



# LinkedIn Numbers

## Statistics 2020

**260 million**

LinkedIn users are logging in each month.

**40%**

of monthly active users browse LinkedIn daily.

**80%**

of marketing leads from social media come through LinkedIn.

**61 million**

LinkedIn users are senior-level influencers and 40 million are in decision-making positions.

**73%**

lower cost per lead than other social channels.

**#1 B2B**

Social Media site for working professionals and business owners.

**11%**

Better response rates.

**46%**

of social media traffic to your company site comes from LinkedIn.

