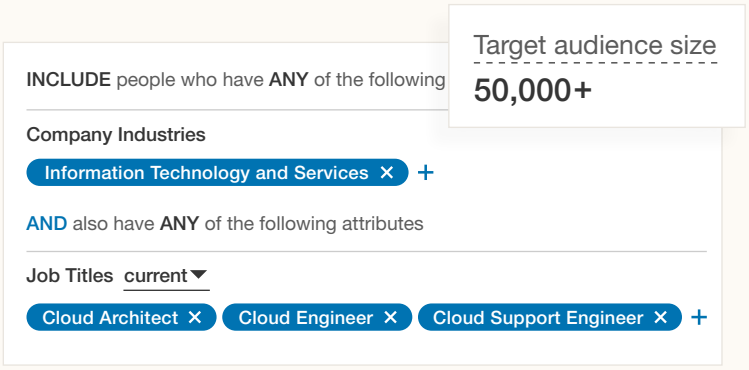
AND/OR targeting

Reach the right professional audience at scale with sophisticated combinations of profile attributes like Job Functions, Seniority, and Member Skills — all in a single campaign.

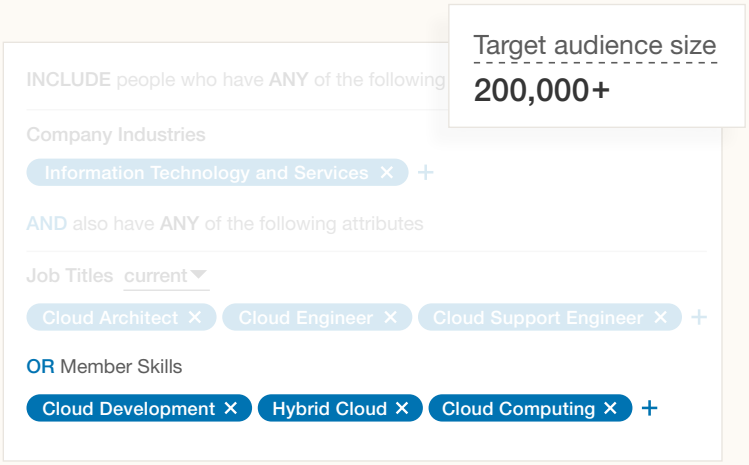
AND targeting

- Narrow and further refine your targeting criteria.
- For example, you can target those in the industry of "Information Technology and Services" AND have the job title of "Cloud Architect," "Cloud Engineer," or "Cloud Support Engineer."



OR targeting

- Increase your audience to include members who meet one criterion or another.
- For example, you can target those in the industry of "Information Technology and Services"
  - AND have the job title of "Cloud Architect," "Cloud Engineer," or "Cloud Support Engineer"
  - OR skills in "Cloud Development," "Hybrid Cloud," "Cloud Computing."



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