



**Media Rating
Council, Inc.**

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April 8, 2025

Mr. Alex Sartel
Senior Staff Risk & Compliance Engineer
LinkedIn Corporation
1000 W. Maude
Sunnyvale, CA 94085

Dear Mr. Sartel,

The Media Rating Council (MRC) Board of Directors has voted in favor of continuing accreditation of LinkedIn's Marketing Solutions platform ("the Service") for measurement and reporting of Display Impressions and Clicks (Gross and Net of General Invalid Traffic [GIVT]) within Desktop, Mobile Web and Mobile In-App, specifically for Sponsored Content and Text and Dynamic Ad formats and granting initial accreditation of Video Impressions and Clicks (Gross and Net of GIVT) within Desktop, Mobile Web and Mobile In-App for Sponsored Content Ads. *Note: The above scope only applies to Ads served on LinkedIn.com and the LinkedIn mobile app and excludes third-party publishers via LinkedIn's Audience Network platform as well as any other ad formats not listed above.*

Accreditation indicates that the Measurement Statistics reported for the Service comply with: (1) the *Minimum Standards for Media Rating Research* and the General Invalid Traffic provisions of the *Invalid Traffic Detection and Filtration Standards Addendum (version 2.0)* published by the MRC; the *Display Impression Guidelines*, *Digital Video Impression Measurement Guidelines*, and *Click Measurement Guidelines* published by the Interactive Advertising Bureau (IAB); and the *Mobile Web Impression Guidelines* and *Mobile In-App Impression Guidelines* published by the MRC, IAB, and Mobile Marketing Association (MMA); and (2) the procedures described in procedure manuals and textual materials included in reports of the Service.

We congratulate you on attaining this important Industry standard of quality, and look forward to continuing our work with LinkedIn in the future.

Sincerely,

A handwritten signature in black ink that reads "George W. Ivie".

George W. Ivie
Executive Director and CEO

Copy to: MRC Digital Committee
MRC Executive Committee
Anthony Torrieri, Hannah Bolcar, Ron Pinelli, Laris Oliveri (MRC)
Johnson Wong, Luc Gruson, Brian McCarthy (BDO)

Encl: 1 (Specific Accredited Statistics)

Accredited Statistics: LinkedIn

Desktop, Mobile Web, Mobile In-App – Gross and Net of GIVT

Note: The below accredited metrics relate specifically to Display and Video Sponsored Content, Text and Dynamic Ad formats.

- MRC Gross Impressions (Begin to Render)
- MRC Gross Clicks
- MRC Impressions (Net of GIVT)
- MRC Clicks (Net of GIVT)