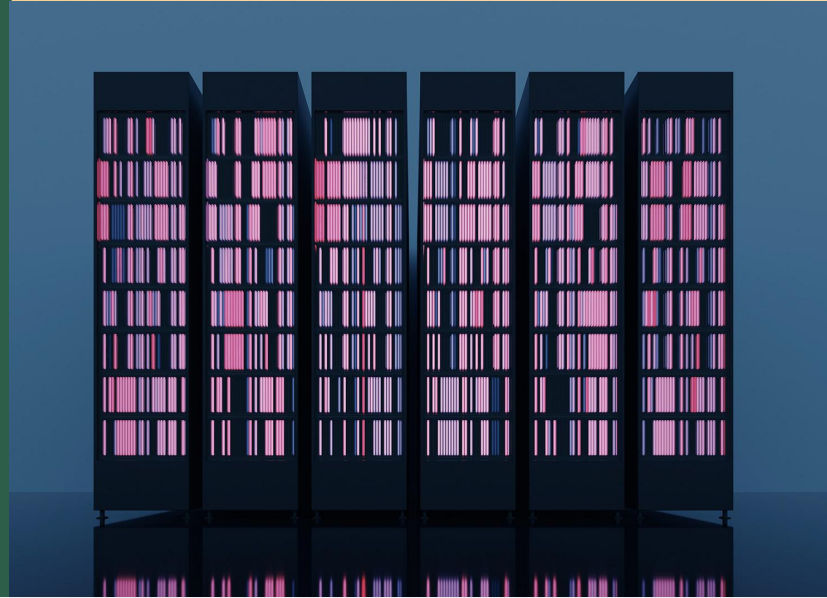


# LinkedIn Viewability & Invalid Traffic

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

## OUR UNIQUE LINKEDIN COVERAGE

In addition to our viewability and fraud integration, IAS is the only platform-wide pre-bid brand safety provider for LinkedIn Audience Network (LAN).

IAS has you covered across the LinkedIn ecosystem.

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