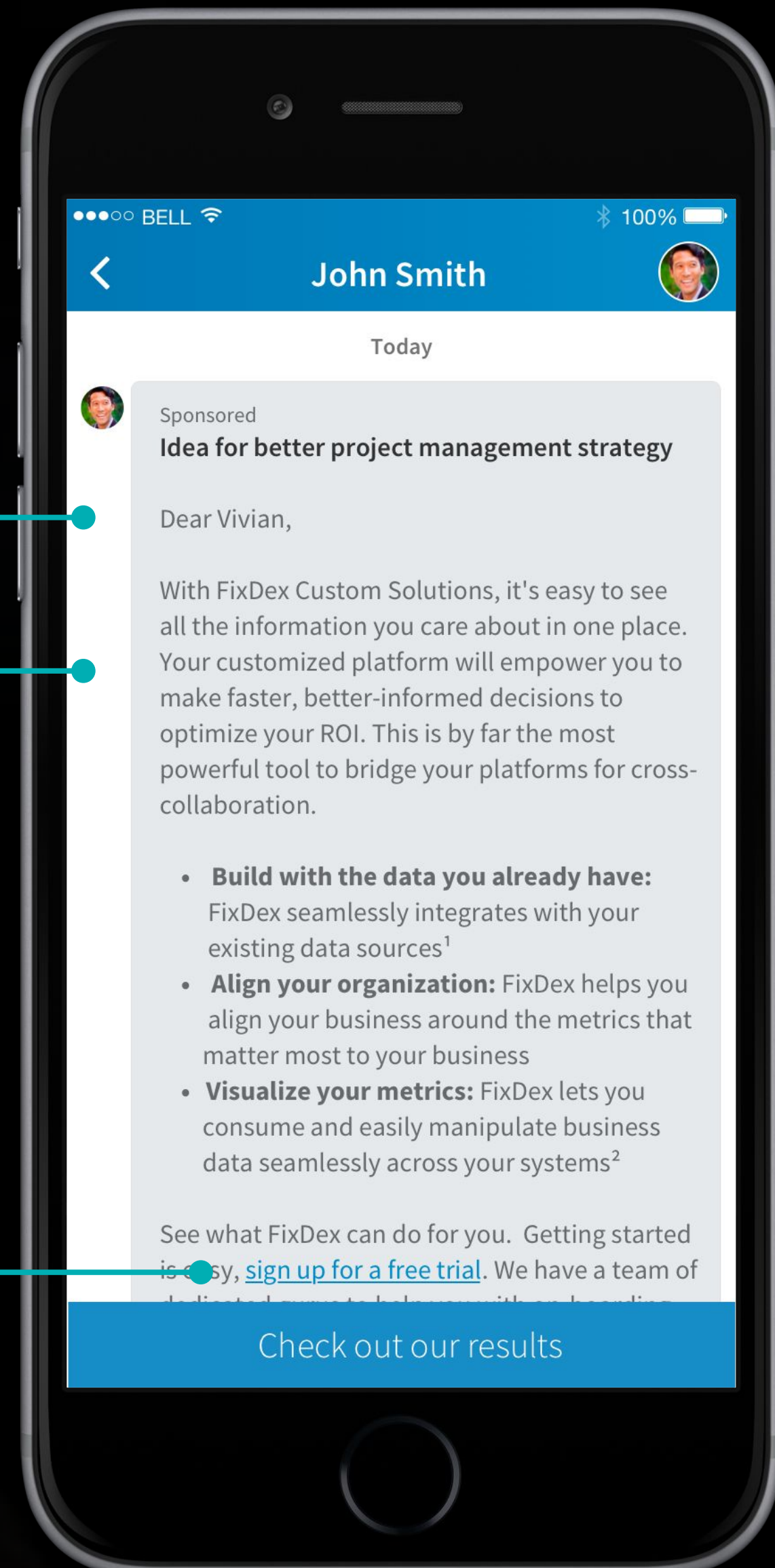


# Anatomy of a Sponsored InMail (mobile)

Custom greeting

Easy to read formatting

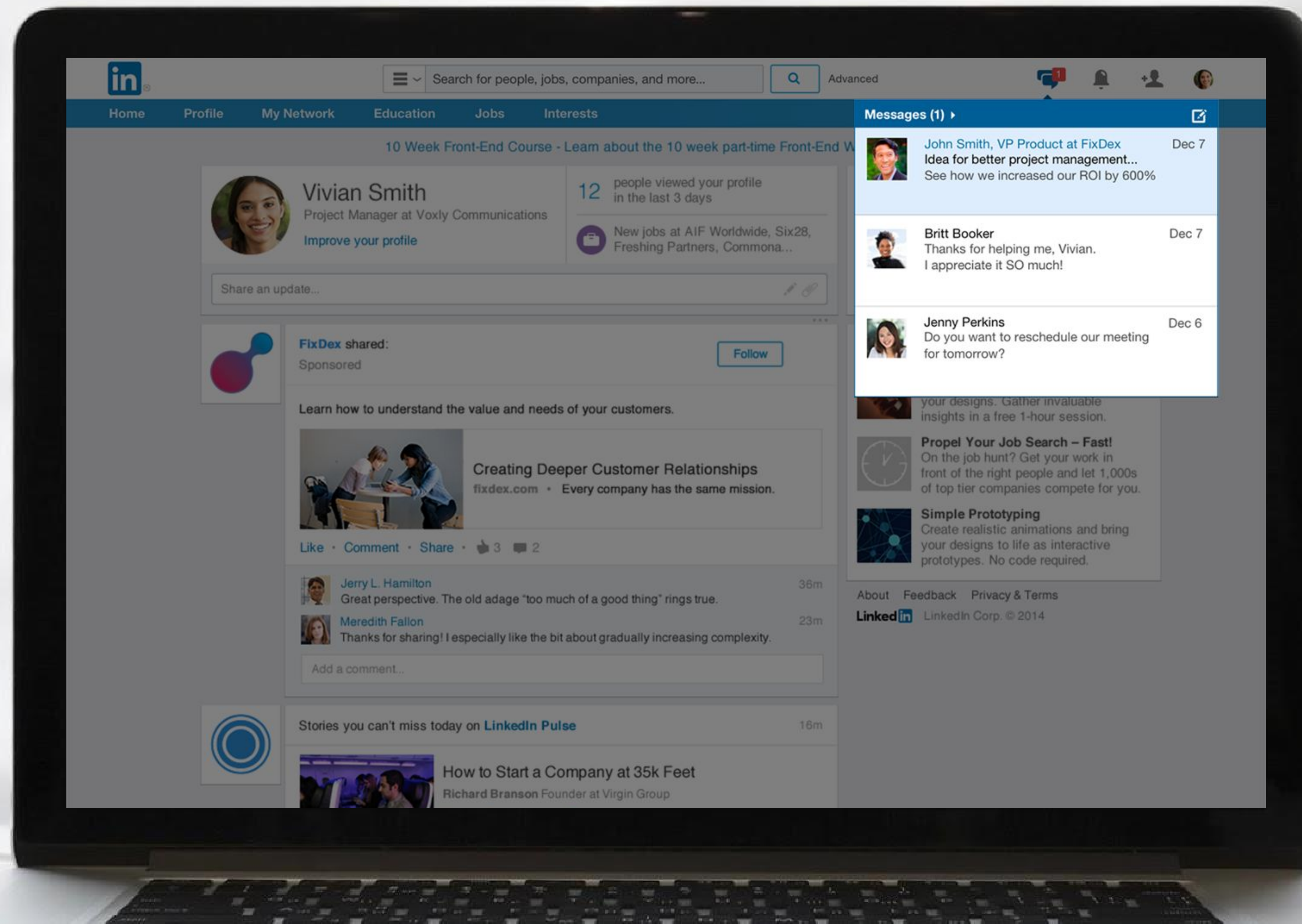
