



# LinkedIn Marketing Opportunities 2025

5<sup>th</sup> June, 2025



Chris Brennan  
Lead Account Director



John Heavey  
Lead Solutions Manager

Brought to you by:



# Reach, engage and nurture your future customers everywhere... using LinkedIn Marketing Solutions

When engaging  
on the LinkedIn platform



When browsing and  
watching content online on  
our Audience Network



When watching  
TV at home



# Agenda

- Meet EMEA and SMB LinkedIn members (10 mins)
- LinkedIn Audience targeting (10 mins)
- LinkedIn Ad Formats (10 mins)
- Marketing Campaign Types (10 mins)
- LinkedIn Reporting (10 mins)
- Question and Answer (10 mins)

## Key takeaways from today

### LinkedIn Marketing Solutions:

LinkedIn is the largest professional network in the world and in EMEA and is the #1 driver of scaled and positive return on investment in B2B marketing. Making LinkedIn the perfect partner to maximise your business.

### Audience:

LinkedIn has the largest and most engaged professional audience actively engaging, sharing and converting as new business.

### Ad Formats:

Use best performing ad formats including Message Ads, Thought Leader Ads, Document Ads, LinkedIn Audience Network, BrandLink and more that align to your objectives.

### Targeting:

Like nowhere else, use LinkedIn's and your 1<sup>st</sup> party data to find the most relevant and profitable audiences down to company, function, seniority, title level and more.

### Reporting:

Track more than just campaign metrics. Explore the opportunity to track ROAS, sales, influenced leads and pipeline.

**Meet the  
LinkedIn  
member**

# Growing global scale, content and engagement

1.2B

Global Users

600M+

people reached  
by LinkedIn  
content every  
day

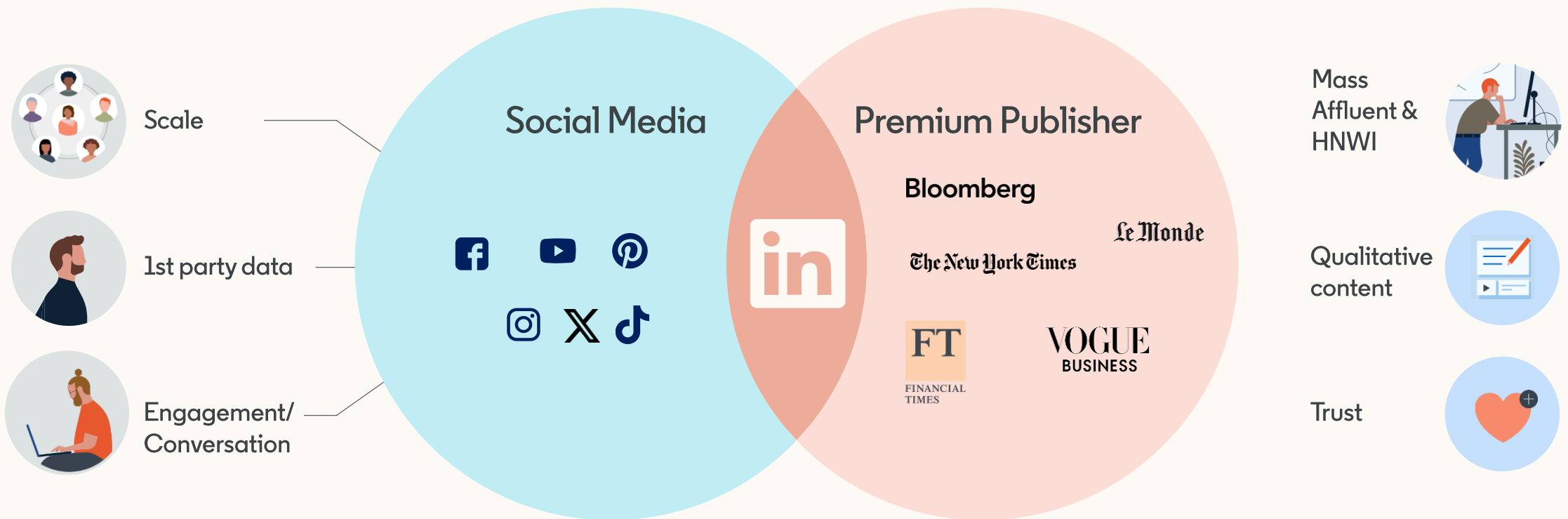
80%

Clients reaching up  
to 80% of target  
audience across  
network each  
month

+41%

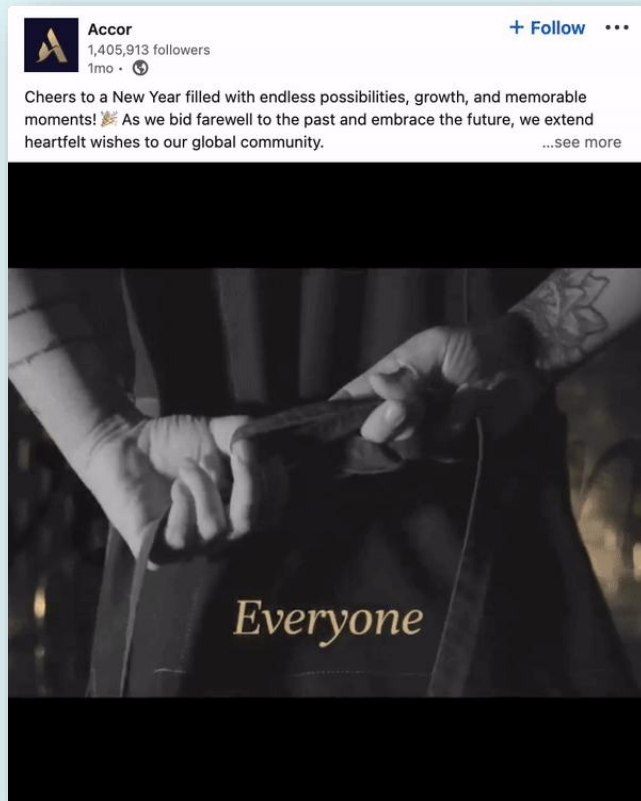
YOY increase in  
posting on LinkedIn  
and 36% increase in  
video views

# LinkedIn is **BOTH** a trusted network **AND** a premium content platform



# LinkedIn sits at the intersection of members' professional and personal lives

Members share knowledge and perspectives on areas of professional and personal interest



Source: LinkedIn Internal Data Top Engaged Company hashtags FY2023 L12W Jan 24

Top <1% hashtags members engage with







# Economic Graph



1.2B+

Members



69M+

Companies



15M+

Jobs



41K+

Skills



133K+

Schools

## Hire &

Attract talent and recruit candidates from the world's largest talent pool.

## Learn

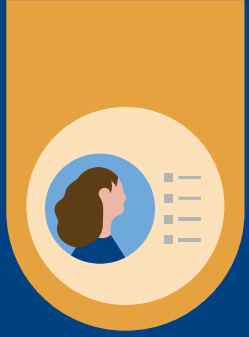
Develop talent and keep skills current with online learning.

## Market

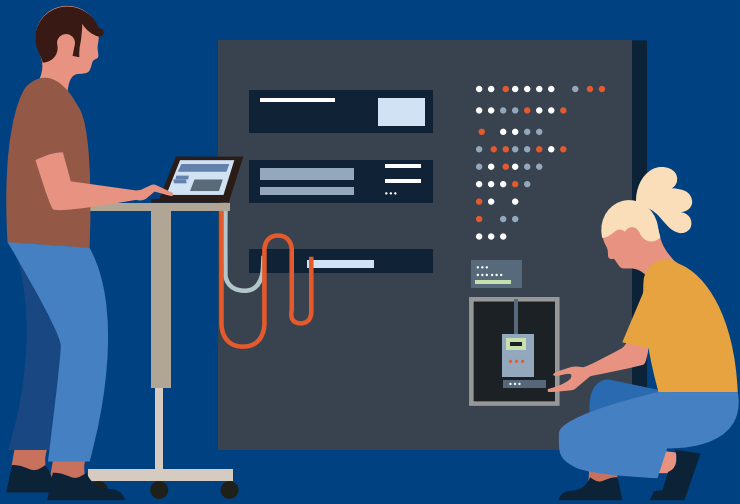
Market to the world's largest professional audience.

## Sell

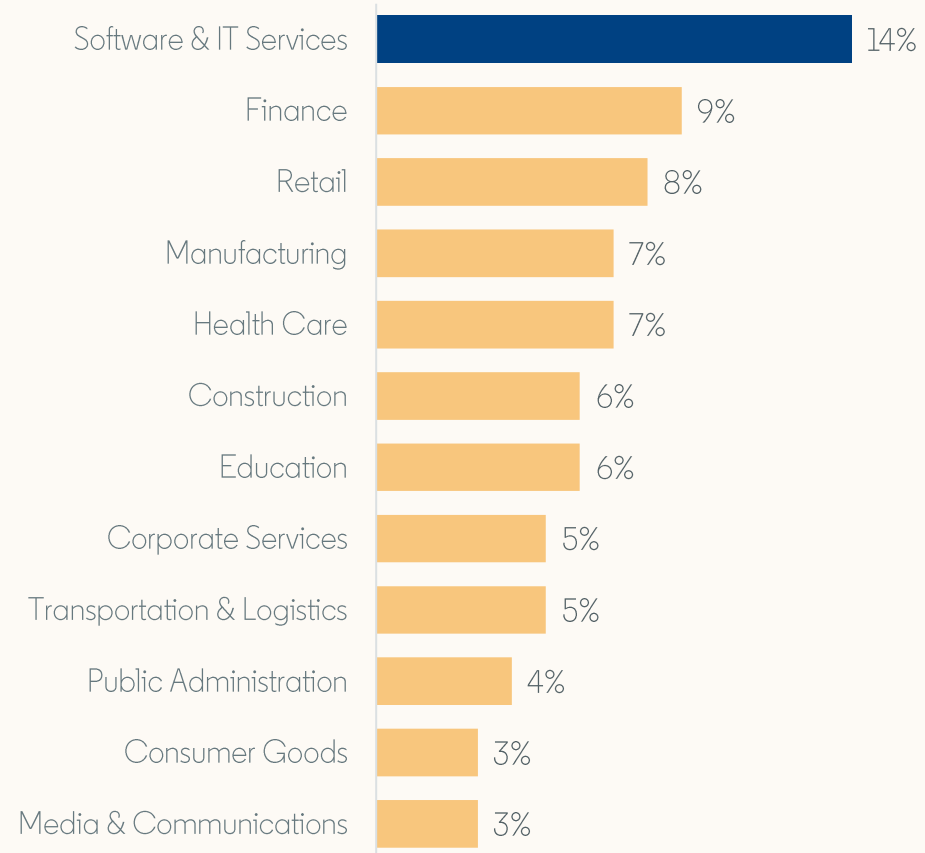
Power social selling efforts with sales and relationship intelligence.



