



LinkedIn Company Fact Sheet

(Updated September 22, 2016)

About Company:

Employees:

- More than 9,900 full-time employees (5,000 in Bay Area)
- Offices in 31 cities worldwide.

Worldwide Membership:

- More than 450 million members in over 200 countries and territories
- 106 million unique visitors a month on average
- Professionals are signing up to join LinkedIn at a rate of more than 2 new members per second
- More than 40 million students and recent college graduates on LinkedIn
- LinkedIn is available in 24 languages

About Products:

The Feed

- 30 billion seconds of video watched (per quarter)
- Weekly members who engage heavily with content are 5x more likely to return daily
- In 2016, LinkedIn made the long-form writing experience more accessible to its members by supporting more languages -- Portuguese, German, French, and Spanish
- An average of 160,000 long-form articles are published by members every week
- 2x - 3x increase in publisher referral traffic

Messaging

- Top markets for messaging in 2016: U.S., India, Brazil and U.K.
- Fastest growing markets in 2016: India and Brazil
- 240% year-over-year growth in messages sent
- 40% year-over-year increase in engaged feed sessions weekly
- ~50% of our active members use messaging every week
- Conversation starters result in 40+ million interactions a week

