

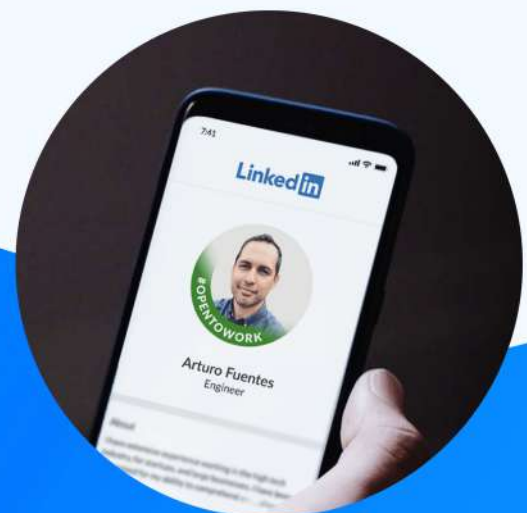
LinkedIn Statistics

2023



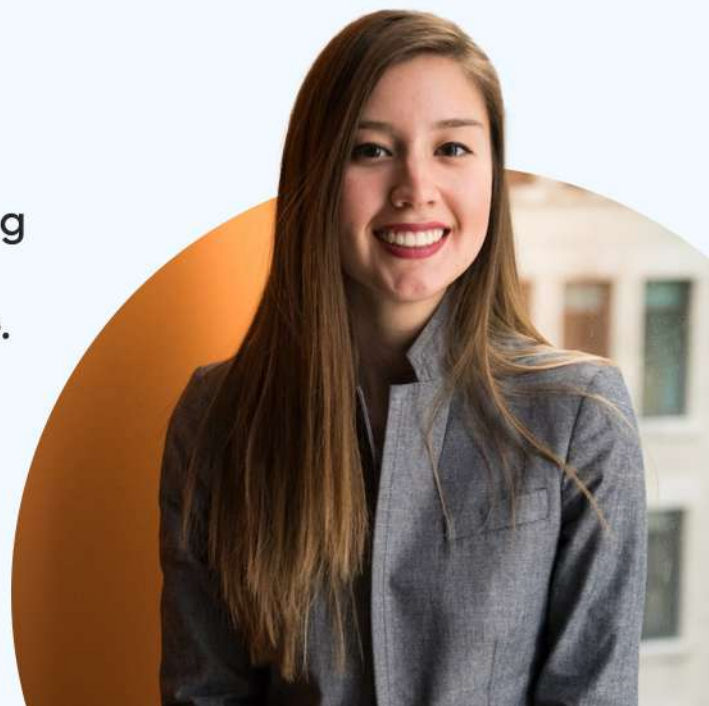
General Stats

- As of January 2022, LinkedIn has over 780 million members in more than 200 countries and territories.
- Over 40 million people use LinkedIn to search for jobs every week.
- LinkedIn has over 74 million registered companies on its platform.
- In 2021, LinkedIn reported that there were over 4 billion job applications submitted on its platform.
- According to LinkedIn's Q4 2021 report, revenue increased by 39% year-over-year to reach \$4.4 billion.
- LinkedIn is the most trusted social media platform among its users, with 62% of users saying they trust the platform more than other social media sites.
- 72% of LinkedIn users are from outside the United States.
- The top five countries with the most LinkedIn users are the United States, India, China, Brazil, and the United Kingdom.
- LinkedIn has seen a 50% year-over-year increase in engagement with content on its platform.
- In 2021, LinkedIn Live saw a 500% year-over-year increase in streams, and LinkedIn Learning saw a 60% year-over-year increase in content consumption.



Demographics Stats

- The gender breakdown of LinkedIn users is roughly 44% female and 56% male.
- The age range with the highest percentage of LinkedIn users is 25-34, making up 38% of the user base.
- The second-largest age group on LinkedIn is 35-54, making up 33% of the user base.
- Users aged 18-24 make up 16% of LinkedIn's user base.
- Users aged 55 and above make up 13% of LinkedIn's user base.
- 72% of LinkedIn users are from outside the United States.
- The top five countries with the most LinkedIn users are the United States, India, China, Brazil, and the United Kingdom.
- The most common industries represented on LinkedIn are IT and services, finance, healthcare, education, and marketing and advertising.
- The most common job titles on LinkedIn are software engineer, project manager, account manager, sales manager, and business development manager.
- LinkedIn has a higher percentage of users with a college or graduate degree than other social media platforms, with 50% of users reporting having a college degree and 27% reporting having a graduate degree.



Marketing Tactics & Lead Generation

- According to a study by HubSpot, LinkedIn is 277% more effective at generating leads than Facebook and Twitter.
- LinkedIn's advertising platform allows for highly targeted campaigns based on job title, company size, industry, and other criteria, with over 63 million decision-makers on the platform.
- LinkedIn Sponsored Content has an average click-through rate of 0.35%, which is higher than the average click-through rate for Facebook and Twitter ads.
- LinkedIn InMail messages have an open rate of around 40%, making it an effective way to reach prospects.
- LinkedIn Sales Navigator allows businesses to find and connect with potential leads based on specific criteria such as industry, company size, and job title.
- LinkedIn's Company Pages allow businesses to showcase their brand, products, and services, and engage with followers through content and updates.
- LinkedIn's Groups feature allows businesses to join or create groups related to their industry or niche, and engage with prospects and peers through discussions and content sharing.



- According to a study by LinkedIn, 80% of B2B leads come from LinkedIn, and 94% of B2B marketers use LinkedIn to distribute content.
- LinkedIn's conversion tracking feature allows businesses to track the performance of their LinkedIn ads and measure the return on investment (ROI) of their campaigns.
- LinkedIn's Matched Audiences feature allows businesses to retarget website visitors, upload their own email lists for ad targeting, and target account lists with ads.

User Stats

- LinkedIn has over 780 million members in more than 200 countries and territories.
- 40% of LinkedIn's users access the platform daily, and 61 million senior-level influencers and 40 million decision-makers use LinkedIn.
- The gender breakdown of LinkedIn users is roughly 44% female and 56% male.
- The age range with the highest percentage of LinkedIn users is 25-34, making up 38% of the user base.
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Advertising Stats

- LinkedIn's advertising platform allows for highly targeted campaigns based on job title, company size, industry, and other criteria, with over 63 million decision-makers on the platform.
- LinkedIn's Sponsored Content has an average click-through rate of 0.35%, which is higher than the average click-through rate for Facebook and Twitter ads.
- According to a study by LinkedIn, LinkedIn ads generate a 6.1% conversion rate, which is higher than the average conversion rate for Google AdWords.



- The average cost per click (CPC) for LinkedIn ads is \$5.61, which is higher than the average CPC for Facebook and Twitter ads.
- LinkedIn InMail messages have an open rate of around 40%, making it an effective way to reach prospects.
- LinkedIn's Matched Audiences feature allows businesses to retarget website visitors, upload their own email lists for ad targeting, and target account lists with ads.
- LinkedIn's conversion tracking feature allows businesses to track the performance of their LinkedIn ads and measure the return on investment (ROI) of their campaigns.
- According to a study by HubSpot, LinkedIn is 277% more effective at generating leads than Facebook and Twitter.
- LinkedIn's Lead Gen Forms feature allows businesses to collect leads directly from LinkedIn ads, with pre-filled forms that make it easy for users to submit their contact information.
- LinkedIn's Carousel Ads allow businesses to showcase multiple images or videos within a single ad, with a 300% higher click-through rate than single-image ads.



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