# Employment



## Our 390m+ members in EMEA span different sectors and professions



Question: "Which category best describes the company you've worked for most over the last year?"  
Source: LinkedIn Meet the Member Research Study, July 2023; n = 8,018 EMEA respondents 18+

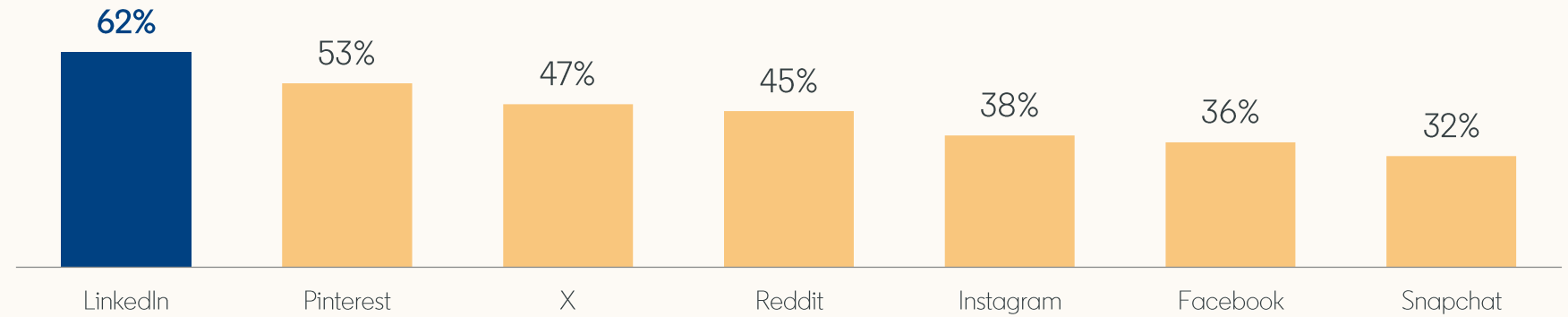


Members believe  
their time on  
LinkedIn is an  
investment in  
themselves.

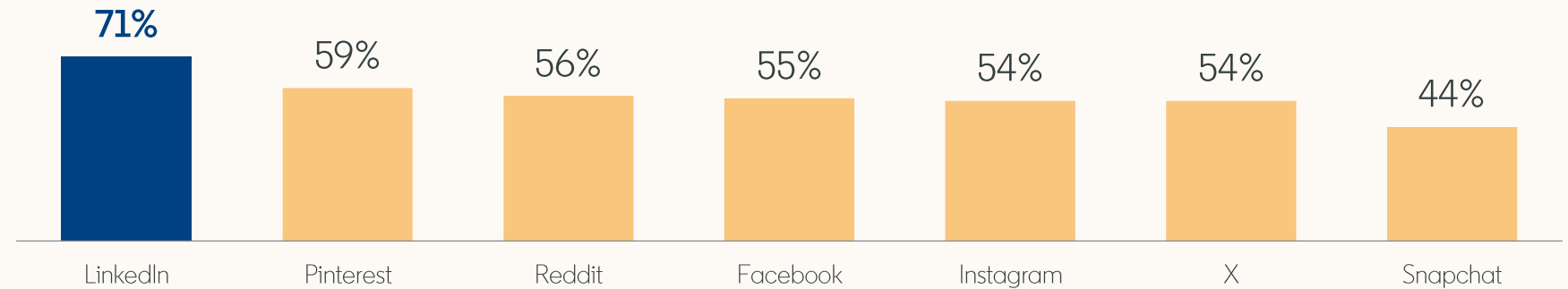
Higher ad  
receptivity & trust  
means an  
audience ready  
to engage

Source: LinkedIn Meet the Member Research Study,  
July 2023; n = 8,018 EMEA respondents 18+

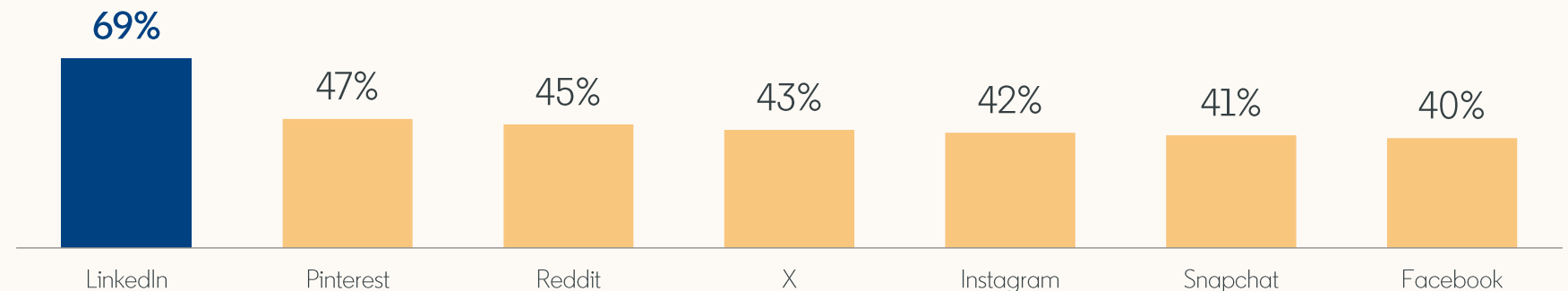
I use this platform to invest time...



"I'd click an ad on this platform if it were relevant to me"

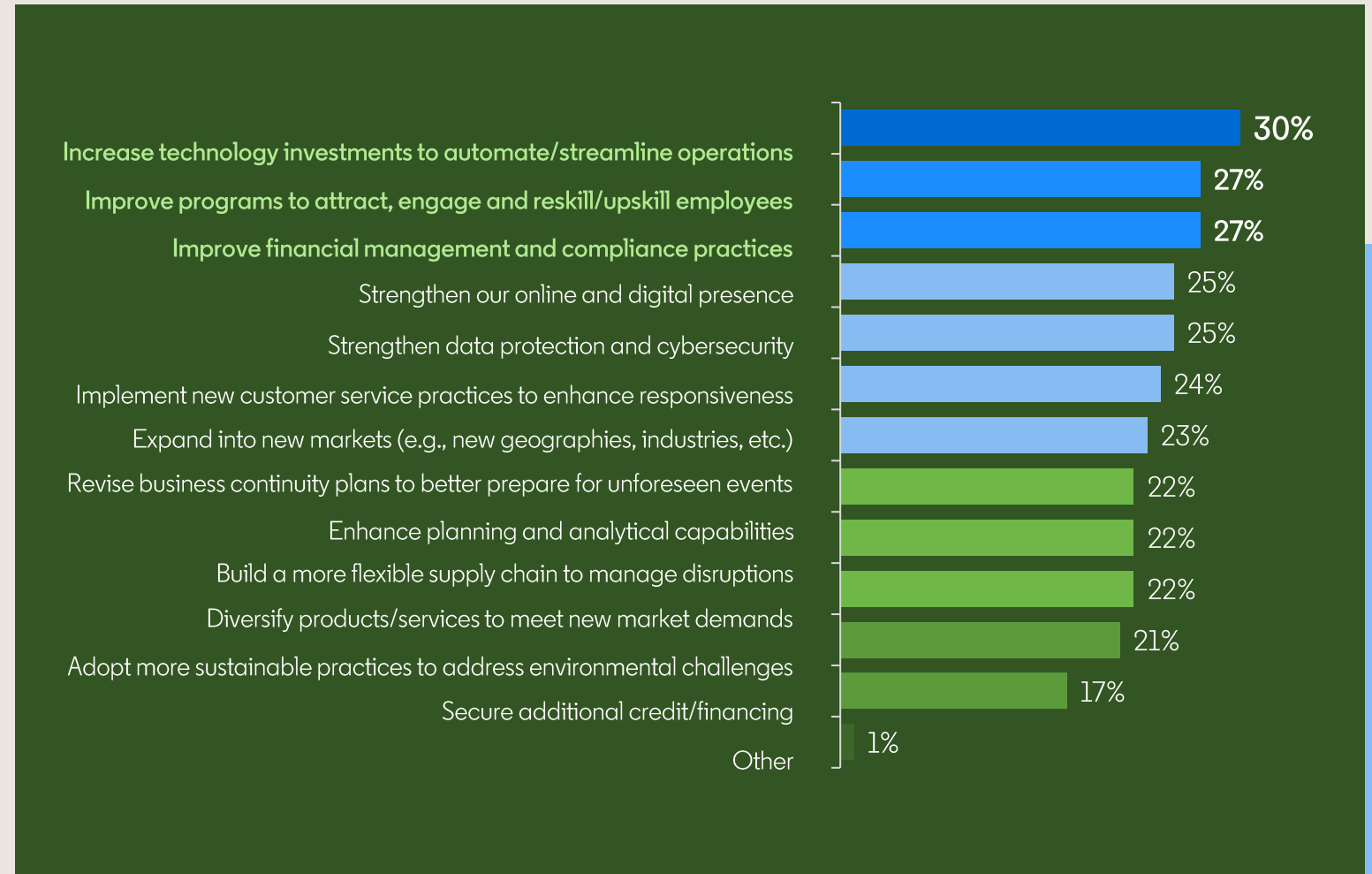


'On this platform, I trust things companies post'



