**Microsoft's LinkedIn Purchase Looks Good for Advertisers**

 Microsoft has acquired LinkedIn for $26.2 billion, and the deal could give advertisers, especially business-to-business brands, better targeting and extended reach to LinkedIn's 433 million-strong audience. Microsoft has also indicated that it might introduce a newsfeed on the platform that will curate content "for every professional to stay connected with the happenings in their network, industry and profession" as one potential advertising option.

***Marketing Land 6/13/16***

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