



## Drive relevant traffic to your LinkedIn Career Pages

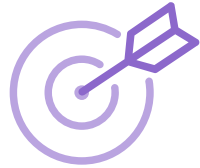
On average, **companies see a 68% lift in followers** when running Traffic Driver ads.

Once you make your Career Pages beautiful and compelling, your next step is to drive relevant candidates to explore your company culture and jobs. **Traffic Driver ads position you to be top-of-mind** among your target audience and make your sourcing efforts more effective.

### GOAL

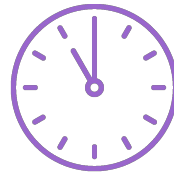
- Drive brand awareness.
- Bring candidates to your Career Pages on LinkedIn.
- Increase job views and applications from your target audience.
- Build followers outside of your existing network.

## The details



### Targeting

Targeting is determined based on your past hiring trends and insights from the jobs you have posted on LinkedIn. Traffic Drivers target relevant candidates by geography, function, industry, and/or seniority.



### Time frame

Ad campaigns vary in length depending on the size and availability of your target audience. On average, it takes 3 months to run a full campaign of 600,000 impressions (e.g. number of times your ads are shown).



### Measurement

We'll provide you with detailed reporting on your Traffic Driver campaign results, such as lift in page traffic and total # of followers gained.

## Where do they appear?

These ads are displayed where the talent you're looking for is engaging on LinkedIn. For example: a member could see these ads in their news feed, when viewing a member's profile, or on other company pages.

## Launch

Traffic Drivers are part of most Career Pages packages and are automatically launched within 90 days of purchase. If you have questions about Traffic Drivers or want to learn more about advertising options on LinkedIn, please reach out to your sales partner.