# For SMBs, 2024 was a year of investment in people and technology

When asked about their top strategic initiatives for 2024, many SMBs report focusing on investments to improve efficiency, talent, and data



# Meet SMBs on LinkedIn (high level stats)



57M

LinkedIn members work in SMBs

7.5M

SMB Companies present on LinkedIn

+21% YoY

Most SMBs post Mar 2020 are headquartered in **France, UK and Netherlands**

Source: LinkedIn Internal data (May 2024)

# Nearly 1 out of 3 SMBs are from Professional Services, Manufacturing and Tech



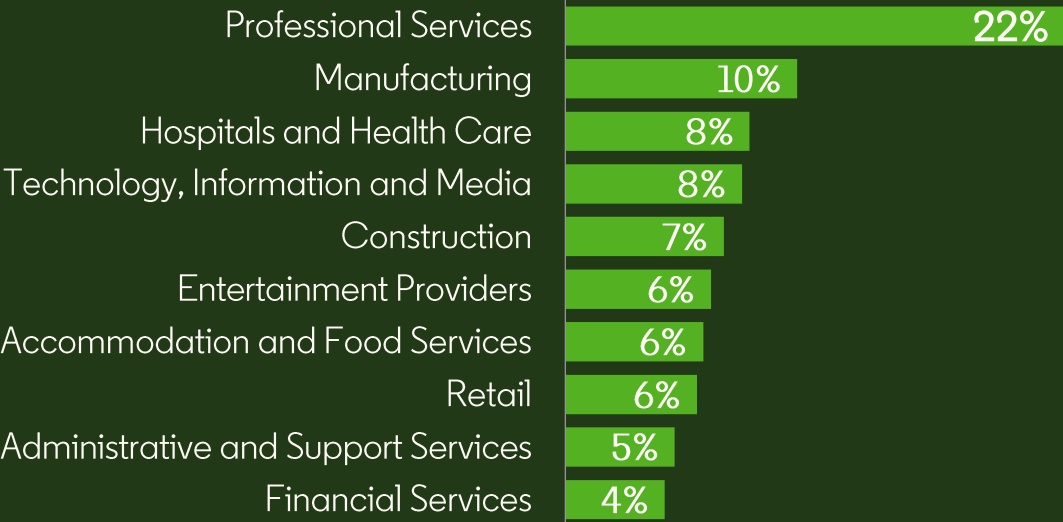
Professional Services



Manufacturing



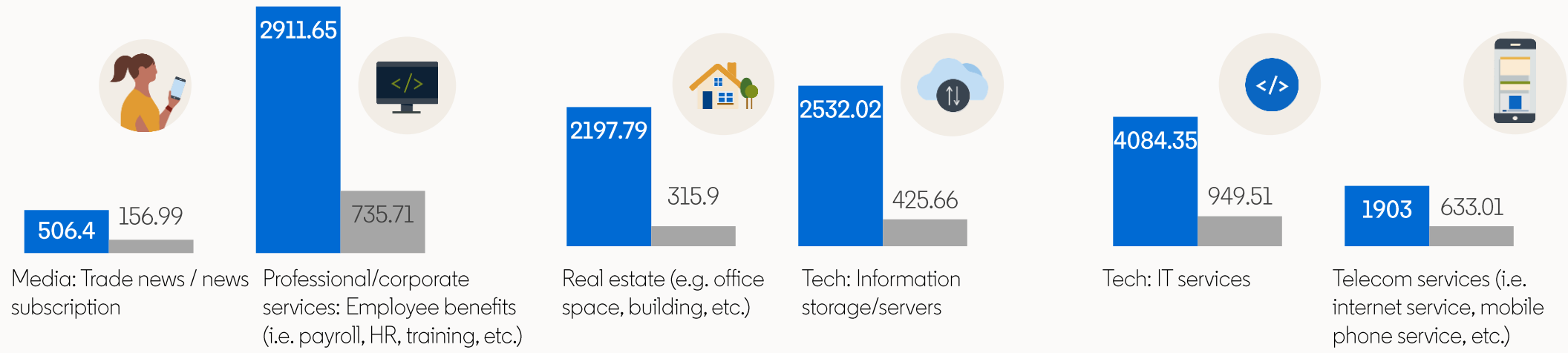
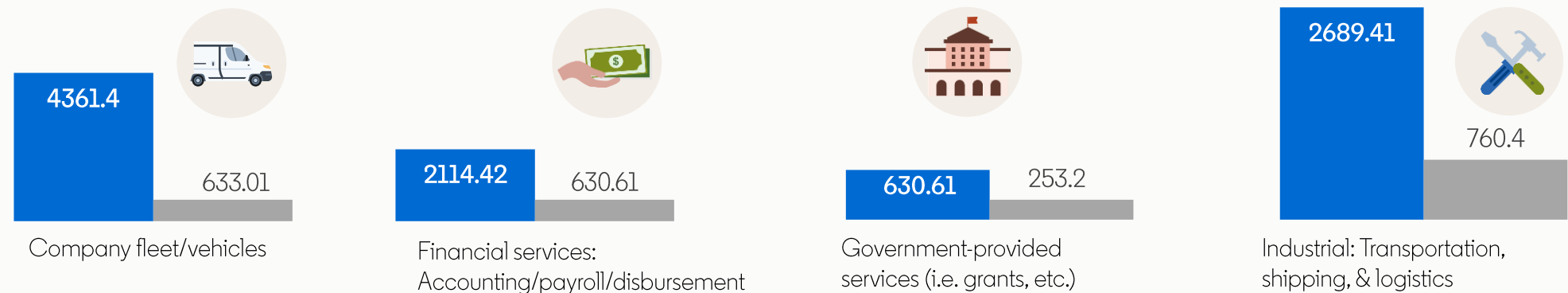
Healthcare



# This translates into the highest median budgets for EMEA SMBs of all platforms

■ LinkedIn User P30D (all markets)

■ Non-LinkedIn User P30D (all markets)



Source: US+CA Banner 1 C3. Category Budget (2024) - Means Incl. Zero Summary table - Recoding blanks as Zero.

# LinkedIn Audience Targeting

# First-party targeting

Targeting options based on members' data

## COMPANY

Company name

Company size

Industry

Followers

Connections

Company Revenue

Growth Rate

## INTERESTS & IDENTITY

Locations

Groups

Skills

Interests & traits

Age

Gender

Language

## JOB EXPERIENCE

Job title

Job function

Job seniority

Years of experience

## EDUCATION

Schools/Universities

Degrees

Fields of study

Paid

Paid & Organic



# Targeting by Matched Audiences

## RETARGETING



### Website Re-targeting

Re-engage your website visitors by installing the Insight Tag

### Engagement Re-targeting

Re-target members that engaged with ads, lead gen forms, company pages and events

## UPLOAD LISTS



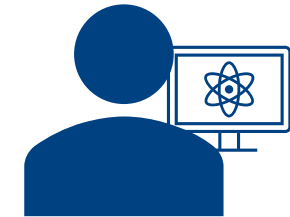
### Contact Targeting

Bring your marketing automation segments or email lists into Campaign Manager



### Account Targeting

Combine demographic targeting with your target account list to engage the right people (ABM)



### Predictive Audiences

Find new audiences predicted to perform actions similar to those within your source data (Lead Gen Forms, Contact or company lists, Conversions and Retargeting audiences)

New release  
(driving average -21%  
CPL)

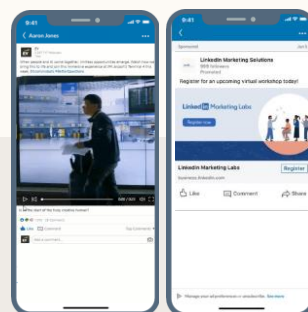
Use Audience Insight to further understand your audiences.

# LinkedIn Ad Formats

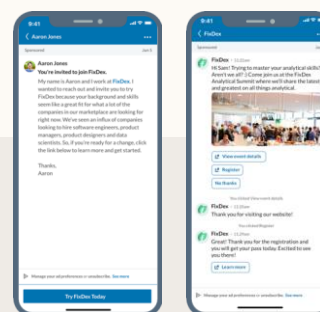
# Use content formats that best meet your objectives

Multiple content touchpoints and formats provide a range of tools to engage with audiences and develop audience specific as well as blended buying journeys.

