

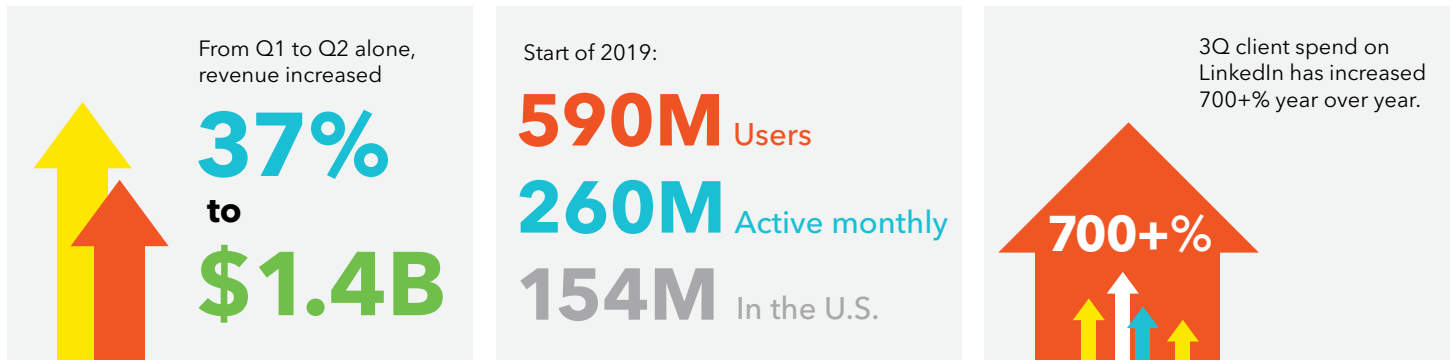


3Q'S CMO SERIES

The CMO's Snapshot for LinkedIn Advertising

If you tried LinkedIn advertising a few years ago and threw up your hands at the sky-high CPCs and relative lack of direct-response controls, you're not alone. But if you haven't paid attention to LinkedIn lately, you're missing out on B2B's single biggest digital marketing opportunity.

After [a watershed 2018](#) (from Q1 to Q2 alone, revenue increased by 37% to \$1.4B), LinkedIn entered 2019 with just under 590M users, with 260M of those users active monthly and 154M of them in the U.S. In early 2019, 3Q's client base has increased spend on LinkedIn by over 700% year over year - even though CPCs are 16% more expensive and CPMs are 18% more expensive because of increased competition on the platform.



Why are so many advertisers flocking to LinkedIn? Two big reasons.

First, people go to LinkedIn to network, to consume job-focused content, and to check out prospective employees, employers, partners, and vendors; in other words, they're on LinkedIn to work. They're in the right mindset to click ads that can help them advance their careers and/or build their companies.

Second, the growth and development of its advertising features and capabilities that arrived in 2017 and 2018 have upped its performance ceiling. LinkedIn clicks are still more expensive, but now the ROI is there.

In this high-level brief, we'll provide a quick snapshot of LinkedIn's improved advertising capabilities - and why it tops its social competitors in the B2B advertising race. We'll end with a top-to-bottom guide to LinkedIn advertising that you should get into the hands of your social ads team pronto as more of your competitors flock to the platform.