

LinkedIn holds a third of all US B2B digital display ad revenue

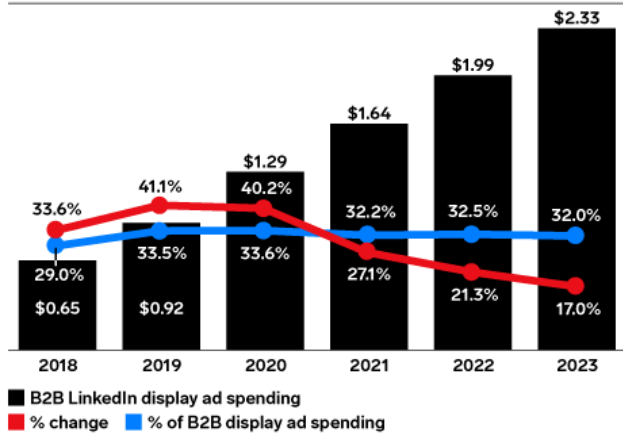
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The forecast: LinkedIn had a very strong 2020, during which its total ad revenues grew **31.3%**, driven by its Marketing Solutions as B2Bs focused on targeting audiences working from home. In the coming years, the professional networking site will continue to see US display ad spending increase from **\$1.29 billion** in 2020, holding onto a little over a third of US B2B digital display ad revenue.

US B2B LinkedIn Display Ad Spending, 2018-2023

billions, % change, and % of B2B display ad spending



Note: includes advertising that appears on desktop and laptop computers as well as mobile phones, tablets and other internet-connected devices; includes banners, rich media, sponsorships, video, and ads such as LinkedIn's Sponsored Content; 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, July 2021

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eMarketer | InsiderIntelligence.com

As reported by eMarketer principal analyst at Insider Intelligence Jillian Ryan in our recent report **“US B2B Advertising Forecast 2021”**:

- LinkedIn makes up the largest share of US B2B display ad spending in 2021 with **32.2%** of the **\$5.09 billion**.
- These sales are driven by ad types made available through LinkedIn Marketing Solution's self-service dashboard, Campaign Manager, including Sponsored Content, InMail, Lead Generation, and more.
- LinkedIn is outperforming other strong social media competitors such as Facebook and Twitter in US B2B ad sales.

Looking ahead: LinkedIn will cross the \$2 billion threshold for B2B display ad revenue in 2023, though their share will fall slightly as B2B advertisers continue to diversify digital ad spending.

Insider Intelligence subscribers can learn more about our US B2B ad forecast in our recent report:

Report by Jillian Ryan Jul 29, 2021

US B2B Advertising Forecast 2021

