# **Google Ads vs. LinkedIn Ads** Which One Is Right for Your Business?

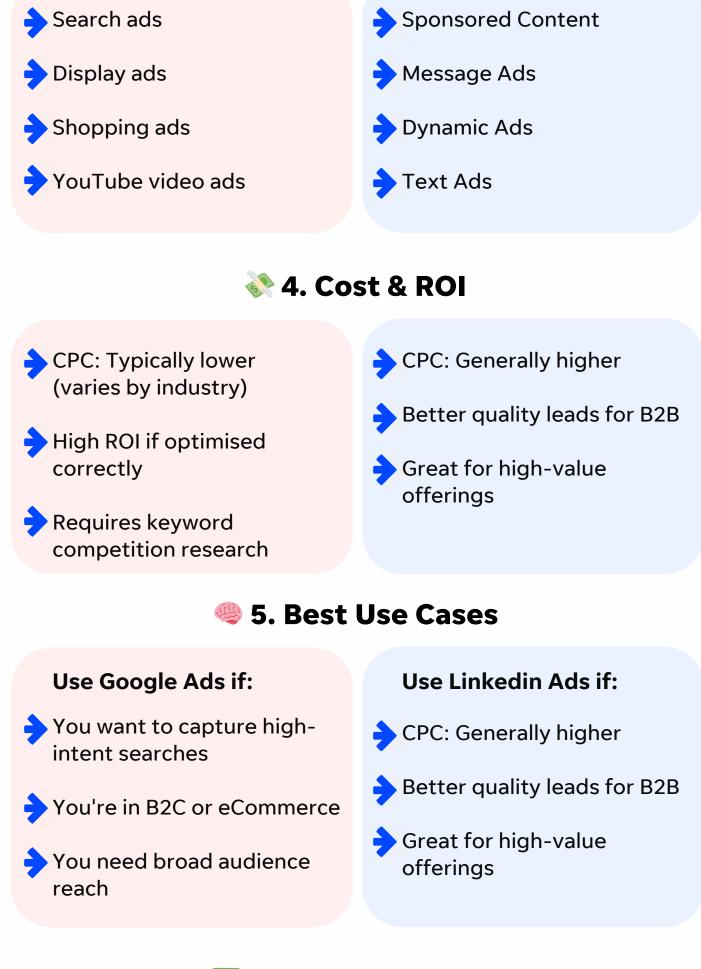
### 🔍 1. Platform Overview



## **1 2. Targeting Capabilities**

- 🗸 Keywords
- Demographics
- Location & device
- Custom audiences
- Job title
- Industry
- 🔽 Company size
- Education & seniority

#### 📈 3. Ad Formats





#### 🔽 6. Final Takeaway

Google Ads = High intent + broad reach LinkedIn Ads = Precise B2B targeting + professional network

💡 Tip: Many successful brands run both platforms in tandem, depending on funnel stages!

#### Contact us today to learn more.



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