

Platform-wide Brand Protection

Building trust in the digital world

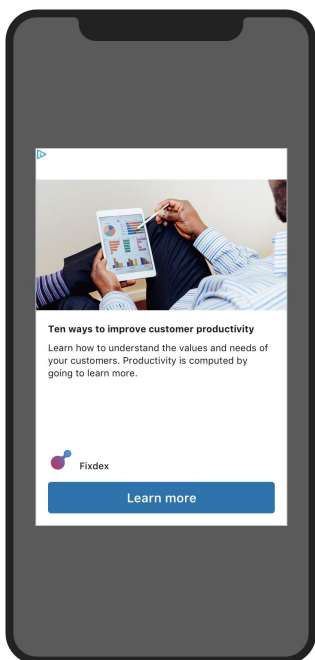


PROTECTION ACROSS THE LINKEDIN AUDIENCE NETWORK, POWERED BY IAS

Both IAS and LinkedIn agree that trust is a crucial component to any successful partnership. This is why we have combined forces to enable marketers to confidently bid on brand safe inventory, finding the right environments for all Sponsored Content campaigns activated on the LinkedIn Audience Network.

Fueled by proprietary crawlers and natural language processing algorithms, IAS's predictive and real-time data make it possible for marketers to maintain transparency and quality control for native display and video ads, across desktop, mobile web, and in-app.

HOW ADS ARE ACTIVATED



Example Interstitial Mobile App Placement on the LinkedIn Audience Network

The LinkedIn Audience Network helps marketers reach targeted professional audiences across multiple touchpoints on trusted, third-party publishers. Marketers focused on objectives across the decision journey can easily scale their Sponsored Content image and video campaigns to reach millions more professionals active on our network, while also boosting their campaign performance.

WHAT YOU GET

When activating ads with the LinkedIn Audience Network, an additional layer of IAS platform-wide protection is automatically added to help clients uphold their brand safety standards.

Comprehensive global coverage for brand safety and invalid traffic to ensure ads engage real people on real publishers.

Automatically filter out high risk inventory for brand safety and fraud so you can be confident your message is delivered in trusted environments.

To get started, please reach out to your LinkedIn representative or IAS Customer Success Manager.