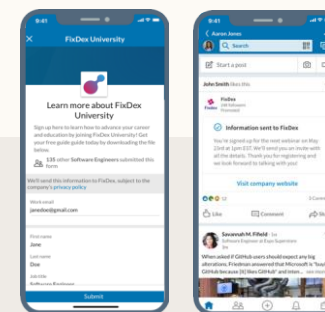
## Touchpoints for Customers



**Sponsored Content**  
Video Ad  
Single Image Ad  
Carousel Ad  
Document Ads



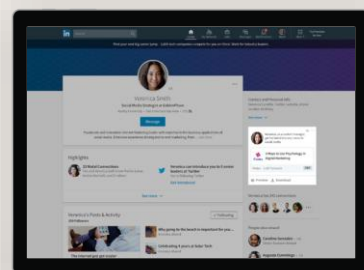
**Sponsored Messaging**  
Conversation Ads  
Message Ads



**Lead Gen Forms**



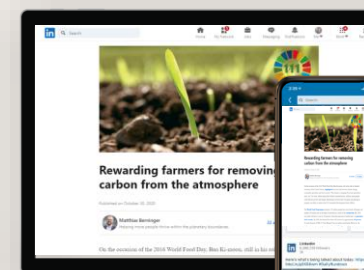
**Posts & Updates**  
Image (Single, Multi)  
Poll  
Link  
Documents  
Video



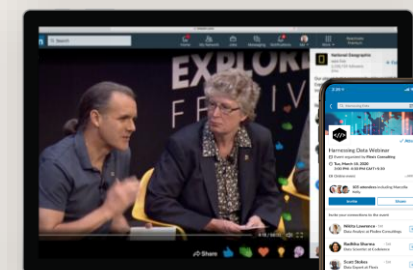
**Additional Ad Formats**  
Dynamic Ad  
Text Ad



**LinkedIn Pages**  
Company Page  
Showcase Page



**LinkedIn Articles**  
Single Articles  
Newsletters for Pages



**LinkedIn Live & Events**  
LinkedIn Live Streaming  
Virtual Events Solution

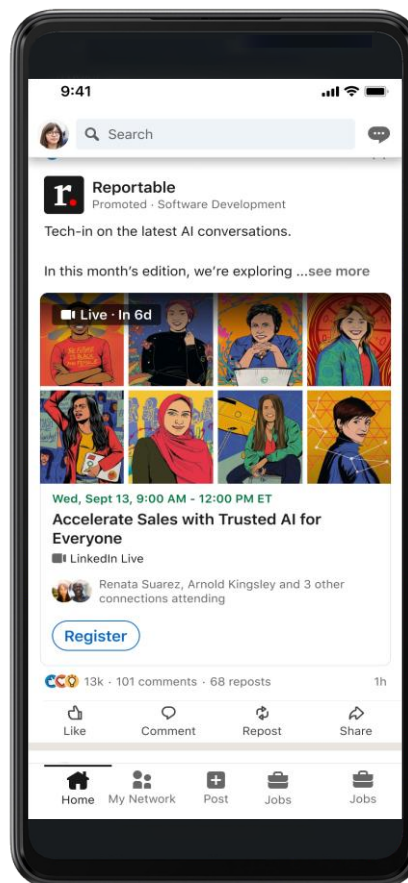
# Live Event Ads

Targeted ads promoting a LinkedIn event before, during, and after the event takes place

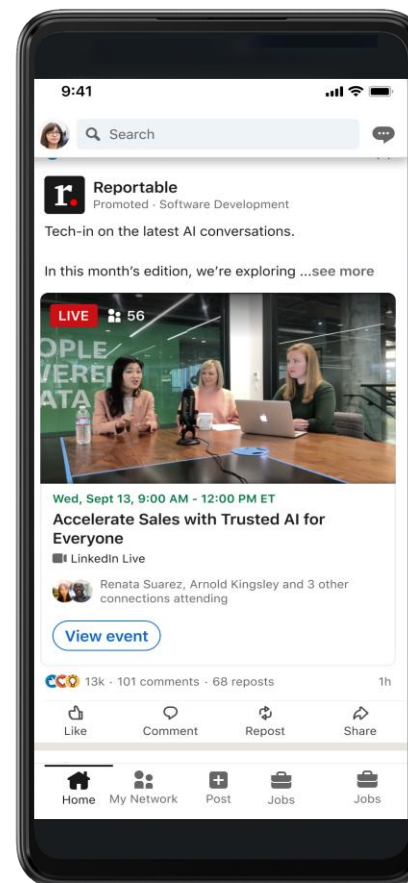
3.3x engagement rate  
for live event ads in comparison to  
single image ads.

9% lower CPM  
for live event ads in comparison to  
single image ads.

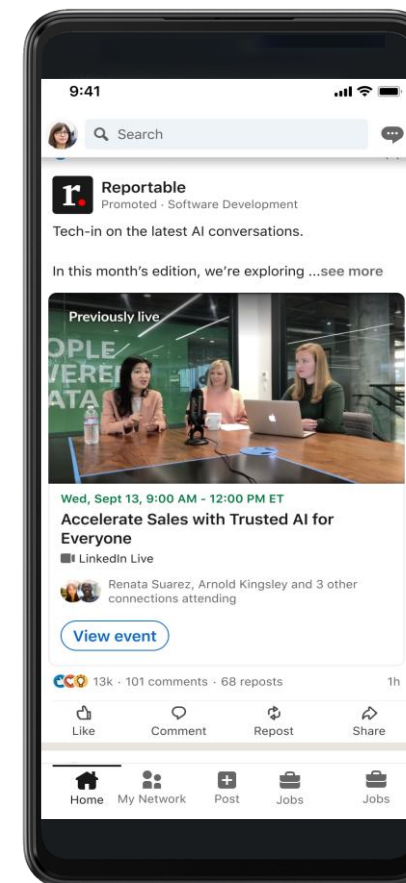
## Before the Event



## During the Event



## After the Event

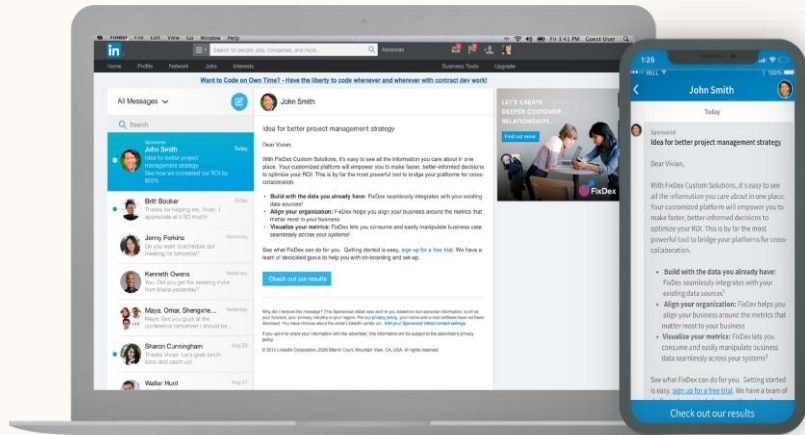


# Sponsored Messaging

Now once again available in the EU, as well as the UK and globally

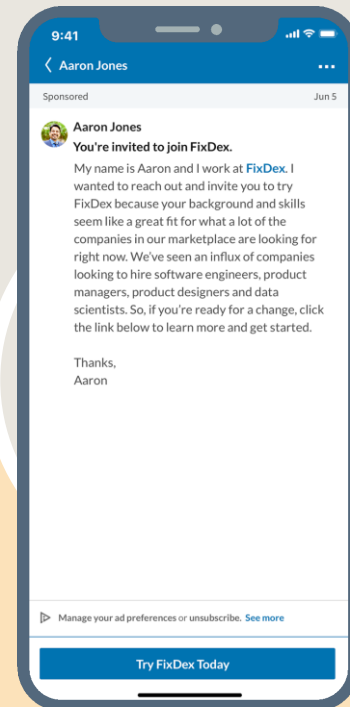
## Sponsored Messaging

Sends timely, convenient, and relevant private messages



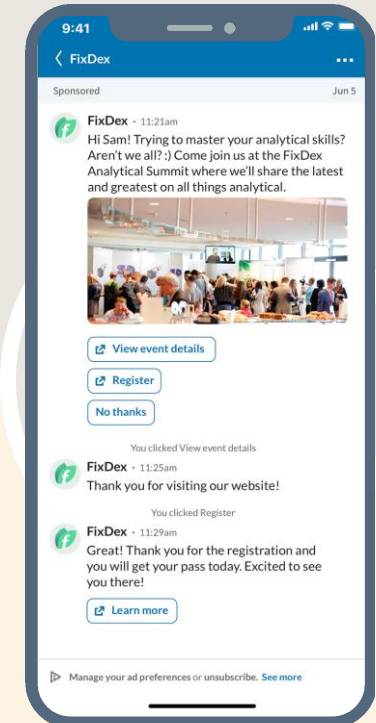
4x

Higher engagement and open rates from Conversation Ads compared to traditional email ads



## Message Ads

Deliver a targeted message with a single call-to-action



## Conversation Ads

Start quality conversations with a choose-your-own-path experience

# Lead Gen Forms

Generate leads within the LinkedIn platform

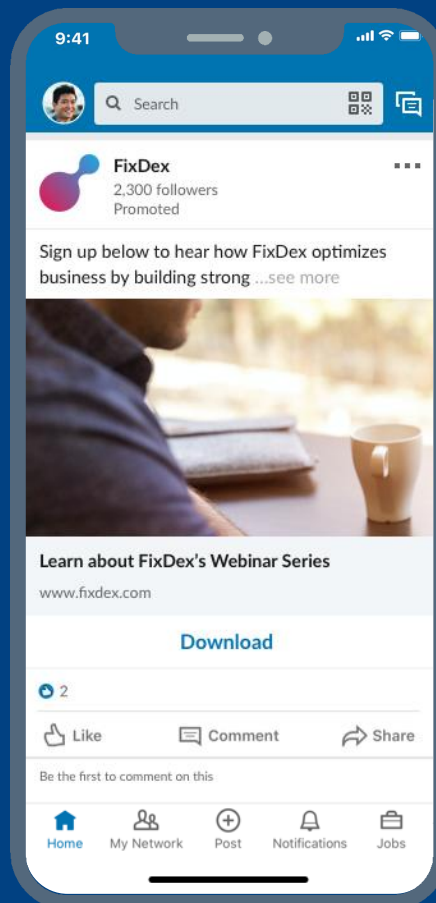
1. Members click the call-to-action button
2. They'll see a form that's been pre-filled with their information
3. Once they submit, they will see a confirmation page connecting them to the asset (e.g., eBook), website or destination of your choice
4. Use in-tool reporting to measure metrics such as CPL, form opens, etc.
5. Download leads directly or pass to CRM

