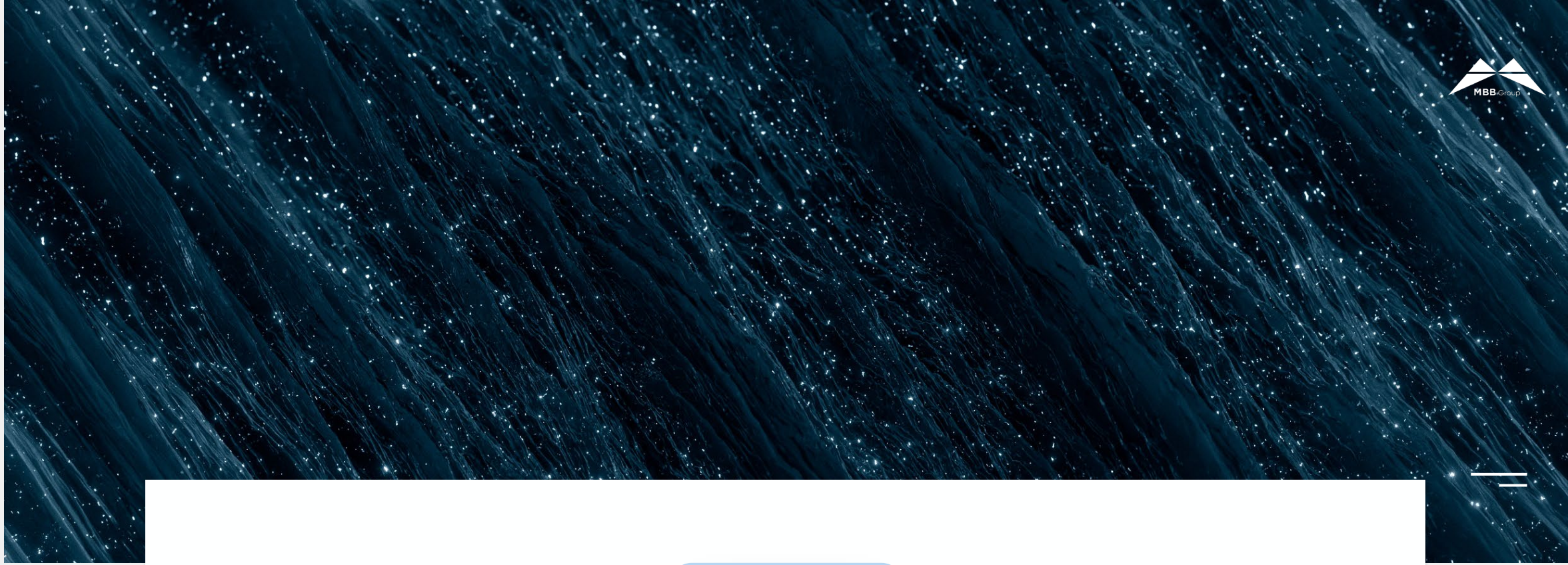
# LinkedIn Intelligence

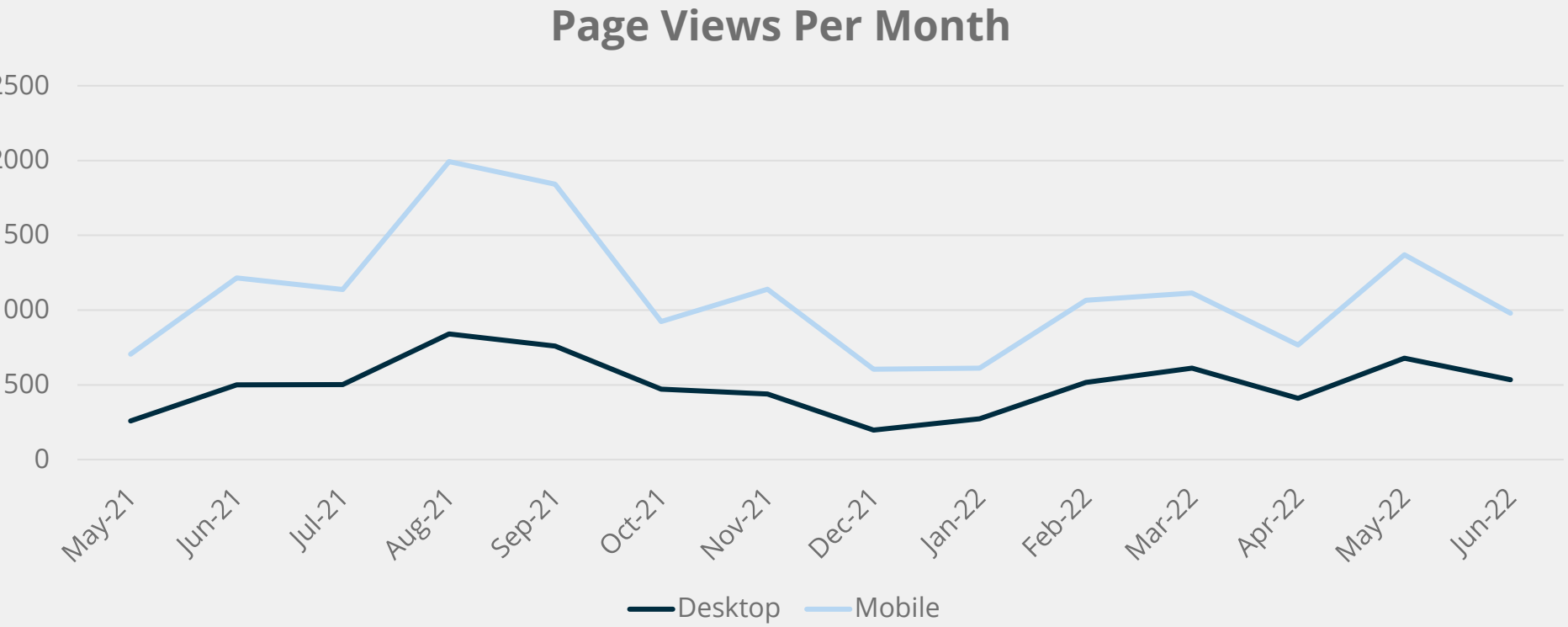


Brand Experience

