LinkedIn Began Rolling Out Its New Groups Experience

The new groups experience LinkedIn revealed last month began rolling out to users on desktop and mobile Monday, with existing groups being automatically migrated. LinkedIn groups director of product Mitali Pattnaik reiterated all of the details in a blog post. LinkedIn rolled out group notifications earlier this year to test their effectiveness in prompting members… https://www.adweek.com/digital/linkedin-began-rolling-out-its-new-groups-experience/