Contextual hyperlink



Easy to navigate  
opt-out menu

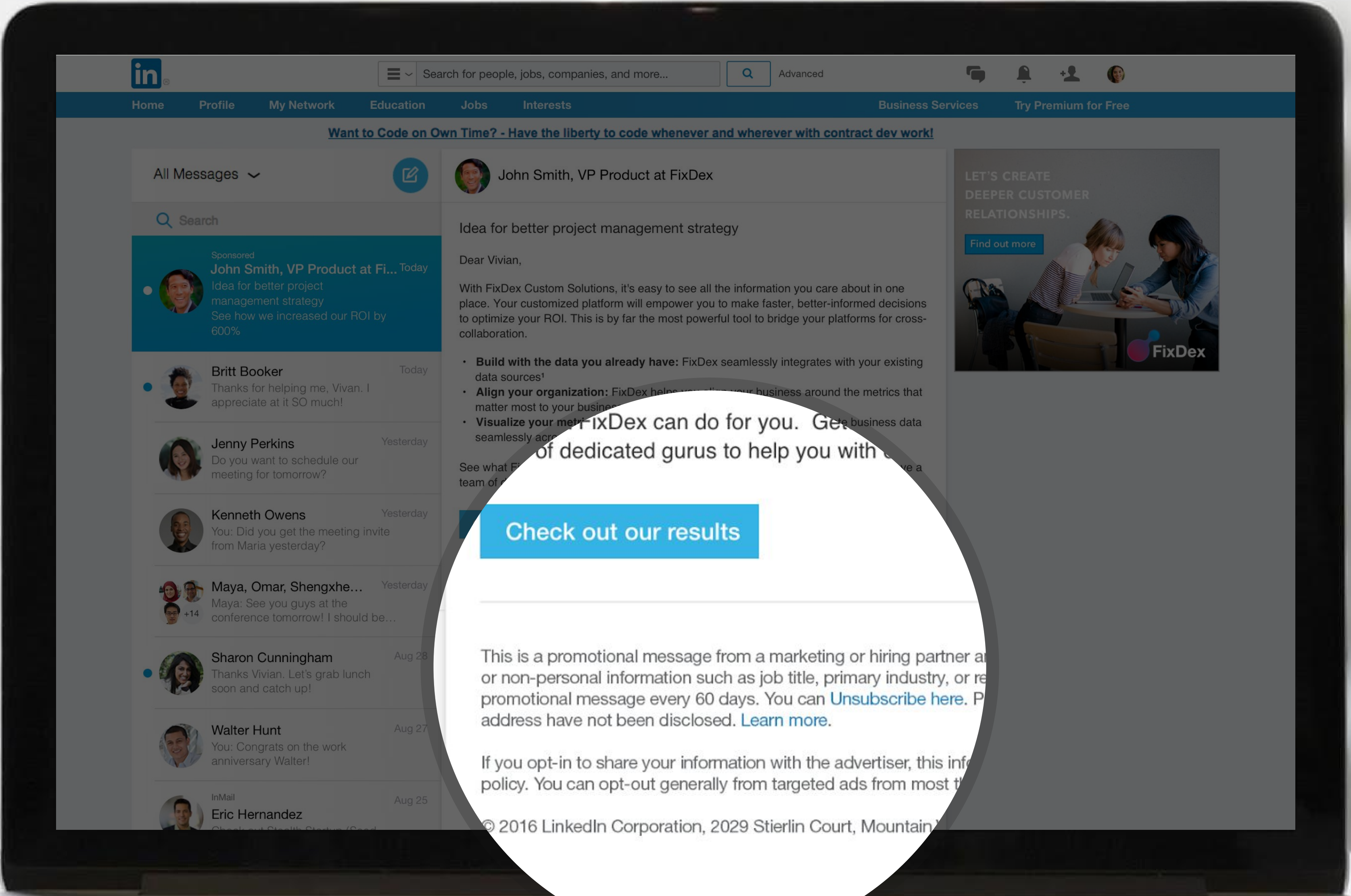


# With real-time delivery, your message is timely and on