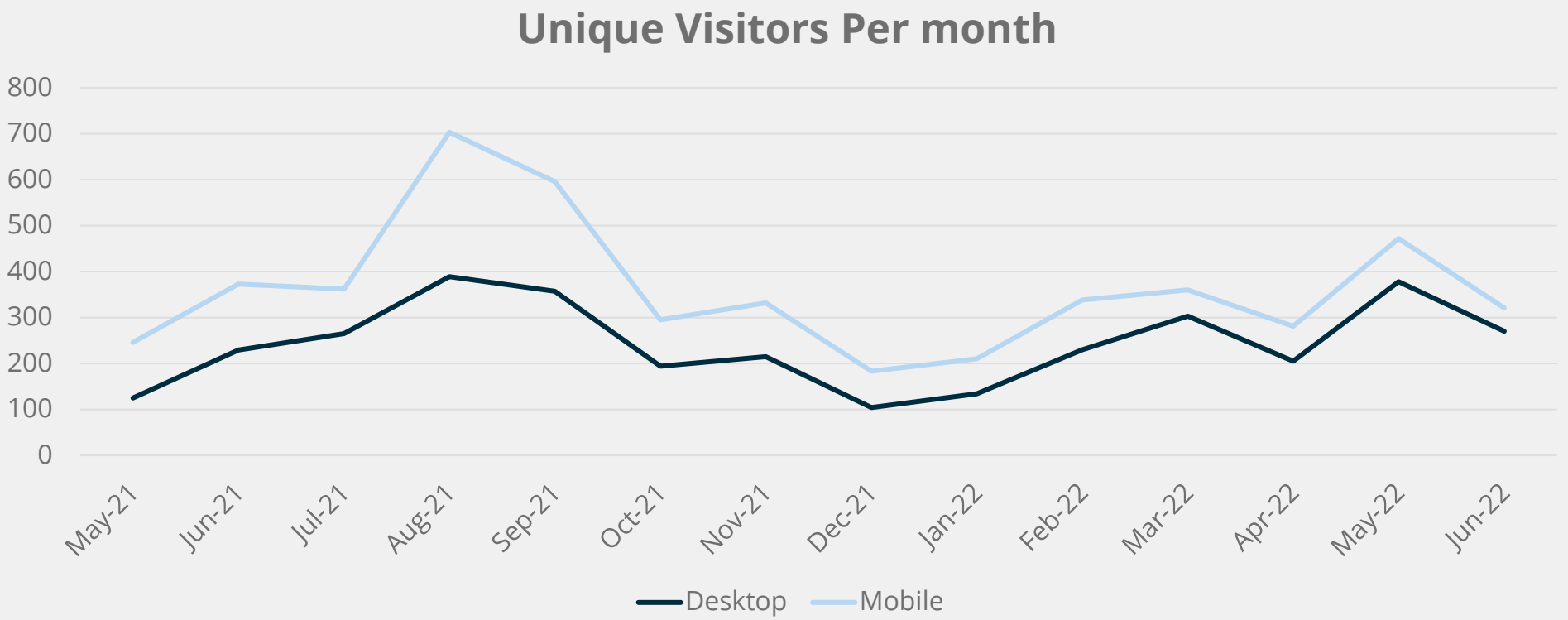
# LinkedIn Intelligence

Tracking LinkedIn analytics is essential to quantifying social media efforts.

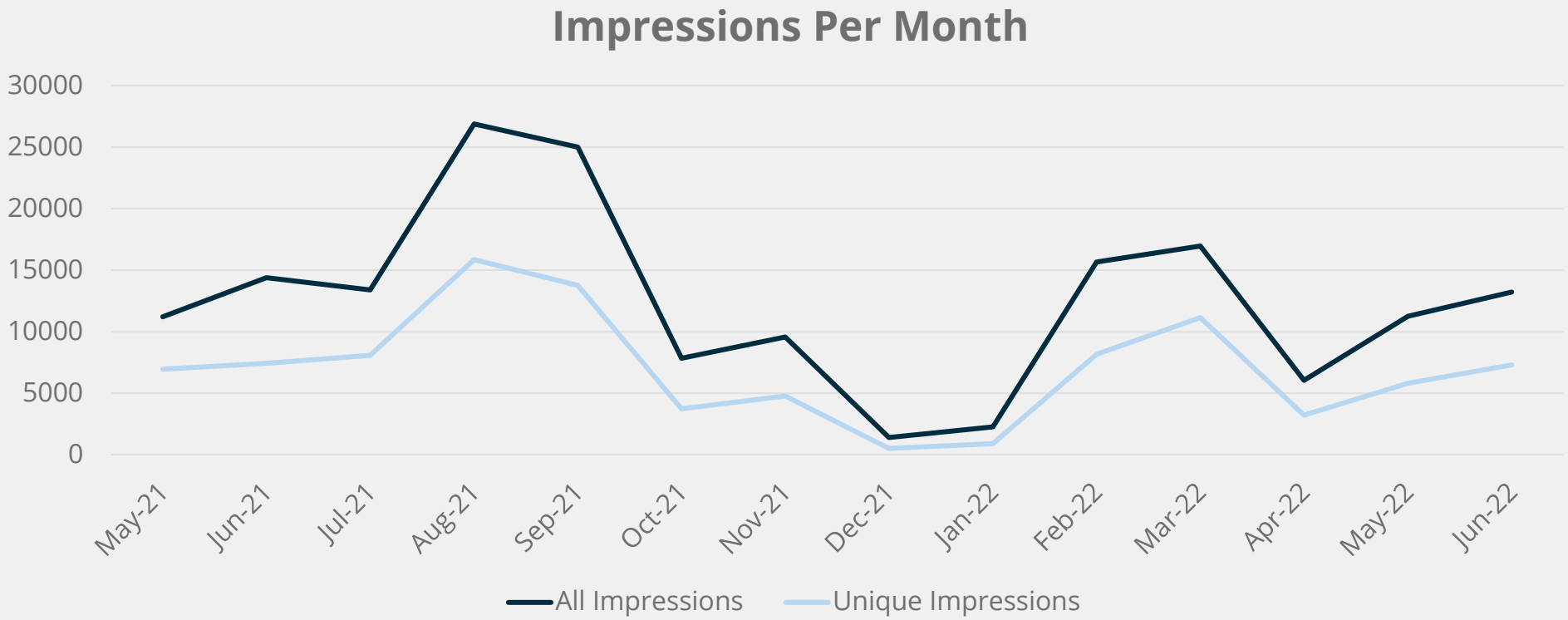
# Visitors


Page Views Per Month
2500
2000
1500
1000
500
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Desktop
Mobile

