# Advertiser checklist for success: Retargeting

## Website Retargeting

### Set up your Insight Tag

**Your Insight Tag helps**

- Track conversions
- Retarget
- Get real-time insights on the professional traits of your website visitors

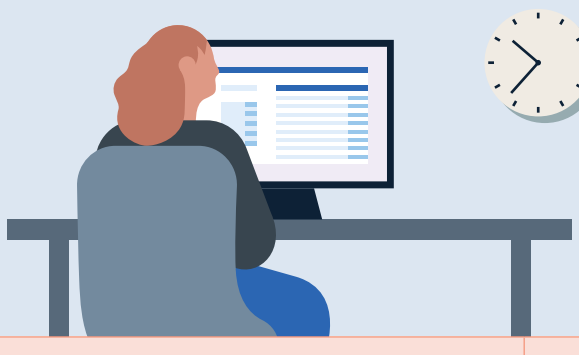
If you already have an Insight Tag set up for your account in Campaign Manager, click on “Account Assets” “Insight Tag,” and make sure it shows a green dot next to your website domain(s).

### Best Practices:

1. Have just one partner ID or Insight Tag per domain.

   Have just one partner ID or Insight Tag per domain. To associate your account with an existing Insight Tag, use the “Manage Insight Tag” option from the account using the existing Insight tag.

2. Your Insight Tag should be installed in the global header of your website. When that’s not possible, tag the individual pages of your website.



**After 24 hours, check to see if your tag is working.**

A green dot will appear next to your website domain(s).

| To target pages that URLs that... | Choose |
|---|---|
| Starts with select terms or characters | “Starts With” |
| Match your entry in its entirety | “Exact” |
| Include certain terms or characters | “Contains” |

**Example:**

To retarget members who have visited your-newsletter-thank-you-page.html, you could enter type “thank-you” and choose “Contains”

☐ Further define your audience with **match rules**

Use a combination of AND and OR logic

**AND**

To create a retargeting audience only from people who visited multiple pages.

**Example:**

Target people who visited both your newsletter sign-up page and a product page.

**OR**

To include people who visited one or more pages of your website

**Example:**

Target people who visited either your newsletter sign-up page or a product page.

## Retargeting by Video and Lead Gen Forms

**Choose the audience that aligns to your objective**

### Awareness and Consideration objectives

Retarget video viewers

**If you’re retargeting by video, select the appropriate completion quartile.**

If your video is less than :30 seconds, choose “50% completed or higher.” Otherwise, select “25% completed or higher”

**When retargeting an audience who watched your video ad with another video ad, break up the story.**

Take a 2 minute video and break it up into a series of 30 second video ads.

### Conversion objectives

Retarget Lead Gen Form opens or submissions

**If retargeting by Lead Gen Forms, select the right action**

To generate new leads, retarget those who opened a Lead Gen Form and exclude those who submitted. To nurture existing leads, retarget those who submitted a Lead Gen Form.

### Best Practices:

**Choose at least one active campaign**

Retargeting based on previous campaigns may cause your audience size to decrease over time, as there will be fewer recent engagements with your ads.

**Define the right lookback window**

We recommend A/B testing different lookback windows to understand which is the most effective at reaching an in-market audience.

**Check on your audience**

After you build it, allow 48 hours for your audience to populate.

Audiences will continue to build on a daily basis and will grow as engagement with your ads grows.

To learn more about Retargeting on LinkedIn, visit our Help Center

Help Center

## **Section 2:** Retargeting by Video and Lead Gen Forms

| For Awareness and Consideration objectives | For Conversion objectives |
|---|---|
| Retarget video viewers | Retarget Lead Gen Form opens for submissions |

☐ **If you're retargeting by video, select the appropriate completion quartile.**

- If your video is less than :30 seconds, choose "50% completed or higher." Otherwise, select "25% completed or higher"

☐ **If retargeting by Lead Gen Forms, select the right action**

| To generate new leads | To nurture existing leads |
|---|---|
| Retarget those who opened a Lead Gen Form, and exclude those who submitted it | Retarget those who submitted a Lead Gen Form |

☐ **Best Practice: Choose at least one active campaign**

- If your video is less than :30 seconds, choose "50% completed or higher." Otherwise, select "25% completed or higher"

☐ **Define the right lookback window**

- We recommend A/B testing different lookback windows to understand which is the most effective at reaching an in-market audience.

☐ **Check on your audience**

- After you build it, allow 48 hours for your audience to populate.