



## THE BUSINESS NETWORK

### REACH

450+ MILLION PROFESSIONALS WORLDWIDE (252M MAUs)  
40% OF USERS LOG IN DAILY  
44% OF USERS EARN \$75K+

### TARGETING

LOCATION • EMPLOYER  
ROLE/EXPERIENCE  
INDUSTRY • DEGREES  
CUSTOM AUDIENCES  
4C AFFINITIES

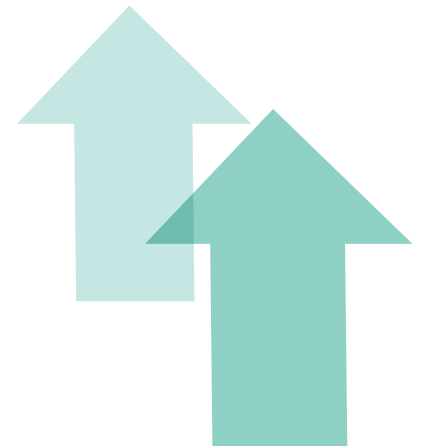
### AD TYPES

VIDEO\* • IMAGES • TEXT  
SPONSORED CONTENT  
SPONSORED INMAIL\*  
LEAD GEN

\*Coming soon



100%  
of 4C clients advertising on LinkedIn see an increase of 1-25% or more in both reach and ROAS.



## Discover

Uncover new audiences on LinkedIn with 4C's unique data science and custom audience segments.

Further resources available:

**Brand Compass**  
**4C Affinities**

## Execute

Scale campaigns with ease with proprietary 4C tools that help you maximize efficiency through workflow automation and streamlining.

Further resources available:

**TV Sync • Weather Sync**  
**Sport Sync • Labels**  
**Rules-Based Optimization**  
**Smart Groups**

## Analyze

Automate campaign pacing, optimize using predictive data science, and evaluate performance alongside other channels.

Further resources available:

**Cross-Publisher Summary**  
**Report Center**  
**Pacing Dashboard**