5x

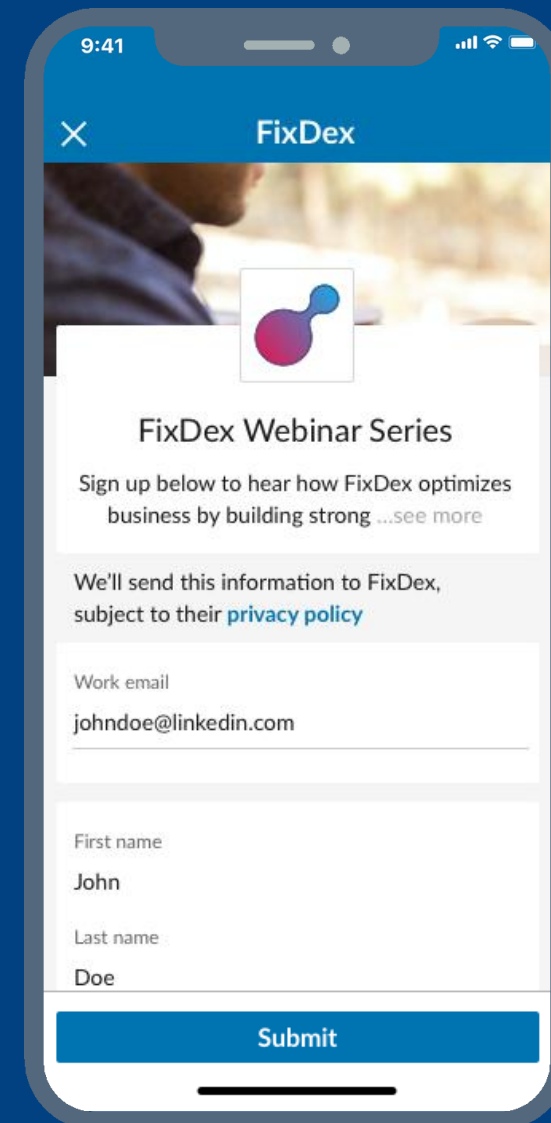
higher conversion than  
landing pages

-40%

Reduced CPL vs.  
landing pages



Ad in Feed



Lead Gen Form in Feed



# Document Ads

- Document Ads allow advertisers to promote documents directly in the LinkedIn feed, where members can easily read and download content without having to leave the platform.
- Choose to share your content freely to build awareness and grow thought leadership or gate your document with a Lead Gen Form to capture interested leads.

**+46%**

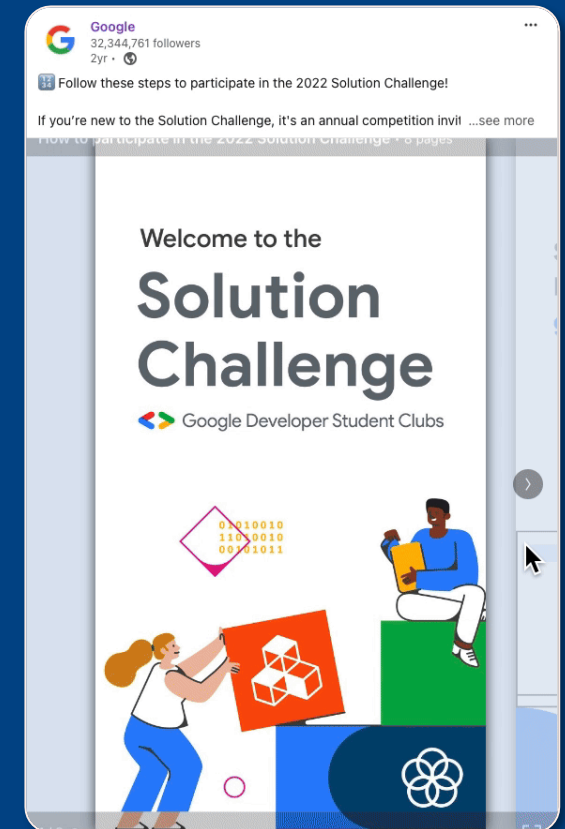
better Lead Gen  
Form completion  
rates when using  
a Document Ad and a  
Lead Gen Form

**34%**

lower CPLs when  
using Document Ads  
compared to  
other Sponsored Content  
Formats using download  
CTA

**4x**

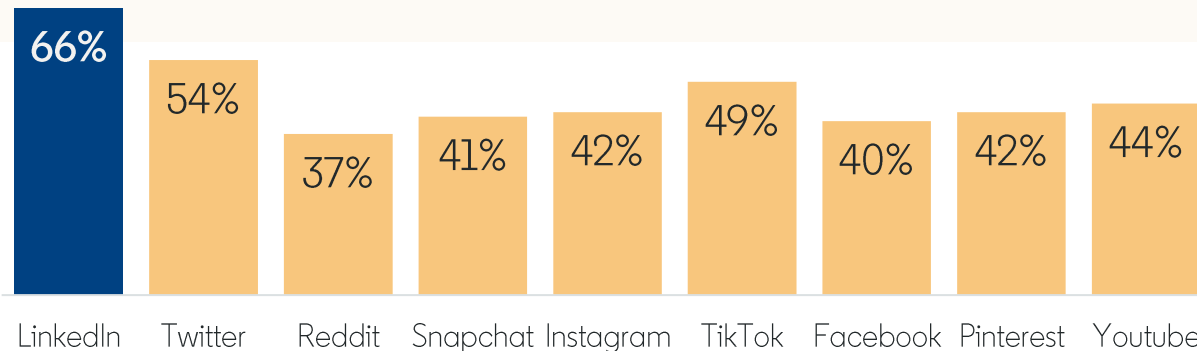
better engagement rates when  
using Document Ad compared  
to Single Image Ads



# Thought Leader Ads

- Allows you to sponsor your thought leaders' posts helping you authentically communicate through a trusted voice to build brand equity and stay top-of-mind when your target audience is ready to buy.
- You can now promote posts from employees of your company as well as members who are 1st or 2nd-degree connections.

I want to see posts by company representatives  
(e.g., CEO, other employees or through leaders) in the newsfeed/landing page\*



\*Source: LinkedIn Meet the Member Research Study, July 2023; n = 8,018 EMEA respondents 18+

# 1.7x

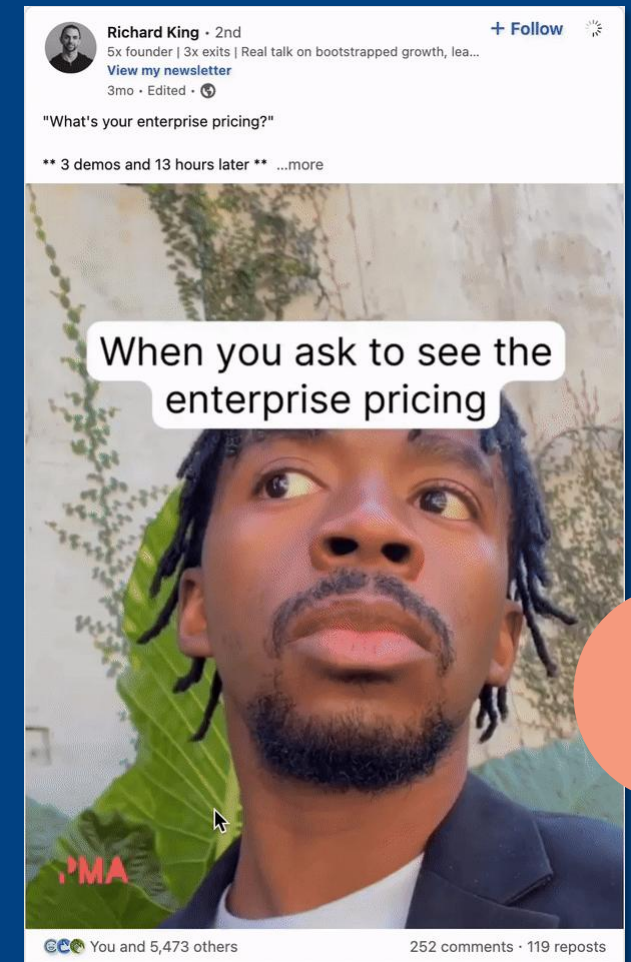
higher click-through rate  
(CTR) than Single Image ads

# 1.6x

higher engagement rate  
(ER) than Single Image ads

# 90%

of B2B decision makers say referrals from people they know and respect will be effective in earning their attention and purchase consideration\*\*



+1,244%  
CTR  
benchmark



# LinkedIn Audience Network

Reach a unique audience of members on our trusted publisher network, 59% who do not visit the LinkedIn feed as often.

