

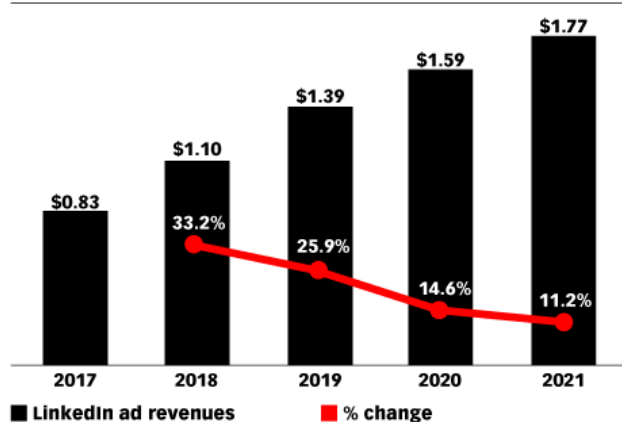
The Ad Platform: Reaching Professionals on LinkedIn

AUDIO |

eMarketer Editors

LinkedIn is different from other social networks. Its professional focus and business-minded audience make it attractive to B2B advertisers as well as many B2C categories. eMarketer principal analyst Jillian Ryan joins host Nicole Perrin to talk about how much US advertisers will spend on LinkedIn this year, and why.

US LinkedIn Ad Revenues, 2017-2021
billions and % change



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices, and includes all the various formats of advertising on those platforms; excludes spending by marketers that goes toward developing or maintaining a LinkedIn presence; net ad revenues after companies pay traffic acquisition costs (TAC) to partner sites; data after 2015 is included under ad revenue for Microsoft
Source: eMarketer, Oct 2019

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