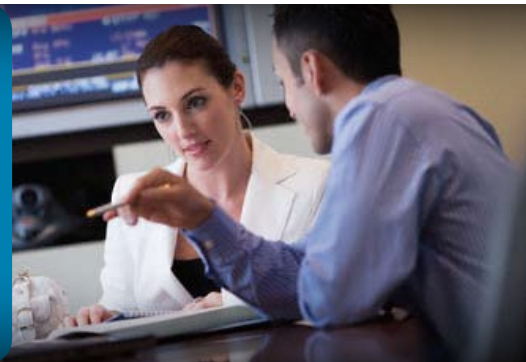


# LinkedIn Surveys



Research Network

The LinkedIn Research Network enables the market research community to conduct targeted B2B primary research through our network of over 28 million professionals.

To date, surveys have been the luxury of the consumer marketer because of lack of available B2B sample - not anymore. For the first time, you can reach large populations of quality B2B professionals across difficult to reach industries, geographies, and functions.

Our business is focused on providing you with the sample you need to win more business, deliver ground-breaking research, and help your clients gain a competitive edge.

## The World's Largest Professional Network is Now the World's Premiere B2B Sample Provider for Market Research

**Scale:** Conduct hard-to-fulfill B2B projects by leveraging our network of over 28 million global professionals across all segments of the economy

**Global:** Engage professionals from around the world - over 13M professionals outside of the US are on the LinkedIn network

**Quality:** Gain access to real professionals with real perspectives – LinkedIn connections drive profile authenticity not available elsewhere

**Targeted:** Create deeper insights through better targeting – filter respondents by title, seniority, function, age, country, company size, and other variables

**Reliable:** We deliver the respondents we promise - on time and within budget.

### How LinkedIn Research Network Customers have Previously Targeted Survey Respondents:

Target Panelist	Required Segment Criteria
Supply Chain Directors	Within 8 specifically targeted industries
Finance Managers	Across the US, Mexico, Canada, & Brazil
Software Programmers	In Germany and Japan
Government Employees	With experience in parole and probation issues
IT Decision Makers	Responsible for operations software within the Banking Industry

LinkedIn is a member of CASRO, is opt-in only, and follows strict member engagement guidelines. For more information on how LinkedIn can help you conduct quality, targeted market research of professionals around the world, please contact us at [surveys@linkedin.com](mailto:surveys@linkedin.com)