

# Your campaign scale co-pilot

Sponsored Content on the LinkedIn Audience Network



## Make your message land with professionals who mean business.

Prospects are engaging with brands in more places and more ways than ever. How can you meet them where they're at, with the right message for the right moment?

That's where Sponsored Content on the LinkedIn Audience Network comes in.

## Reach targeted professional audiences across multiple touchpoints.



### Targeted

With longer sales cycles, your focus is better spent on nurturing your target audience versus continually going back to the prospect pool. Targeting the same audience with orchestrated campaigns will help prove out your messaging and **accelerate buyer consideration.**

67%

of marketers view additional channels in the media mix as ways to reach more prospects

59%

of marketers say audience reach and targeting is almost as important as price when it comes to advertising



### Professional audiences

Making sure you're actually reaching the right professionals is paramount to the success of your marketing strategy. You may have target accounts or segments, but a small pool you're trying to influence. **With LinkedIn, reaching the right professionals when and where they're active is turnkey.**



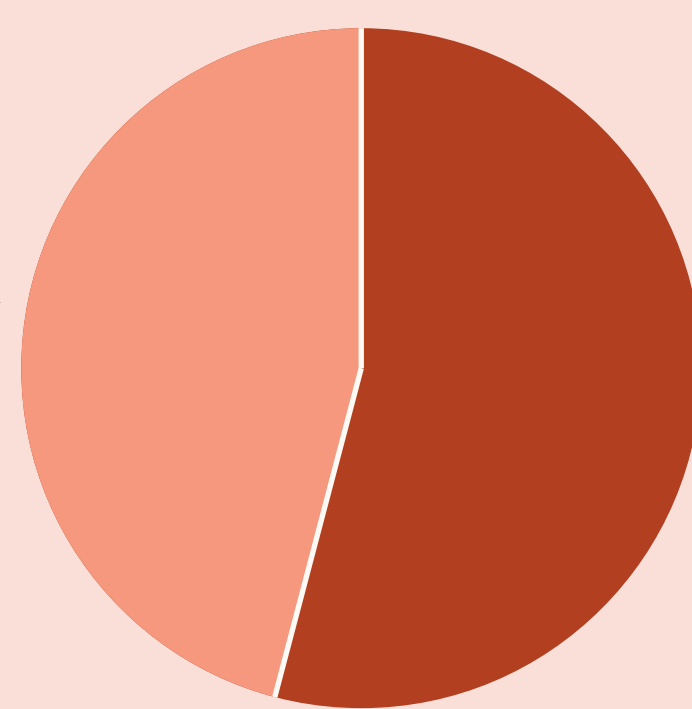
### Multiple touchpoints

Lead generation is the most effective when paired with awareness. Think about each audience touchpoint as building over time across different trusted environments. **Marketers report that there anywhere from under 9 touch points to over 50 in the decision-making journey;** find the number that moves the needle for your brand.

The optimal B2B mix for making the most of your investments:

46%

Brand marketing



54%

Demand marketing



Now you know what it takes to make your message land with professionals who mean business. Next you might be asking:

## What are the reasons to activate this strategy with the LinkedIn Audience Network?

### Campaign scale leads to more return on ad spend.

#### Reach more professionals, more often

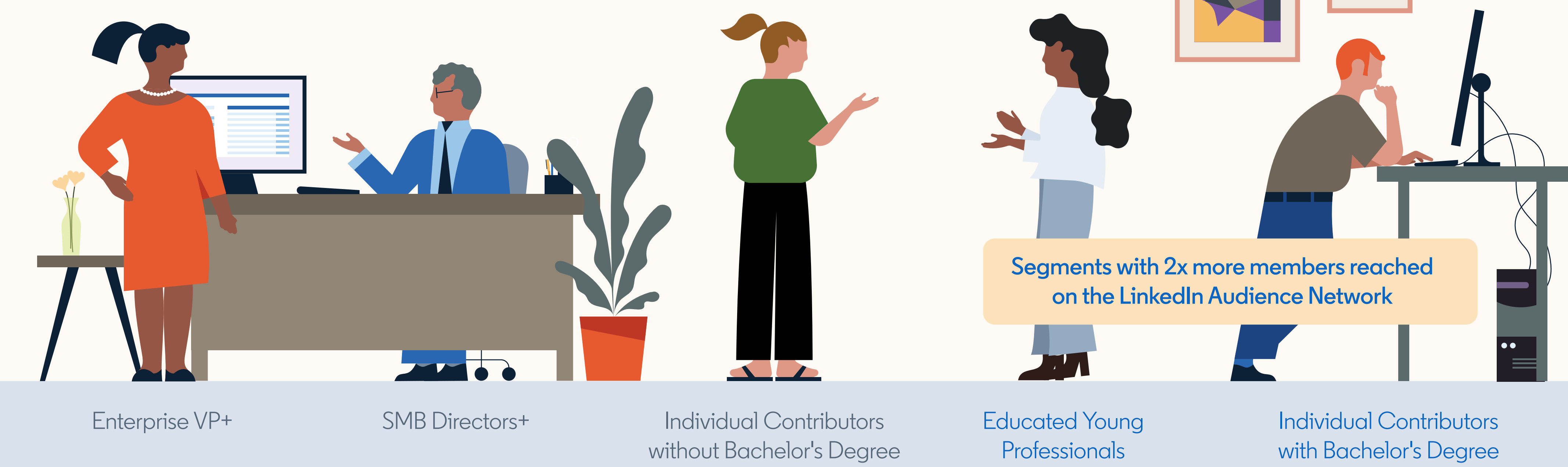
Extend your Sponsored Content ads to professionals who are active on our Audience Network. Scale your message with up to **25% more reach** and up to **9 more monthly touchpoints.**

#### Boost campaign performance across your objectives

Achieve better engagement rates and return on ad spend by activating your message on both the LinkedIn feed and on our network. Customers have seen **eCPM reduced by up to -60% lower** and up to **2x higher view-through-rates.**

## Reach, engage, and convert the same professional audiences on the LinkedIn Audience Network.

Within the top 5 segments U.S. marketers are targeting via LinkedIn, these professionals are equally active on the feed and on our Audience Network.



Visit our site or log in to **Campaign Manager** to launch your campaigns on the LinkedIn Audience Network.