

LinkedIn Viewability & Invalid Traffic

Validate the Impact of Your LinkedIn Ads



LinkedIn and IAS have joined forces to provide transparency into how your video ads are performing with viewability and fraud measurement. Ensure that your campaigns are engaging a community of professionals and driving actionable data for your business through our easy-to-use reporting solution.

WHAT YOU GET

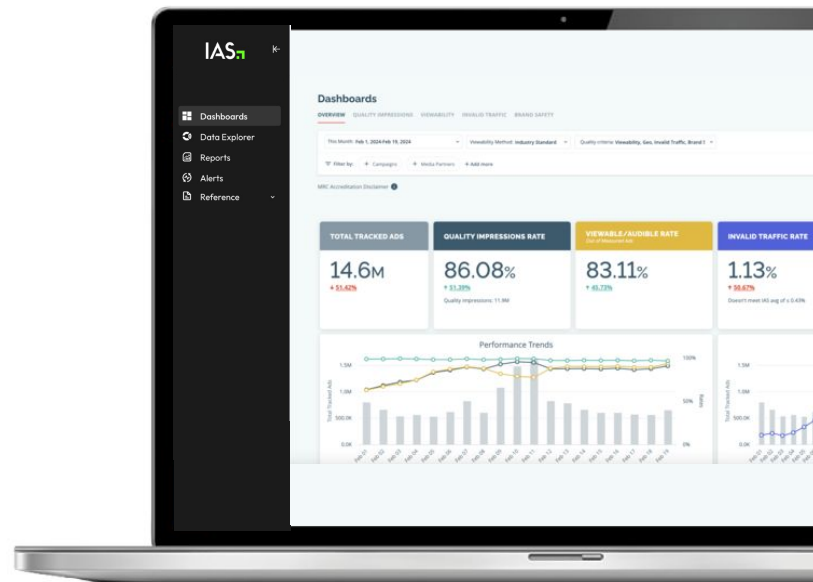
Independent, third party viewability and fraud reporting for LinkedIn O&O post-bid inventory

Global measurement

for a holistic view of your LinkedIn campaign

Cross-environment measurement across web and in-app on mobile, desktop and tablet

Consistent measurement across Proprietary Platforms to easily compare campaign results



Reporting for illustrative purposes

To get started, reach out to your IAS representative for more info.