2x

Higher view-through rate

9x

More monthly touchpoints

62%

Lower CPM

Example Sponsored Content **Single Image** and Carousel Ads on LAN

Example Sites

Business and news

Flipboard

FOX NEWS

Daily Mail

theguardian

SmartNews

Bloomberg

CNN

WALL STREET JOURNAL

The New York Times

USA TODAY

Lifestyle and entertainment

pandora

B-R BLEACHER REPORT

TUNE IN

WORDS with friends

NEW YORK POST

Zillow

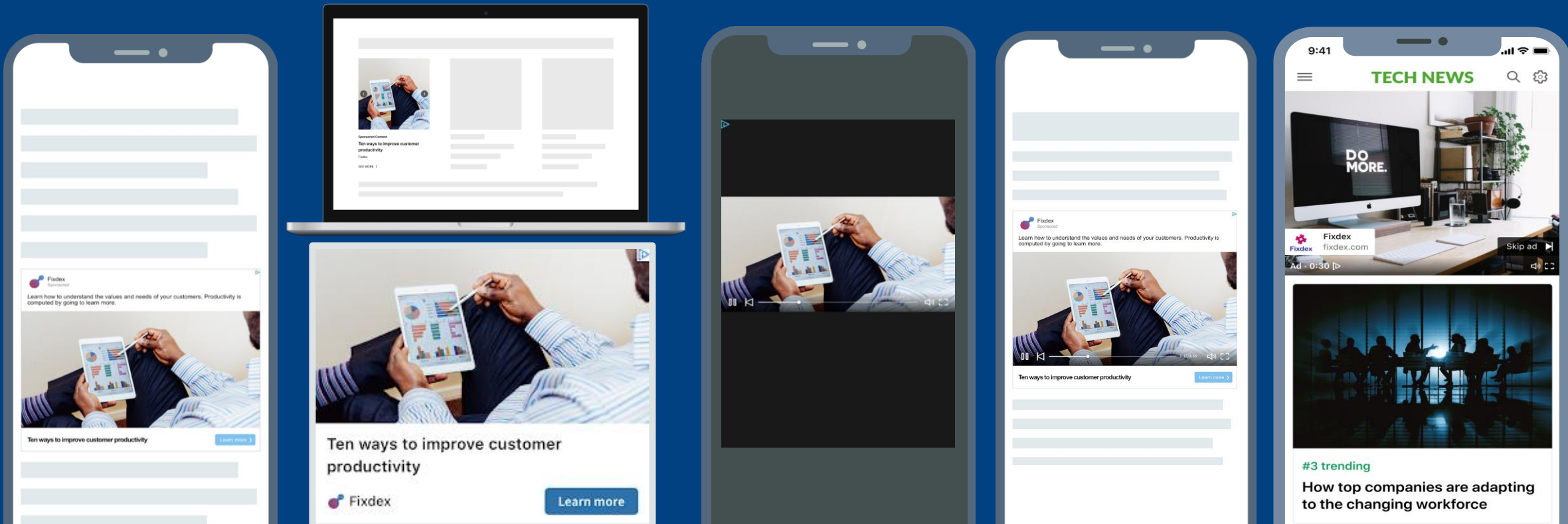
msn

letgo

AccuWeather

YAHOO!

Example Sponsored Content **Video Ads** on LAN across outstream and instream placements

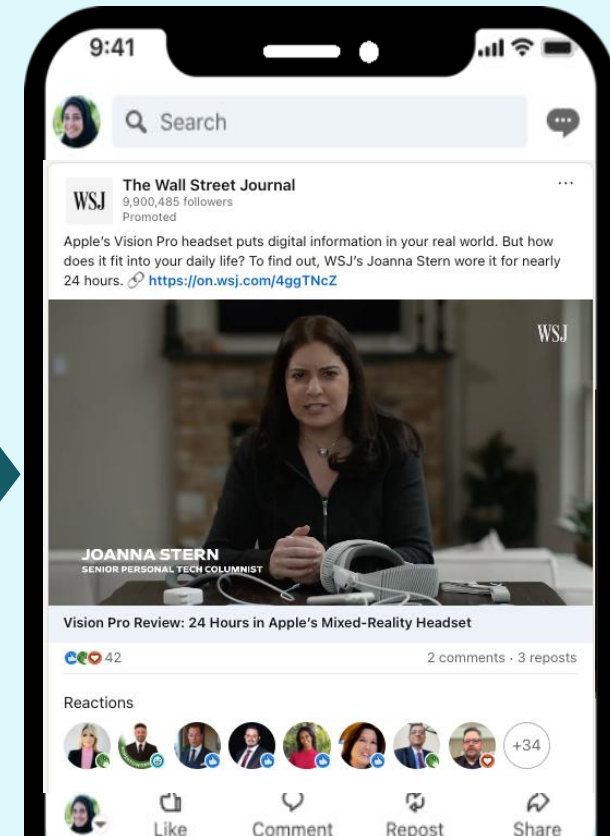
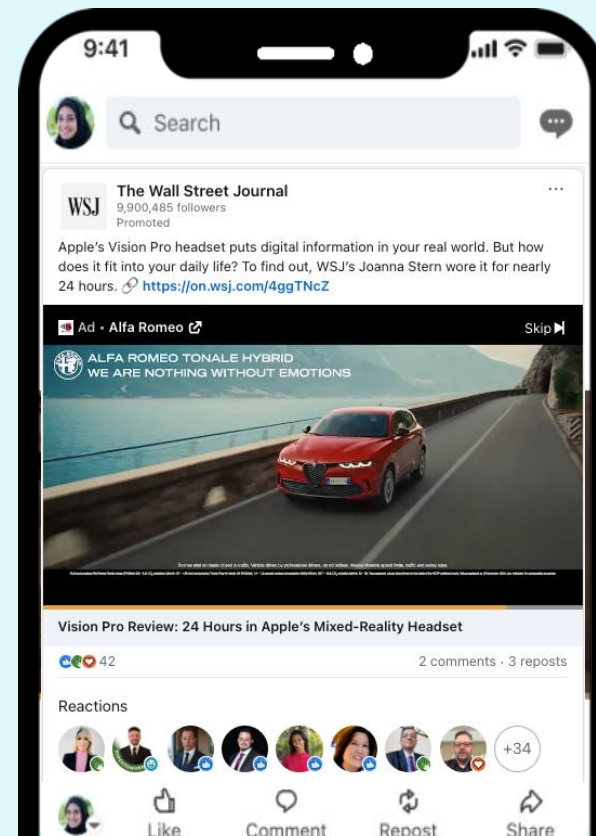


# NEW BrandLink Video pre roll

- In-Stream pre roll ads ahead of high-quality editorial content
- Trusted renowned publishers like The Wall Street Journal, Bloomberg and Vanity Fair
- Contextually relevant while leveraging LinkedIn's powerful targeting
- +91% increase in engagement rate
- +250% increase in completed view rates

50+

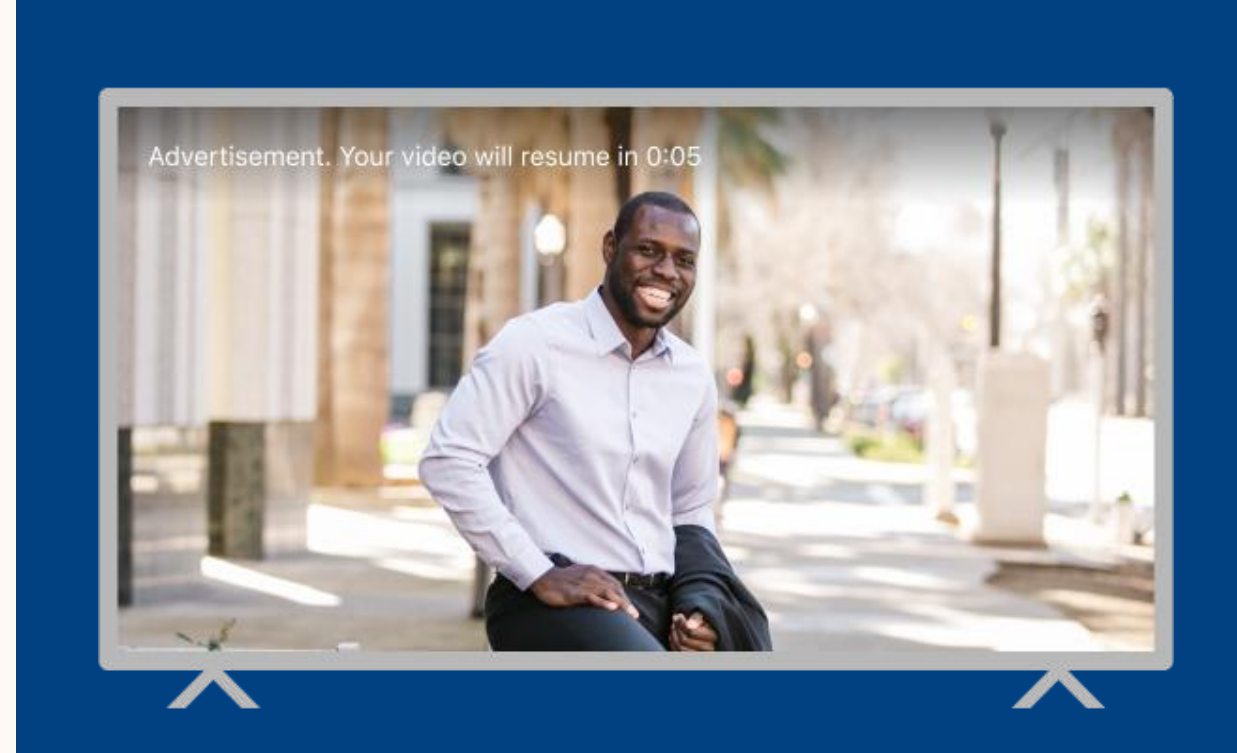
Publishers available !



# Connected TV

Reach your audience at home

- Reach LinkedIn members when they are at home watching TV using the same targeting as on LinkedIn.
- Connected TV video ads play within longer-form video content (e.g., ads that play within organic videos on CTV apps) for large screens.
- These ads can occur at the beginning (pre-roll), middle (mid-roll) and typically last 15 secs or 30 secs without the option to skip the ad. These ads are likely to occur within a pod of 2-6 ads like linear TV ads.
- LinkedIn's network have access to 115 million Smart TV devices in 60 million households which allows for scale to reach your audience.
- Currently only available in the US and Canada.