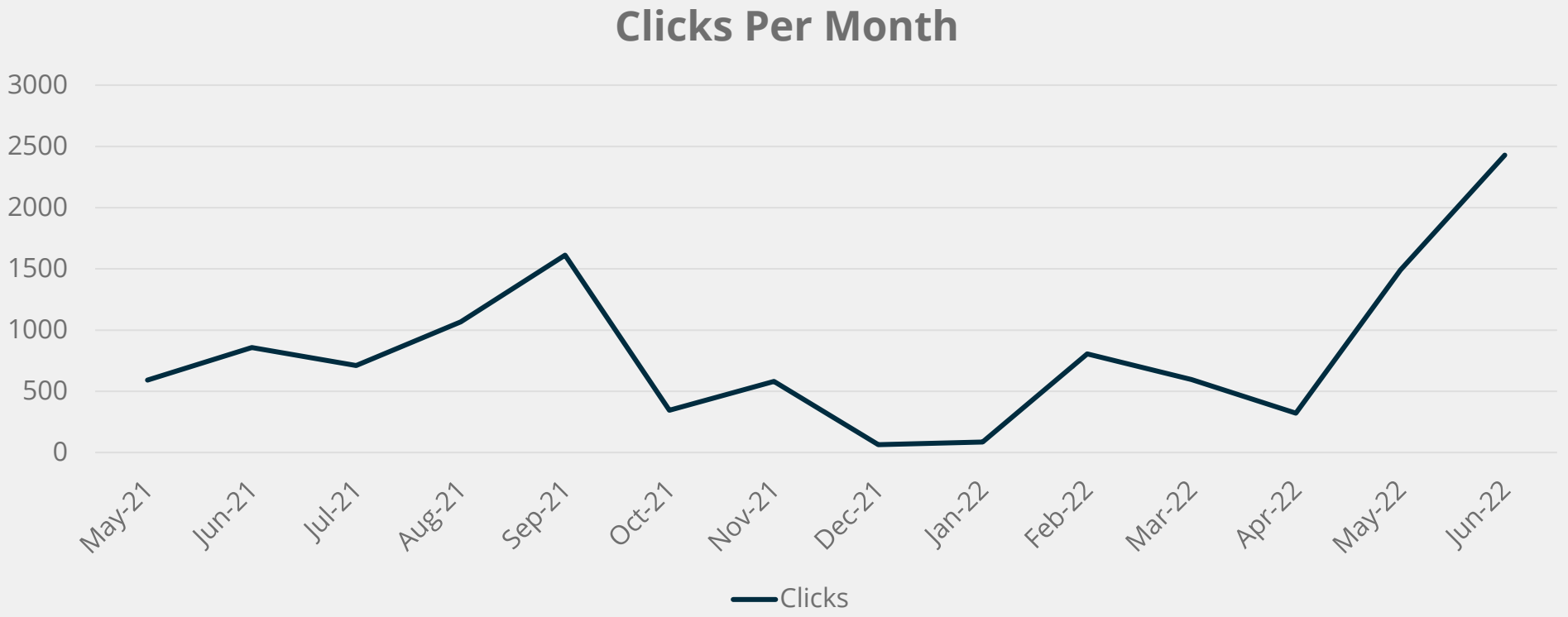
# Visitors


Unique Visitors Per month
800
700
600
500
400
300
200
100
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Desktop
Mobile

