

LinkedIn Audience Network

Our Brand Safety & Quality Initiatives

The LinkedIn Audience Network helps you reach even more people with your Sponsored Content and deliver your campaign budget more easily — in the LinkedIn newsfeed and on high-quality publishers beyond. LinkedIn and our ad exchange partners take several steps to ensure that your content appears on brand-safe placements within the Audience Network.

LinkedIn promotes advertiser brand safety and quality through the following measures:



Advertiser Controls

- We give you control over your ad serving: you can block your ads from serving on all publishers within specific IAB categories, and you can block your ads from serving on specific mobile apps and desktop domains where you do not want your content to appear.
- For all ads served through the Audience Network, we only bill you for ad clicks.



LinkedIn Quality Checks

- Working with our ad exchange partners, we hand-pick the publishers in the Audience Network to allow our customers to serve in brand-safe environments. We review partner publishers to ensure they meet our [advertising guidelines](#) and may remove publishers from our network at any point if they do not meet these guidelines.
- We monitor our network for bot traffic or otherwise fraudulent activity and cut any offending publishers.
- Our ad exchange partners also maintain their own publisher block lists to ensure a higher quality standard for native ad inventory.