



**CommonMind**

Digital Marketing Doesn't Need to Be  
Difficult Marketing

**Follow**

## Your Audience is on LinkedIn

Since LinkedIn is a professional platform, members keep their profiles up to date.

## The Targeting Options Are Tailor-Made for B2B

LinkedIn ads targeting goes much deeper than just a job title.

Job title

Job function

Company name

Seniority

Education

Specific skills

Member groups

Industry

Target account list

and more

## First-Party Data

Unlike other platforms that reach users via ad trackers, LinkedIn uses first-party data.



### LinkedIn Reps are Helpful and Knowledgeable

For many advertisers, LinkedIn will provide a dedicated account rep to help guide your strategy.

## We're LinkedIn Ads Experts

Have LinkedIn ads questions? We're here to help.