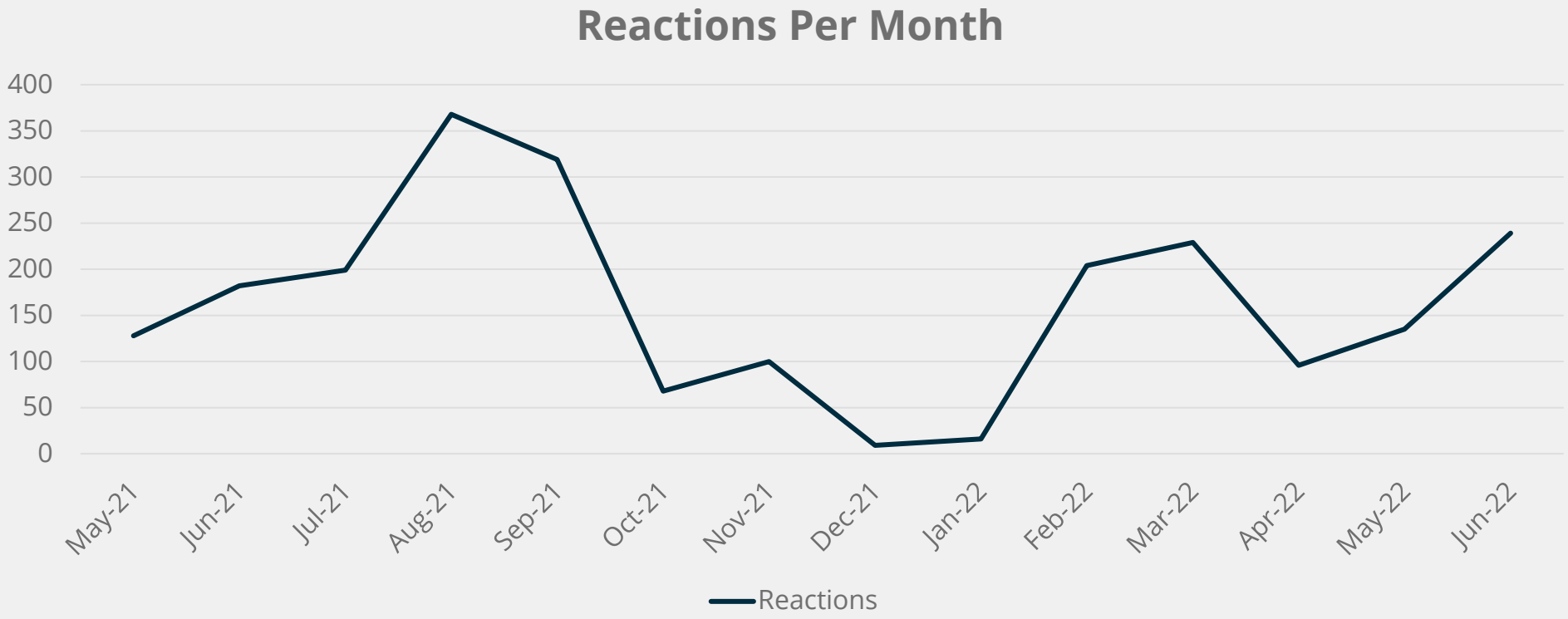
# Reactions


Impressions Per Month
30000
25000
20000
15000
10000
5000
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
All Impressions
Unique Impressions

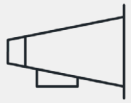
# Reactions


Clicks Per Month
3000
2500
2000
1500
1000
500
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Clicks

