

LinkedIn Research



Leading expert networks can help you understand consensus opinion by connecting you and the rest of their customer base to the same industry experts. The challenge becomes developing unique insights from perspectives already shared with many of your peers.

If you believe your research process is a strategic asset that helps you outperform other managers, then finding unique input into that process is crucial. LinkedIn enables you to harvest knowledge and insight from more than 21 million professionals around the world. The LinkedIn Research Network provides premium research services specifically designed to help professional investors gain a fresh perspective. Find your edge in the LinkedIn Research Network.

TAP INTO THE WORLD'S LARGEST PROFESSIONAL NETWORK

Go beyond the limits of a traditional expert network to leverage the worldwide reach of LinkedIn. LinkedIn Research gives you unparalleled access to:

- **More than 21 million professionals.** And every month more than 1 million new professionals join the LinkedIn community.
- **A global community.** LinkedIn members span across 133 countries.
- **An extensive variety of industries.** Members represent nearly 150 industries.

FIND THE RELEVANT EXPERTISE—QUICKLY AND EASILY

You specify the professional qualifications that you're looking for and LinkedIn Research enables you to find and engage the professionals who match your requirements in a matter of moments.

Search for business professionals by any combination of:

- **Company.** Search for current or former employees. Optionally exclude employees from publicly traded companies or from companies that may present a potential conflict of interest.
- **Industry.** Find professionals in one or more of nearly 150 industries.
- **Title.** Search for professionals by their current or past business title.
- **Expertise.** Look for those professionals with specific expertise in the product or market that you are researching.
- **Keywords.** Use keywords to find professionals by skills, experience, seniority, education, companies, and more.

The profiles of professionals who meet your criteria show not just their names, but complete details of their professional experience—details available only through LinkedIn Research.

GET AUTOMATIC ALERTS AS OTHER PROFESSIONALS JOIN LINKEDIN

Once you've specified your search criteria, LinkedIn Research will help you find more professionals that meet your requirements. With more than 1 million people joining LinkedIn every month, professionals with new insights are continually enriching the network. LinkedIn Research will proactively alert you when new members meet your qualifications.

FIND UNIQUE INSIGHTS, PERSPECTIVES, AND INFORMATION

Unlike traditional research sources that connect their customer base to the same industry experts, LinkedIn Research gives you the advantage of connecting with professionals who are uniquely suited to your research needs and who are much less likely to have already spoken to a professional investor.

Tap into the expertise, knowledge, and insights of highly relevant industry professionals—reach beyond designated “experts” who make a living talking to investors. LinkedIn members include executives and other business professionals with unique perspectives into the growth prospects, competitive challenges, and future opportunities of almost every major company in the world.

MANAGE YOUR EXPERTISE NETWORK

With LinkedIn Research, you create and maintain your own private network of experienced professionals and communicate with them quickly and efficiently.

Reach out directly to the professionals who can help you with personalized messages sent through InMail™

LinkedIn’s trusted network communication tool. Professionals contacted via InMail are more likely to open and respond to an InMail message because they view InMail as originating from a reputable source. Increase your efficiency by writing an InMail once and sending it to up to 20 professionals at a time, and then saving it as a template to use over and over again.

MANAGE AND ORGANIZE YOUR RESEARCH

Organize your research into easy-to-locate project folders. Project folders can hold all your search queries, InMail correspondence, member profiles, and notes. All your research activities are always available, providing a complete audit trail and helping you stay in compliance with your firm’s guidelines.

COLLABORATE WITH YOUR TEAM AND INCREASE EFFICIENCY

Your research team can save time, increase effectiveness, and avoid needless duplication of effort with LinkedIn Research’s collaboration features. Whether your colleagues are in the same office or on opposite ends of the globe, you can see your team members’ saved searches, saved profiles, notes, activities, and InMails.

GAIN A STELLAR SERVICE TEAM THAT HELPS YOU SUCCEED

A LinkedIn Research account provides you with a dedicated account manager who works closely with you to help you achieve your research objectives. You’ll get industry-leading customer service from a highly qualified account manager who understands your business.

LinkedIn Research offers:	
Engagement	The largest professional network in the world, with members representing more than 130 countries and nearly 150 industries, LinkedIn provides unparalleled access to business professionals around the globe.
Unique Knowledge	Industry leaders, corporate executives, top decision-makers, and frontline professionals provide unique insights and fresh perspectives to help you test your investment theses, identify new opportunities, and spot trends.
Faster Decisions	Don’t wait for a traditional expert network to track down hard-to-find experts. Find them quickly on LinkedIn Research and avoid the long delays.
Collaboration	Work efficiently as a team with shared projects, and profiles annotated with your comments.
Compliance	LinkedIn Research enables you to follow your research guidelines by tracking your searches, communications, and comments.

LinkedIn Research is available only through the LinkedIn Research Network. The LinkedIn Research Network provides tools and services to firms to enable them to leverage the benefits of professional networking. Built upon trusted relationships, LinkedIn is the world’s largest professional network.



Please contact your sales manager for more information about LinkedIn Research and the LinkedIn Research Network.

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