

The Business Value of LinkedIn Learning

IDC's research demonstrates the value that organizations can realize with LinkedIn Learning by providing **cost-effective, dynamic, and personalized skill development to their employees**. This allows LinkedIn customers to **reduce learning costs and capture productivity and revenue gains** associated with developing **critical skills and connecting those skills across the organization**.

KEY RESULTS

➔ **695%**
three-year ROI

➔ **<6 month**
payback period

CUSTOMER QUOTE:

"People who are active (learners) with LinkedIn Learning are more than three times as likely to move into a new role (internally) or be promoted."

KEY RESULTS: COST, ACCESS, AND BUSINESS IMPACT

- ↑ **0.9%** average increase in revenue
- ↑ **>1 week** of increased productivity per user
- ↓ **57%** reduction in training and learning costs
- ↓ **\$51,000** in travel costs reduced/avoided per 1000 employees

CUSTOMER QUOTE:

"LinkedIn Learning has a very progressive on-demand content that's continuously updated to meet a variety of needs, whether it be technical skills or leadership skills ... We have a one stop go-to place globally, and it can be challenging to find something that fits so many different areas."

CUSTOMER QUOTE:

"We were already using LinkedIn's talent acquisition solution when we transitioned to LinkedIn Learning, and it was institutionally more practical to have only one supplier, and you have economies of scale as well."