# Reactions

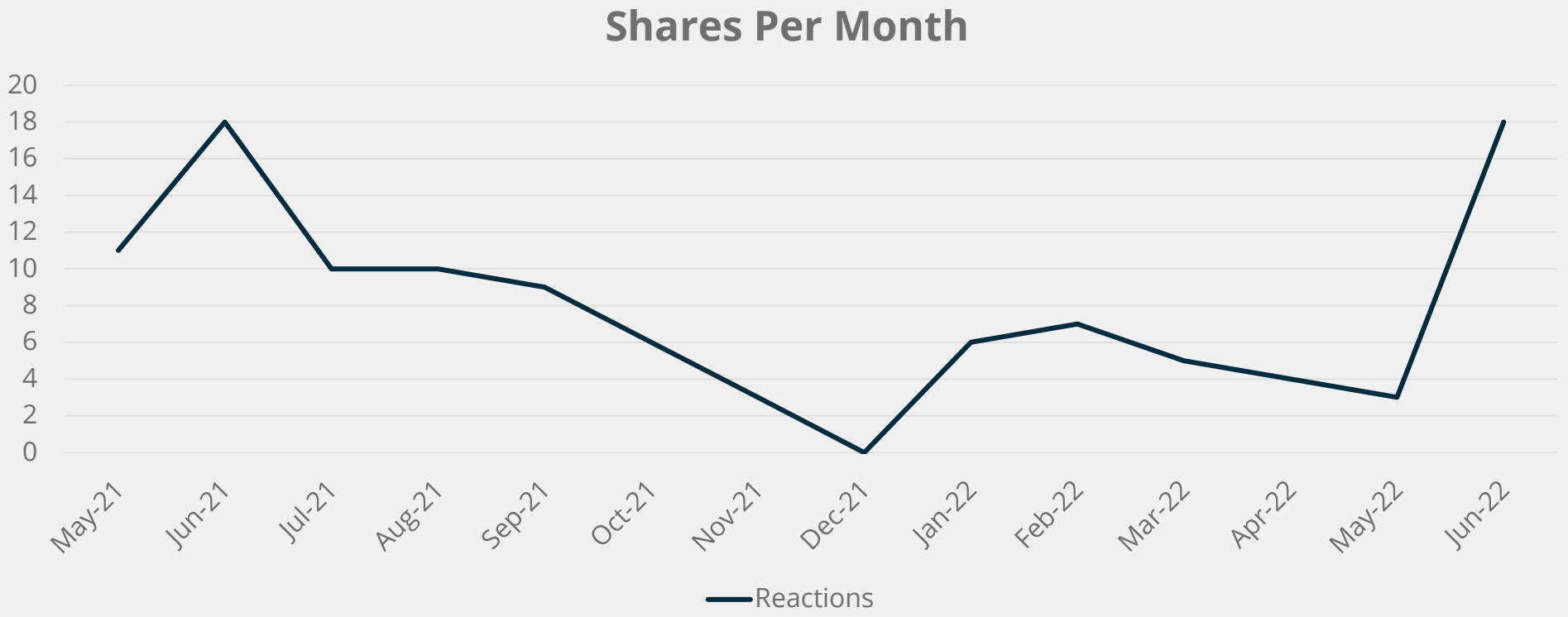

Reactions Per Month
400
350
300
250
200
150
100
50
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Reactions

