



LINKEDIN

FEB
2025

LINKEDIN: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON LINKEDIN

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



INDONESIA

TOTAL POTENTIAL REACH
OF ADS ON LINKEDIN



33.0
MILLION



LINKEDIN AD REACH
vs. TOTAL POPULATION



11.6%

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LINKEDIN AD REACH
vs. TOTAL INTERNET USERS



15.5%

Meltwater

QUARTER-ON-QUARTER CHANGE
IN REPORTED LINKEDIN AD REACH



+3.1%
+1.0 MILLION



YEAR-ON-YEAR CHANGE IN
REPORTED LINKEDIN AD REACH



+26.9%
+7.0 MILLION

SHARE: FEMALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



45.5%



SHARE: MALE LINKEDIN
AD REACH AGED 18+ vs. OVERALL
LINKEDIN AD REACH AGED 18+



54.5%

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ADOPTION: OVERALL LINKEDIN
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



16.4%



ADOPTION: FEMALE LINKEDIN
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



9.9%

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ADOPTION: MALE LINKEDIN
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



12.0%

SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** VALUES REFLECT TOTAL REGISTERED "MEMBERS", SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT. GENDER DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE". FIGURES FOR ADOPTION BY GENDER MAY NOT CORRELATE WITH OVERALL ADOPTION. **ADVISORY:** REACH MAY NOT REPRESENT UNIQUE INDIVIDUALS OR MATCH THE TOTAL ACTIVE USER BASE. VALUES COMPARING REACH WITH POPULATION AND INTERNET USERS MAY EXCEED 100% DUE TO USER AGE MISSTATEMENTS, DUPLICATE AND FAKE ACCOUNTS, DIFFERING RESEARCH DATES, AND CHANGES IN RESIDENT POPULATIONS. **COMPARABILITY:** BASE REVISIONS. VALUES FOR CHANGE OVER TIME MAY BE DISTORTED. SEE [NOTES ON DATA](#).

we
are
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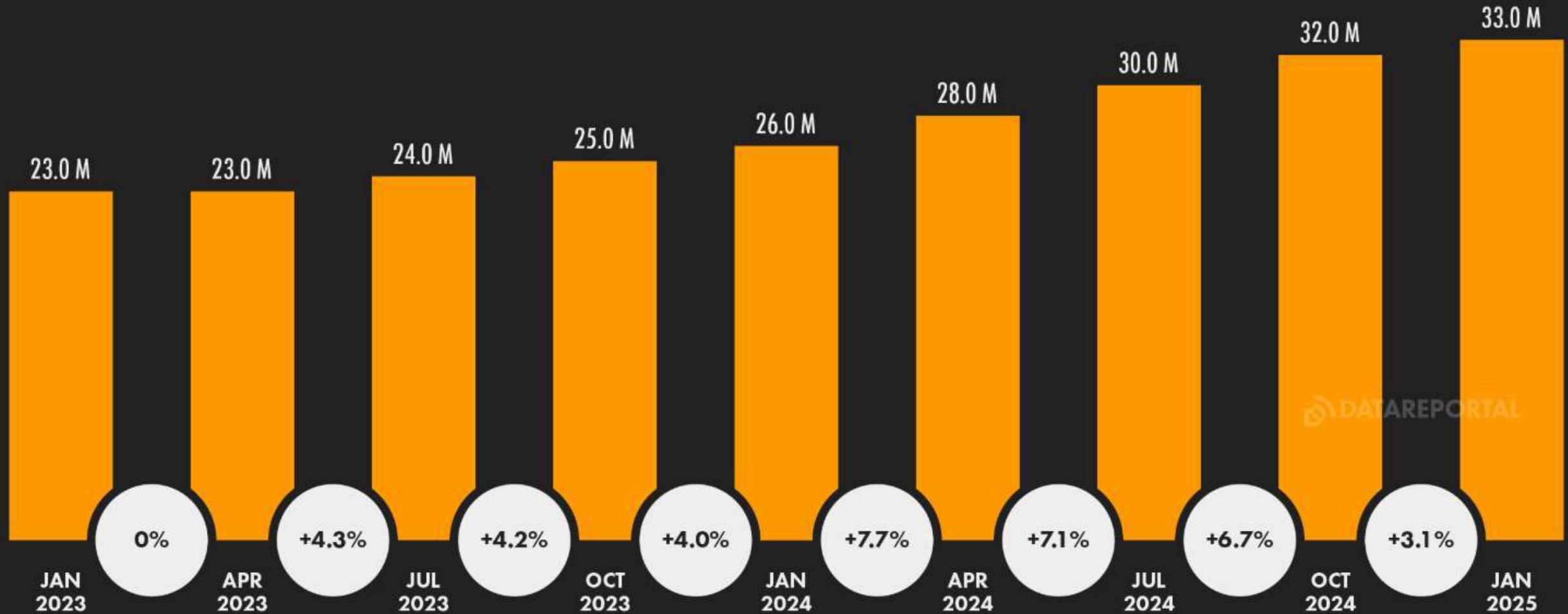
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LINKEDIN: REPORTED ADVERTISING REACH

TOTAL POTENTIAL AUDIENCE REACH OF ADS ON LINKEDIN, AND CHANGE IN REPORTED REACH OVER TIME

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



SOURCES: LINKEDIN'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTE:** VALUES ARE BASED ON TOTAL REGISTERED MEMBERS, SO ARE NOT COMPARABLE WITH OTHER PLATFORMS IN THIS REPORT, WHERE LETTERS ARE SHOWN NEXT TO BAR VALUES, "K" DENOTES THOUSANDS, "M" DENOTES MILLIONS, AND "B" DENOTES BILLIONS. WHERE NO LETTER IS PRESENT, VALUES ARE SHOWN AS IS. **ADVISORY:** REACH FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, OR MATCH THE TOTAL ACTIVE USER OR REGISTERED MEMBER BASE. **COMPARABILITY:** IN ADDITION TO CHANGES IN USER NUMBERS, SOURCE DATA REVISIONS AND CORRECTIONS MAY RESULT IN MEANINGFUL CHANGES IN REPORTED REACH, AND SUCH ADJUSTMENTS MAY SIGNIFICANTLY DISTORT VALUES FOR CHANGE OVER TIME. SEE [NOTES ON DATA](#)

FEB
2025

LINKEDIN: ADVERTISING AUDIENCE PROFILE

SHARE OF LINKEDIN'S ADVERTISING AUDIENCE BY AGE GROUP AND GENDER

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