

About Us

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Company Background

- LinkedIn started out in the living room of co-founder Reid Hoffman in 2002.
- The site officially launched on May 5, 2003. At the end of the first month in operation, LinkedIn had a total of 4,500 members in the network.
- As of September 30, 2011 (the end of the third quarter), professionals are signing up to join LinkedIn at a rate that is faster than two new members per second.
- The company is publicly held and has a diversified business model with revenues coming from hiring solutions, marketing solutions and premium subscriptions.

LinkedIn Facts

- As of November 3, 2011, LinkedIn operates the world's largest professional network on the Internet with more than 135 million members in over 200 countries and territories.
- Fifty-nine percent of LinkedIn members are currently located outside of the United States.
- There were nearly two billion people searches on LinkedIn in 2010. Based on third quarter 2011 metrics, LinkedIn members are on pace to do more than four billion searches on the LinkedIn platform in 2011.
- Headquartered in Mountain View, Calif., LinkedIn also has U.S. offices in Chicago, New York, Omaha and San Francisco. International LinkedIn offices are located in Amsterdam, Bangalore, Delhi, Dublin, London, Melbourne, Milan, Mumbai, Munich, Paris, São Paulo, Singapore, Stockholm, Sydney, Tokyo and Toronto.
- The company's management team is comprised of seasoned executives from companies like Yahoo!, Google, Microsoft, TiVo, PayPal and Electronic Arts. The CEO of LinkedIn is Jeff Weiner.
- LinkedIn is currently available in fourteen languages: English, French, German, Indonesian, Italian, Japanese, Korean, Malay, Portuguese, Romanian, Russian, Spanish, Swedish and Turkish.
- As of September 30, 2011 (the end of the third quarter), LinkedIn has 1,797 full-time employees located all around the globe. LinkedIn started off 2011 with about 1,000 full-time employees located all around the globe, up from around 500 at the beginning of 2010.

Worldwide Membership

- 135m+ professionals around the world as of November 3, 2011
- 31m+ members in Europe as of November 21, 2011
- 8m+ members in the UK as of December 6, 2011
- 3m+ members in France as of November 29, 2011
- 3m+ members in the Netherlands as of December 6, 2011
- 2m+ members in Italy
- 2m+ members in the DACH region (Germany, Austria and Switzerland)
- 2m+ members in Spain as of December 1, 2011
- 1m+ members in Belgium
- 20m+ members in Asia and the Pacific as of November 21, 2011
- 13m+ members in India as of December 21, 2011
- 3m+ members in Southeast Asia as of November 21, 2011
- 4m+ members in Canada
- 6m+ members in Brazil
- 2m+ members in Australia
- As of October 2011, LinkedIn counts more than 14 million students and recent college graduates around the world as members

LinkedIn and Business

- As of September 30, 2011 (the end of the third quarter), LinkedIn counts executives from all 2011 Fortune 500 companies as members; its corporate hiring solutions are used by 75 of the Fortune 100 companies.
- More than 2 million companies have LinkedIn Company Pages.
- LinkedIn represents a valuable demographic for marketers with an affluent & influential membership.
- More than 40,000 developers are using LinkedIn APIs to create innovative tools and services for professionals, averaging over two billion API calls per month.
- There are now more than 180,000 unique domains actively using the LinkedIn Share button on their sites to send content into the LinkedIn platform. Referrals from LinkedIn to publisher sites around the Web are up more than 75% between June 30, 2011 and September 30, 2011.
- LinkedIn members are sharing insights and knowledge in more than one million LinkedIn Groups.
- As of September 30, 2011, mobile page views account for more than 11 percent of total member visits to LinkedIn.
- As of September 30, 2011, hundreds of thousands of job applications have been submitted using Apply With LinkedIn.

LinkedIn Financial Metrics

2011 Quarter 3

- Total revenue advanced 126 percent year on year to \$139 million. This was our eighth straight quarter of accelerating top line growth and our fifth straight quarter of more than 100 percent growth.
- Hiring Solutions revenue was \$71.0 million, increasing 160 percent compared to the year ago period. In the quarter, hiring solutions comprised 51 percent of total revenues compared to 44 percent last year.

- Marketing Solutions revenue was \$40.1 million, increasing 113 percent compared to the prior year.
- Premium Subscriptions revenue ended the quarter at \$33.4 million, up 81 percent year-over-year.
- According to comScore, unique visitors (including members and non-members) averaged 87.6 million in the quarter. In September, LinkedIn ranked as the 34th most visited website worldwide, according to comScore, up from 54th just one year ago. ComScore measured 7.8 billion page views in the third quarter.

Language:
US-English()

Blog | Press Coverage

From Article at GetOutOfDebt.org