# Reactions

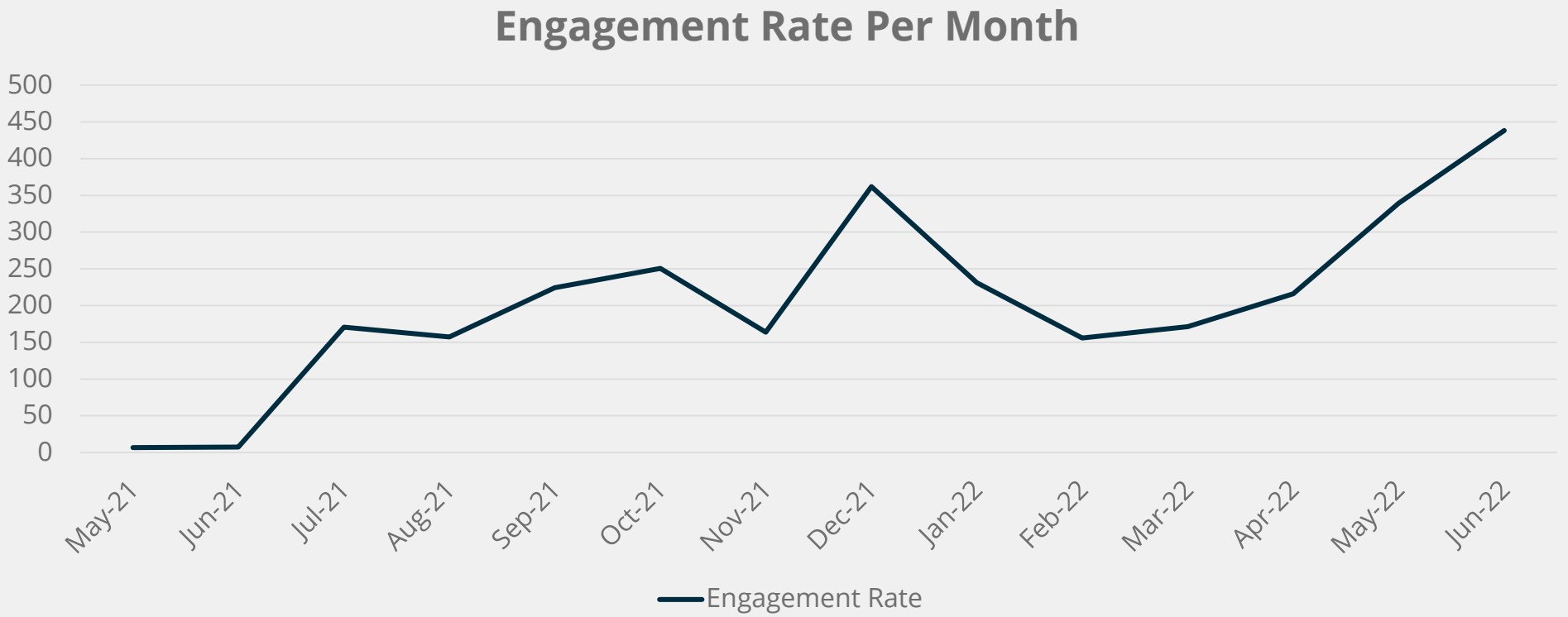


Comments Per Month
70
60
50
40
30
20
10
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Reactions

