

Milestones

LinkedIn

2003

LinkedIn launches!

2005

First ad appears on LinkedIn



2012

LinkedIn Ads Blog premieres

2014

LinkedIn acquires **bizo**, which provides additional ad targeting technology

2017

LinkedIn reaches **500M** members

LinkedIn Lead Gen Forms introduced

LinkedIn Audience Network established

2011

LinkedIn reaches **100M** members

2013

Sponsored Content launches

2016

LinkedIn is acquired by **Microsoft**

LinkedIn Account Targeting launches

2018

Video Ads debuts

2019

The B2B Institute premieres



500M members

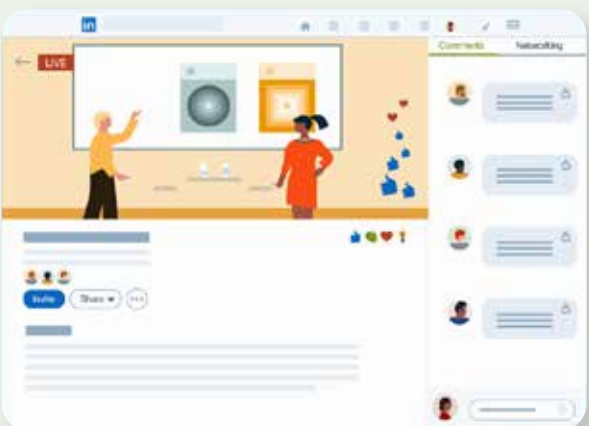


2020

LinkedIn Conversation Ads launches

Product Pages rolls out

LinkedIn Live is introduced

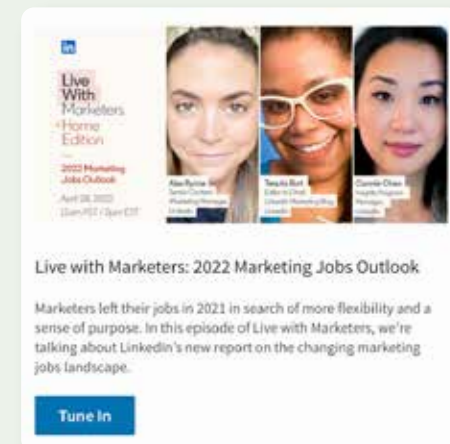


2021

Annual Marketing Jobs Outlook debuts

LinkedIn hits **\$10B** in revenue

Articles for Pages launches



2022

LinkedIn acquires **Oribi** and opens our first office in Israel

'This Week in Marketing' newsletter premieres

LinkedIn partners with Cannes Lions to create the first-ever **B2B Creative Lions award**

Business Manager, B2B Edge, and Products on Profile introduced

B2Believe Event launched

"**Make B2B Everything it can Be**" campaign rolls out

LinkedIn Marketing Solutions reaches **\$5B** in revenue and **LinkedIn Collective** debuts

Commitments for Company Pages is introduced



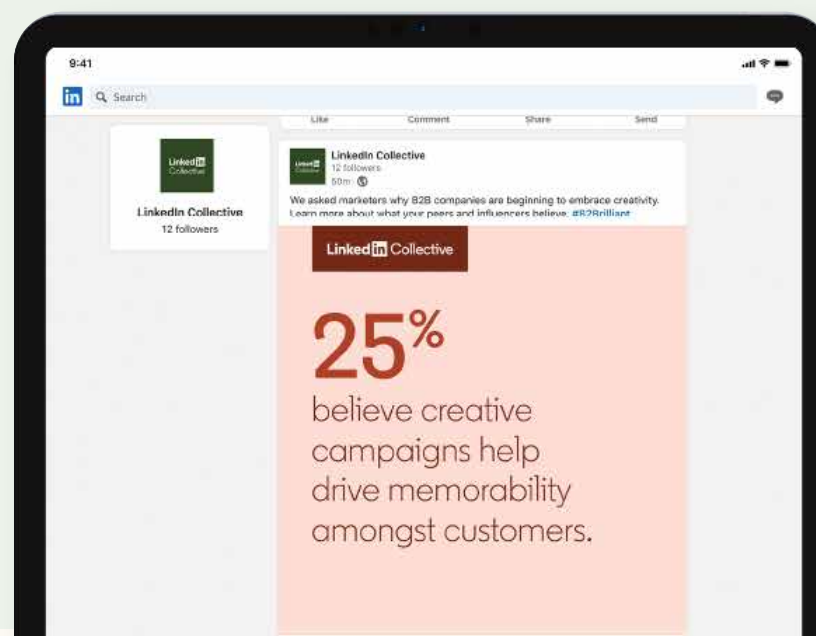
Brand love that's ready to **B2BLOOM**

LinkedIn Ads

Build your brand like a **B2BOSS**

Make B2B everything it can be.

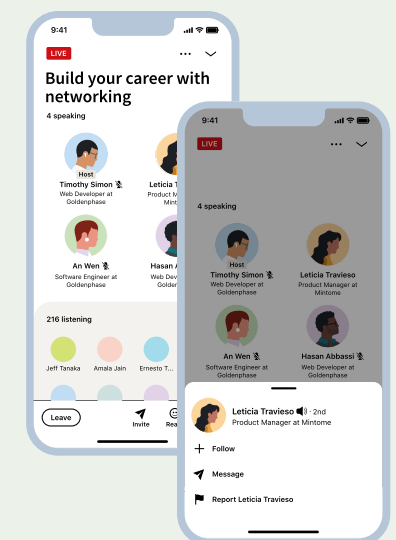
Learn more LinkedIn Ads



2023

LinkedIn reaches **900M** members

LinkedIn Audio Events launches



900M members