top of the member's inbox



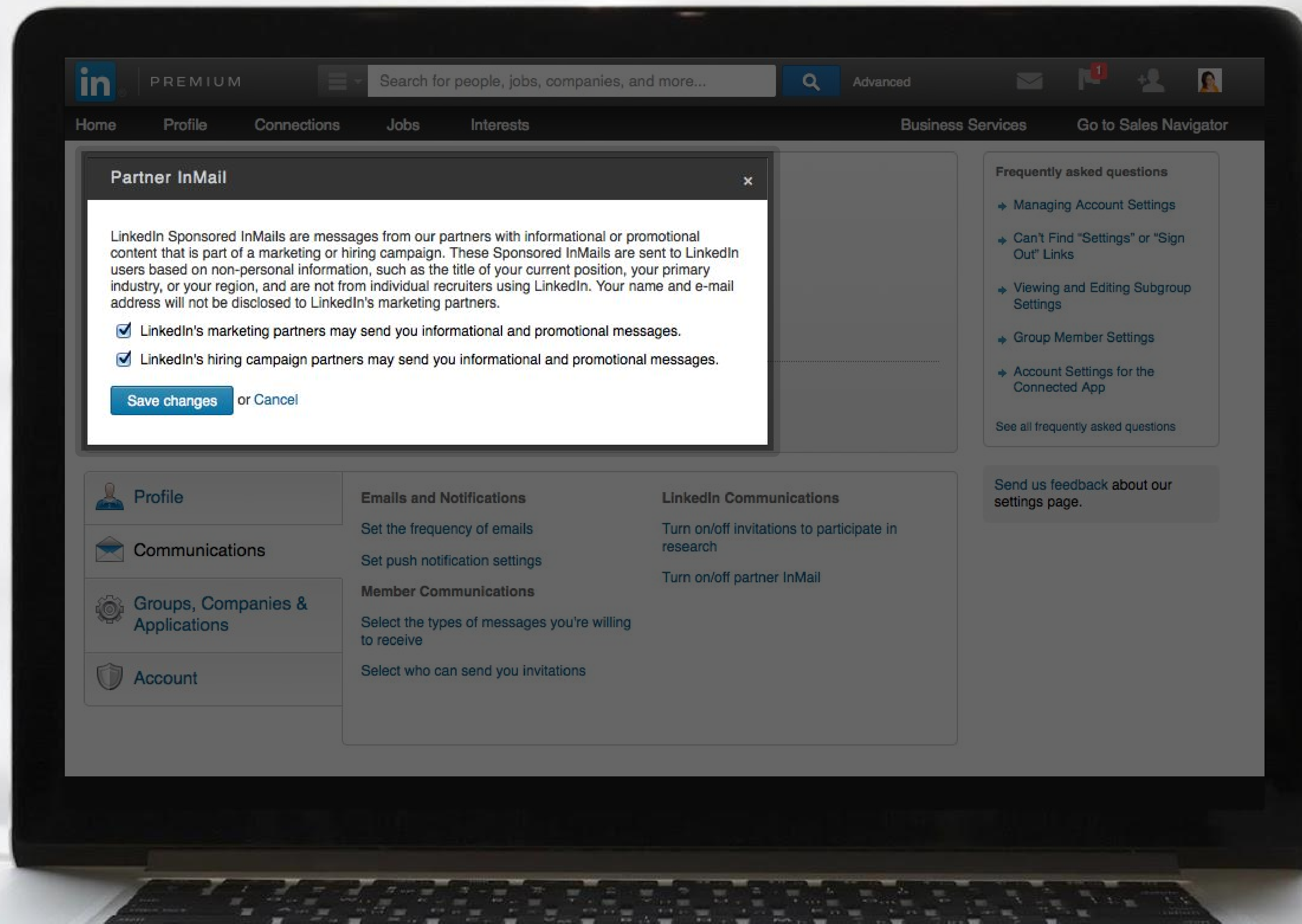


# Custom footer section is ideal for your legal terms, promotion disclaimers, contact information and more





# Sponsored InMail is unique to LinkedIn, with an option for members to opt-out







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