Some examples of top Connected TV publishers where ads can be delivered:



# NEW ALPHA: First Impressions Ads

## What?

First-time immersive vertical ad format. Reserve the very first ad spot (The second slot) of the day for an entire audience for a 24 hour period

Available audiences:

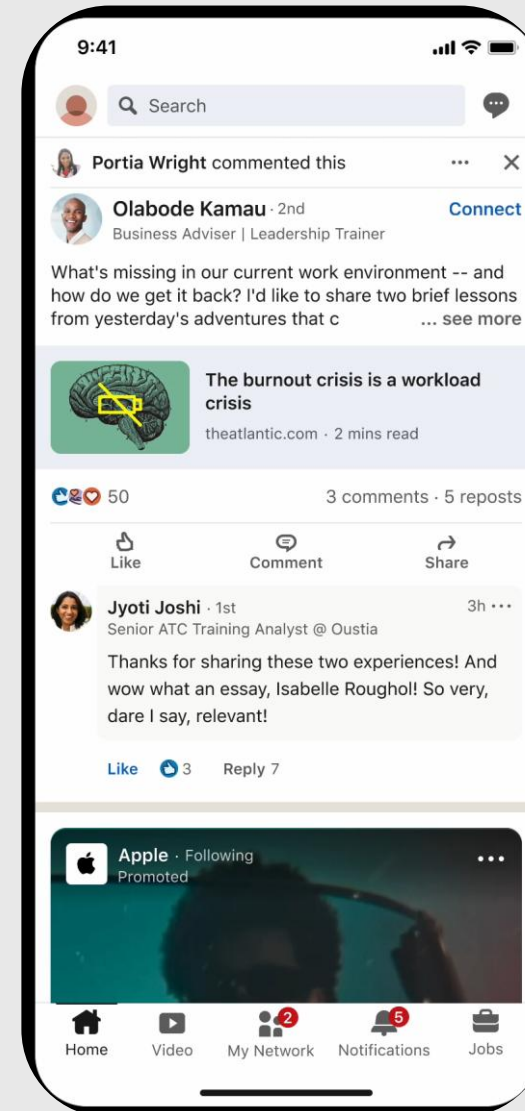
- Tech Decision Makers
- High Networth Individuals with Luxury Affinity
- Auto Enthusiasts
- Small Business Owners
- Working Professionals

## What for?

For maximizing impact, audience penetration and awareness amongst your core audience.

## Currently Available Markets::

- US, CA, UK, FR, DE



# Marketing Objectives and Industry Examples

# Available objectives for ad campaigns on LinkedIn

Members exposed to brand *and* demand content are 6x more likely to convert than those exposed to only demand so creating content for all stages is key





# Video ads are the most effective format for driving brand awareness, especially when using larger, vertical layouts for enhanced performance

**PwC UK**  
Promoted

Emerging technologies still need people to guide the way. Find out how the right culture can unlock the true value of cloud, AI and more.



Warren Tucker

Partner, PwC UK


make commercial outcomes real

0:18 / 0:29




PwC & Microsoft. Watch the full conversation

Learn more

**Capgemini**  
Promoted






Unlocking the full potential of business transformation can pose a challenge. Discover how our expertise, experience, and innovative Microsoft solutions combine to deliver real, measurable results. Join us: <https://bit.ly/3YnBrAa>



Industry, meet impact.

A look ahead to *Microsoft Ignite 2024*

0:03 / 0:35



Driving AI innovation and industry transformation at Microsoft Ignite 2024

Learn more

**Atea Denmark**  
Promoted

Copilot virker – men kun hvis du forbereder din organisation 🧠

Mange virksomheder er nysgerrige på AI. Færre er klar til at implemente...see more

Sådan forbedrer Microsoft Copilot medarbejdertrivsel



0:01 / 0:04



Få succes med CoPilot 🌟

Download

**Vodafone NL Business**  
Promoted

Wij helpen ondernemers met hun digitale uitdagingen. Zoals Microsoft Teams voor optimaal samenwerken. Uiterst betrouwbaar zakelijk internet. En cutting-edge security.

“Waarom zou ik jou de baan geven?”

Vodafone Business doet toch alleen maar mobiel?”




0:00 / 0:21



Vodafone Business. Meer dan mobiele telefonie.


Learn more

# Position yourself as a thought leader by sharing content, advice, and perspectives through formats like Document Ads and Thought Leader Ads

**NetApp**  
Promoted


Ready to migrate VMware workloads to Azure, but need to keep your options open? Watch our on-demand webinar "Seamless VMware Migration" to learn how you can maximize your flexibility while unlocking cost-saving opportunities. [...see more](#)

**Migrate and modernize with Azure VMware Solution**

**Microsoft**


## VMware on Azure Migration and Modernization Planning Guide


1 / 16

**SoftwareOne Singapore**  
Promoted


Learn what to consider as you embark on your M365 Copilot transformation journey to accelerate adoption, minimize risks, and maximize returns on AI investments.

**Establish a secure foundation for Microsoft 365 Copilot ...** • 12 pages


**software one**




### Confident Transformation: Security Strategies for AI Adoption



1 / 12


**Fánan Henriques**  
Vodafone Business Product and International Business Director | Senior Leadership Team Member | P&L Ownership | Growth | Transformation  
Promoted by Vodafone Business

A few weeks back, I shared my thoughts on how 'happy employees equals happy customers'. In my 2nd article around blending my biggest passions Customers, People and Technology, I want to focus on how we use technology to connect and give our people/teams the psychological safety to be the best that they can be at the workplace. They say, 'trust is the highest form of human motivation'.  
[#BoundlessWorking](#)  
<https://lnkd.in/dCy45Peb>



**Why measuring productivity must be built into the AI journey**

How do you ensure hybrid workers stay productive? generative AI tools like Microsoft Copilot help e


**Stewart Wilson**  
Partner @ PwC UK | UK Microsoft Leader | Cloud & Data Lead for Government & Defence  
Promoted by PwC UK

I hope to see you at Microsoft AI Tour next week.


If you are planning to attend, please save the Date: PwC UK Networking Drinks at Microsoft AI Tour - Wednesday 5 March, 6pm at the Aloft Hotel.



There's a lot to take in during the day, so we would like to invite you to join us to continue the conversation, to meet and network with AI experts and colleagues from PwC UK and Microsoft.


Places are limited so register now to secure your place: <https://bit.ly/41kWndP>



### Microsoft AI Tour London Networking drinks

Wednesday 5 March  **Register your interest**



**Tim Rutten**  
CMO at Backbase  
Promoted by Backbase

We're in the middle of the AI wave, and it's not something any bank (or banker) can ignore for long.

Soon, every customer — and every bank employee — will have access to autonomous AI agents / copilots.


This will be a revolution on par with the dawn of the internet or the smartphone. AI will impact business processes and workflows, customer engagement, and ultimately the bank's cost/income ratio.

But the question remains: how long will it take to adopt these AI agents / copilots?

To seize the opportunity, banks will first need to grapple with their legacy tech, including siloed lines of business, as well as culture and dynamic regulatory requirements.

It's a massive task, but not an impossible one. At all.


To find out more about this topic, tune in for episode 29 of the Banking Reinvented podcast: to hear from [Kathleen Woodard](#), who leads Microsoft's banking industry advisory team in the Americas.



**Now we're really seeing the AI wave**

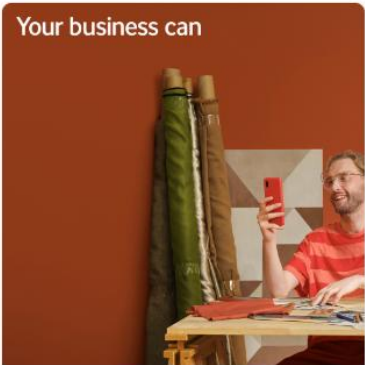


# Use Carousel Ads to expand on your message and drive in feed engagement and consideration

**Vodafone Business**  
Promoted


Leave the setup and management of your Microsoft 365 to Vodafone, so you can focus on what matters most 📞

Your business can




Your Business Can

focus on the day job




Focus On The Day Job

with Microsoft 365 and managed services from Vodafone Business



With Microsoft 365



And Vodafone Managed Service

**Crayon**  
Promoted

📌 Cybersecurity Forum 2025: AI-First Security with Microsoft's expert Nikos Makris! 📅

The future of cybersecurity is AI-driven - are you ready?

Join us on May 15th for Cybersecurity Forum 2025.

#CybersecurityForum #Crayon #Microsoft



Join us on May 15th, 2025




Dive into the future of cyber defense

# Capture attention and drive action with powerful, bright and contrasting visuals that stand out like with these single image ads



**Varonis**  
Promoted

Keep cool with a free Microsoft Copilot Security Scan from Varonis.  
Find out:  
• What sensitive data is exposed to Copilot

...see more



**DON'T GET BURNED BY AI.**


**SAFETY FIRST.**  **VARONIS** +  **Copilot**

Get your free Microsoft 365 Copilot Security Scan  
Varonis is the #1 Data Security Platform on the planet.

[Learn more](#)

**TD SYNEX DACH**  
Promoted

Immer mehr Unternehmen nutzen GenAI, um ihre Geschäfte zu transformieren. Laut Microsoft hat sich die Nutzung in den letzten 6 Monaten fast verdoppelt. Steigern Sie Produktivität, Umsatz und Innovation und we ...see more


 

**Ready for Copilot**  
**Security First**



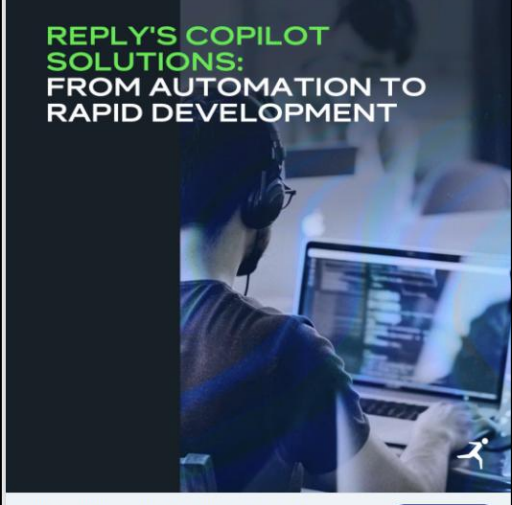
Jetzt kostenlos herunterladen

diagram

**Reply**  
Promoted

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# LinkedIn Reporting

# Reporting metrics that matter

## Basic Campaign Metrics

### Campaign Metrics

- CPC/CPM
- CTR
- Engagement rate
- Leads / CPL
- Conversions / CPA
- Brand lift

#### Source:

LinkedIn Campaign Manager

### Demographics & Firmographics

Report reached and engaged audiences:

- Job Titles
- Job Seniorities
- Job Functions
- Companies reached
- And more.

