

LinkedIn — Deep Research

Klarix Competitive Intelligence

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Here is the enriched competitive intelligence dossier for LinkedIn, tailored for your GTM and Sales Intelligence focus.

Key Personnel

- **Ryan Roslansky:** Chief Executive Officer (CEO)
- **Jeff Weiner:** Executive Chairman (Former CEO)
- **Reid Hoffman:** Founder and Microsoft Board Member
- **Satya Nadella:** CEO of Microsoft (Parent Company)

Source: *Business of Apps, Microsoft Earnings Calls*

Financial Profile

METRIC	VALUE	SOURCE
FY 2025 Total Revenue	\$17.81 billion (9% YoY growth)	Microsoft 10-K FY25 / Statista
FY 2024 Total Revenue	\$16.37 billion - \$17.14 billion (8.6% YoY growth)	Microsoft 10-K FY25 / Business of Apps
Q4 2025 Revenue	\$5 billion+ (First time crossing \$5B quarterly)	GeekWire / Microsoft Earnings
Annual Revenue Run Rate	\$20+ billion	GeekWire (Jan 2026)
Talent Solutions Revenue (Q1 2026)	\$7.8 billion (+3% YoY; 39% of total revenue)	ConnectSafely.ai
Marketing Solutions Revenue (Q1 2026)	\$6.2 billion (+12% YoY; 31% of total revenue)	ConnectSafely.ai
Premium Subscriptions Revenue	\$3.9 billion annually (+23% YoY; 19.5% of total)	ConnectSafely.ai / Statista
Sales Solutions Revenue (Q1 2026)	\$2.1 billion (+18% YoY; 10.5% of total)	ConnectSafely.ai
Paid Video Ads Growth	30% YoY (2025-2026)	Microsoft Earnings Call
Pending Fines	€310 million (\$335 million) fine from Ireland's DPC	Microsoft 10-Q Filing

Note: LinkedIn's financials are reported under Microsoft's "Productivity and Business Processes" segment, which posted a 60% operating margin (\$20.6B operating income on \$34.1B revenue).

Competitive Intelligence

Known Clients (Sales Navigator, Ads, & Enterprise Solutions): * **Technology & Software:** Microsoft, Adobe, Zendesk, SAP, PTC, BMC, Dataiku, Nuix, Infosys, Softcat, Clozd, Autopilot. * **Financial Services & Insurance:** BlackRock, Mastercard, Coface. * **Automotive & Manufacturing:** BMW, Mercedes-Benz, MG India. * **Life Sciences & Healthcare:** Bayer, TytoCare. * **Professional Services:** Manpower, Acolad, CLA, Atomic 212. *

Source: LinkedIn Customer Stories / Success Hub

Partners & Integrations: * **Microsoft:** Parent company; LinkedIn is folded into the Business Division alongside Office 365 and Dynamics. * **CRM Integrations:** Salesforce (SFDC) is heavily utilized for Sales Navigator and intent data syncing. LinkedIn Sales Navigator natively supports 15+ sales integration tools. * **Third-Party Intent/Data Partners:** Ecosystem tools like Factors.ai, Clearcue, Demandbase, and Intentsify are actively used by GTM teams to deanonymize LinkedIn intent data and route it into CRMs.

Competitors & Alternatives: * **B2B Sales Intelligence & Intent Data:** ZoomInfo, Apollo, 6sense, Bombora, Demandbase. *(Note: LinkedIn Sales Navigator is a direct competitor for seat licenses, but lacks native, scalable CRM intent-tracking without third-party enrichment).* * **Professional Networking & Communities:** Threads (Meta - 200M+ users), GitHub & AngelList/Wellfound (Tech/Developers), Behance & Dribbble (Creatives), Slack/Discord (Niche professional communities), Peanut (Women-centric), Partiful.

Additional Intel

User Base & Demographics: * **Total Members:** 1.3 billion registered members worldwide (end of 2025); 1.20 billion reachable via advertising. * **Active Users:** 310 million+ Monthly Active Users (MAU), projected to surpass 600 million by the end of 2026. ~134 million Daily Active Users (DAU). * **Growth Rate:** Adding 5.18 to 7.78 million new members per month (approx. 2-3 new users per second). 17.1% YoY growth (2024-2025). * **Top Demographic:** 25-34 years old (60.1% of users). The US has the most members, followed by India and China. * *Source: DataReportal, DemandSage, SocialPilot*

Company & Employee Profile: * **Headquarters:** Sunnyvale, California. * **Headcount:** 18,000+ full-time employees across 30+ global offices. * **Department Breakdown:** ~30% Engineering (~6,500 staff); ~22% Sales & Support. * *Source: LinkedIn Newsroom, Column Content*

GTM & Sales Navigator Pricing (2026 Estimates): * **Sales Navigator Core:** Starts at \$119.99/month or \$1,079.88/year (per license). * **Sales Navigator Advanced:** Starts at \$159.99/month or \$1,799.88/year (per license). * **Sales Navigator Advanced Plus:** Custom enterprise pricing (requires demo). * **Premium Business:** \$59.99/month (28M subscribers). * **Recruiter Lite:** \$170/month (12M subscribers). * *Source: LinkedIn Sales Navigator Pricing Page, ConnectSafely.ai*

Marketing & Sales Effectiveness (Value Proposition against Competitors): * **Lead Generation:** LinkedIn generates leads at a rate 277% higher than Facebook and Twitter. * **Conversion Rates:** Visitor-to-lead conversion rate is 2.74% (vs. Facebook's 0.77%). * **Cost Efficiency:** LinkedIn's Cost Per Lead (CPL) is reported to be 28% lower than Google AdWords. * **Buyer Influence:** 4 out of 5 LinkedIn members drive business decisions; the audience has twice the buying power of the average web audience. 80% of B2B leads from social media come from LinkedIn. * **GTM Vulnerability:** While LinkedIn provides high-quality

intent signals (ad engagement, profile views), the platform lacks native, scalable ways to export this buyer intent data directly into CRMs without manual tracking or relying on fragmented third-party tools. This is a critical wedge for competitive Sales Intelligence platforms. * *Source: Sprout Social, DemandSage, Clearcue*