

LDP WEBINAR TRANSPARENCY REPORT

LINKEDIN SPONSORED EVENT AD

The screenshot shows a LinkedIn post from the page 'Mozilla Lean Data Practices', which has 220 followers and was updated 1 month ago. The main graphic is teal and features a person in a yellow shirt surrounded by icons representing data and technology. The text on the graphic reads: 'Learn, Stay Lean and Protect your business with Lean Data Practices'. Below this, it says 'Join us for this webinar by Mozilla to learn how to safeguard client data and more.' The event is scheduled for '29 June, 2022' at '10:00am - 11:30am EAT'. At the bottom of the graphic, it says 'Wed, Jun 29, 10:00 AM - 12:00 PM EAT' and 'Mozilla Lean Data Practices Webinar'. A 'View event' button is visible. Below the graphic, it indicates the event is 'Online' and has '65 attendees'.

Flight Date: 24th June 2022

End Date: 29th June 2022

Target Demographic: Active LinkedIn

Users

Budget: \$ 600

Targeted countries: Kenya (Other EA countries allowable)

Ads: Sponsored event ad

Inventory: Promoted Post

Targeting: See below

Audience summary

580,000 potential LinkedIn members reached

INCLUDE

People with **English** as their profile language in:

Locations (Recent or Permanent)

Kenya

AND who meet ANY of the following criteria:

Job Titles (Current)

Lawyer, Legal Associate, Corporate Lawyer, Legal Counsel, Senior Associate Lawyer, Legal Practitioner, Senior Lawyer, Associate Lawyer, Assistant Lawyer, Junior Lawyer, Tax Lawyer, Commercial Lawyer, Employment Lawyer, In-House Counsel, Trial Lawyer, Legal Assistant, Corporate Legal Assistant, Senior Legal Assistant, Legal Assistant Paralegal, Legal Specialist, Legal Compliance Specialist, Legal Officer, Legal Secretary, Senior Legal Secretary, Executive Legal Secretary, Legal Advisor, Legal Director, Legal Affairs Manager, Director Of Legal Affairs, Head Of Legal Affairs, Head Of Legal, Chief Legal Officer, Vice President Legal, Head Of Legal Department, Senior Legal Counsel, Senior Legal Manager, Legal Manager, Corporate Legal Counsel, Assistant Manager Legal, Cyber Security Specialist, Computer Security Specialist, Cyber Security Analyst, Cyber Security Engineer, Cyber Security Consultant, Information Technology Security Specialist, Network Security Architect, Senior Security Architect, Cyber Security Architect, Cyber Security Student, Cyber Security Instructor, Head of Cyber

OR who meet ANY of the following criteria:

Member Interests

Cybersecurity Software, Cybersecurity, Data Protection

EXCLUDE

People who meet ANY of the following criteria:

Company (Current Jobs)

Turn Left Media | LinkedIn Marketing Solutions Sub-Saharan Africa, Oxygène Marketing Communications Ltd.