## Advanced ROI Metrics

### Advanced Leads Insights

Report on influenced Marketing Qualified Leads (MQLs), SQLs etc

#### Source:

Conversions API or Excel  
Upload to Campaign Manager

### Sales and Revenue

Report influenced Pipeline, Sales and Revenue

- \$ Revenue
- Closed Deals
- ROI

#### Source:

CRM Integration

# Drive Better ABM Decisions with Advanced Company-Level Reporting in Campaign Manager

in Ads | Campaign Manager

Plan

Audiences

Companies

Media Planner

Brand safety

Advertise

Test

Measurement

Recommendations

Assets

Account settings

Company page

Business Manager

Companies

Monitor company performance and create lists for targeting

Save as a company listReset filtersExport

Search by company name

Company	Engagement level	Organic impressions	Organic engagements	Paid impressions	Paid clicks	Paid engagements	Paid leads	Company size	Industry	Hour
225,620 companies										
Bravo Company Digital	Very High	-	-	8	-	5	-	11-50 employees	Marketing Services	Unitex
Stratus Building Solutions of Oklahoma City	Very High	-	-	12	-	6	-	2-10 employees	Facilities Services	Unitex
Johnson & Johnson MedTech   Orthopaedics	Very High	11	11	11	-	-	-	5001-10,000 employees	Hospitals and Health Care	Unitex
Stellar-1 Communications	Very High	-	-	12	-	5	-	2-10 employees	Nursing Homes and Residential Care Facilities	Unitex
RJM Landscape, LLC	Very High	-	-	5	-	7	-	2-10 employees	Landscaping Services	Unitex
Mint Facility Solutions	Very High	-	-	3	-	3	-	11-50 employees	Facilities Services	Unitex
Cobalt Service Partners	Very High	-	-	6	-	3	-	201-500 employees	Facilities Services	Unitex
G4S An Allied Universal Company	Very High	-	-	3	-	4	-	10,001+ employees	Security and Investigations	Unitex

Filters

Date of ActivityLast 90 Days

Company Lists+

Campaign+

Engagement Level+

Organic Engagements+

Organic Impressions+

Paid Engagements+

Paid Impressions+

Paid Clicks+

Paid Leads+

Company Size+

Country+

Include+

Exclude+

# Track Campaign Impact with Professional Demographics in LinkedIn Campaign Manager

Display: **Job seniority** ▼

Columns: **Video** ▼

Time range: **1/1/2023 - 12/31/2023** ▼

Attributes below reporting minimum will not be reported to protect [user privacy](#).

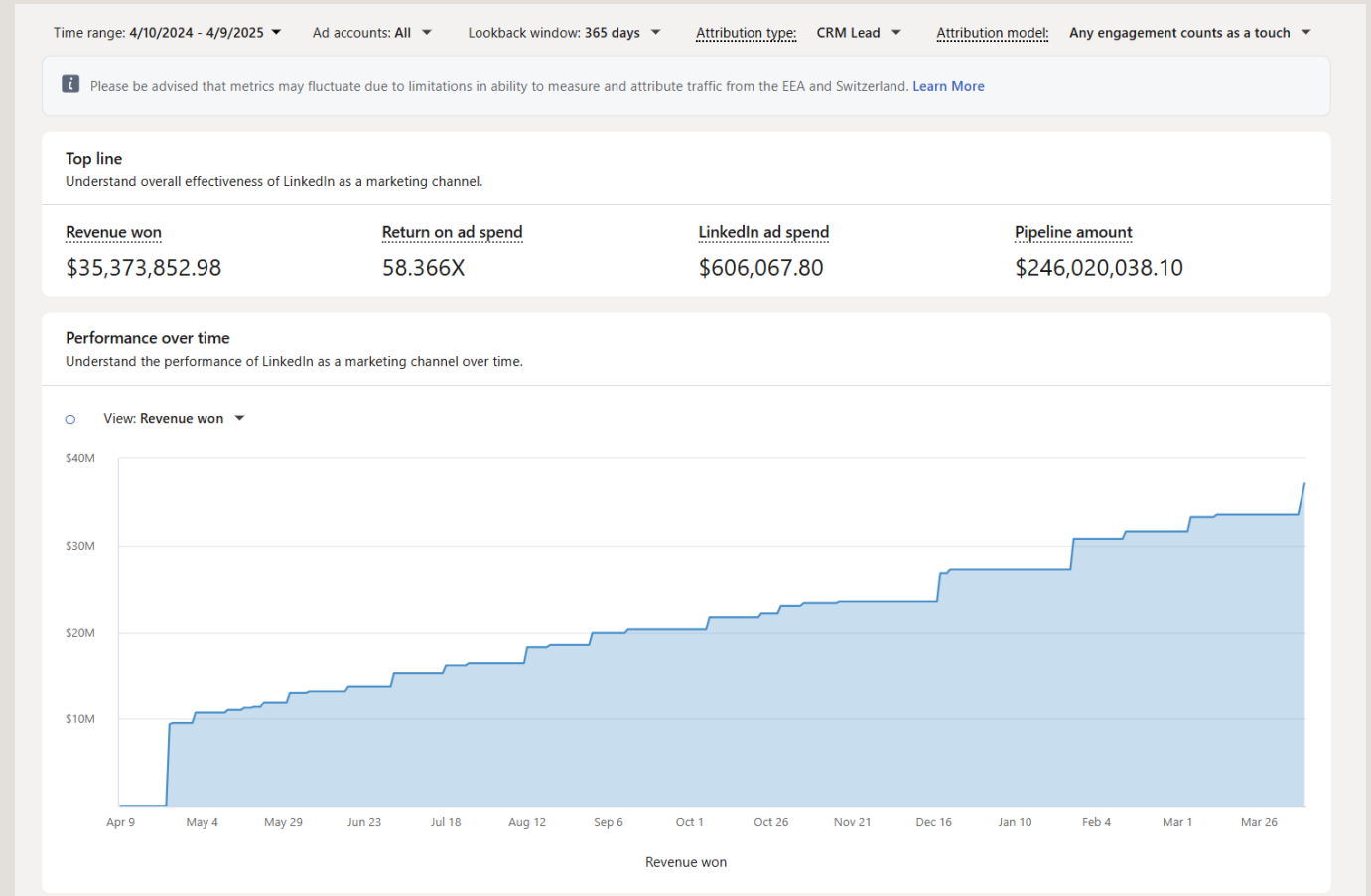
Name ◊	Impressions ◊	Views ◊	View Rate ◊	Completions ◊	Completion Rate ◊
CXO	<div><div></div></div> 91,352 (4.32%)	<div><div></div></div> 42,932 (4.07%)	47%	<div><div></div></div> 58,857 (4.63%)	65.34%
Partner	<div><div></div></div> 28,157 (1.33%)	<div><div></div></div> 14,197 (1.34%)	50.42%	<div><div></div></div> 17,970 (1.41%)	64.65%
VP	<div><div></div></div> 360,903 (17.07%)	<div><div></div></div> 177,716 (16.83%)	49.24%	<div><div></div></div> 223,331 (17.57%)	63.23%
Owner	<div><div></div></div> 121,716 (5.76%)	<div><div></div></div> 64,892 (6.15%)	53.31%	<div><div></div></div> 75,029 (5.9%)	62.88%
Director	<div><div></div></div> 535,060 (25.3%)	<div><div></div></div> 265,117 (25.11%)	49.55%	<div><div></div></div> 323,710 (25.47%)	61.75%
Manager	<div><div></div></div> 588,012 (27.81%)	<div><div></div></div> 297,959 (28.22%)	50.67%	<div><div></div></div> 348,345 (27.41%)	60.86%
Senior	<div><div></div></div> 586,557 (27.74%)	<div><div></div></div> 291,896 (27.65%)	49.76%	<div><div></div></div> 347,150 (27.31%)	60.81%

# Prove Marketing Impact with CRM-Linked Revenue Attribution

Leverage the power of your CRM data to demonstrate the true business value of your LinkedIn marketing with the **Revenue Attribution Report**.

You can use your Revenue Attribution Report to review key metrics like revenue won, return on ad spend, and pipeline amount, which can help you better understand the impact of your LinkedIn marketing efforts on business outcomes.

And can now report closed deals and pipeline influenced at a campaign deal level





## Key takeaways from today

### LinkedIn Marketing Solutions:

LinkedIn is the largest professional network in the world and in EMEA and is the #1 driver of scaled and positive return on investment in B2B marketing. Making LinkedIn the perfect partner to maximise your business.

### Audience:

LinkedIn has the largest and most engaged professional audience actively engaging, sharing and converting as new business.

### Ad Formats:

Use best performing ad formats including Message Ads, Thought Leader Ads, Document Ads, LinkedIn Audience Network, BrandLink and more that align to your objectives.

### Targeting:

Like nowhere else, use LinkedIn's and your 1<sup>st</sup> party data to find the most relevant and profitable audiences down to company, function, seniority, title level and more.

### Reporting:

Track more than just campaign metrics. Explore the opportunity to track ROAS, sales, influenced leads and pipeline.





# Questions?



Chris Brennan  
Lead Account Director



John Heavey  
Lead Solutions Manager



# Thank You