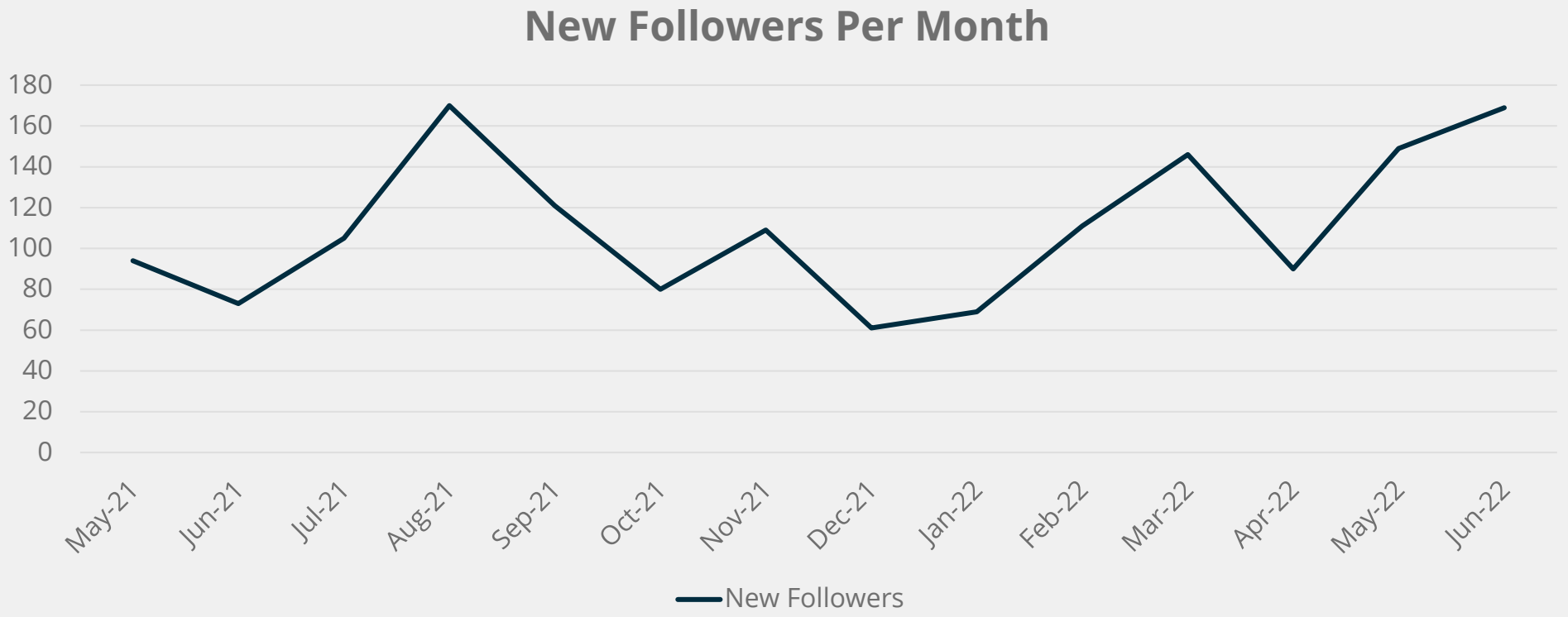
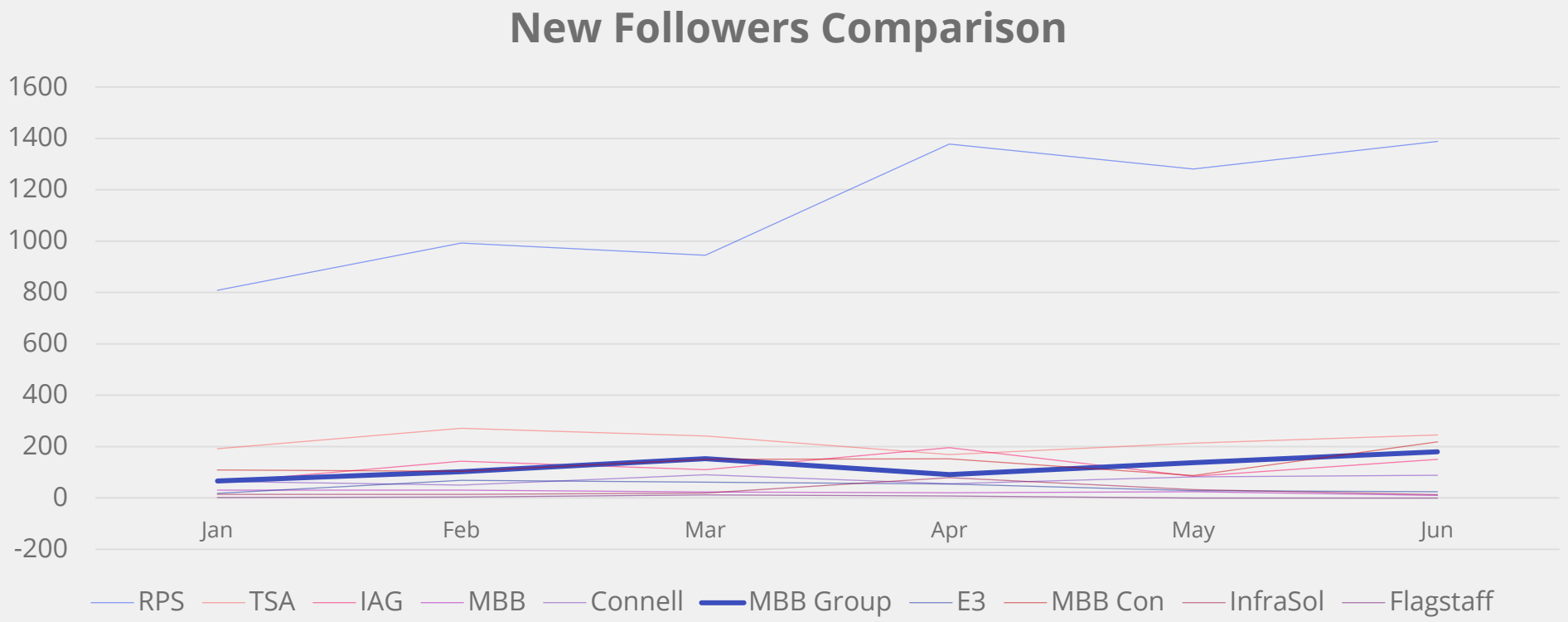
# Reactions


Shares Per Month
20
18
16
14
12
10
8
6
4
2
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Reactions

# Reactions


Engagement Rate Per Month
500
450
400
350
300
250
200
150
100
50
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
Engagement Rate

# Followers


New Followers Per Month
180
160
140
120
100
80
60
40
20
0
May-21
Jun-21
Jul-21
Aug-21
Sep-21
Oct-21
Nov-21
Dec-21
Jan-22
Feb-22
Mar-22
Apr-22
May-22
Jun-22
New Followers

# Competitors