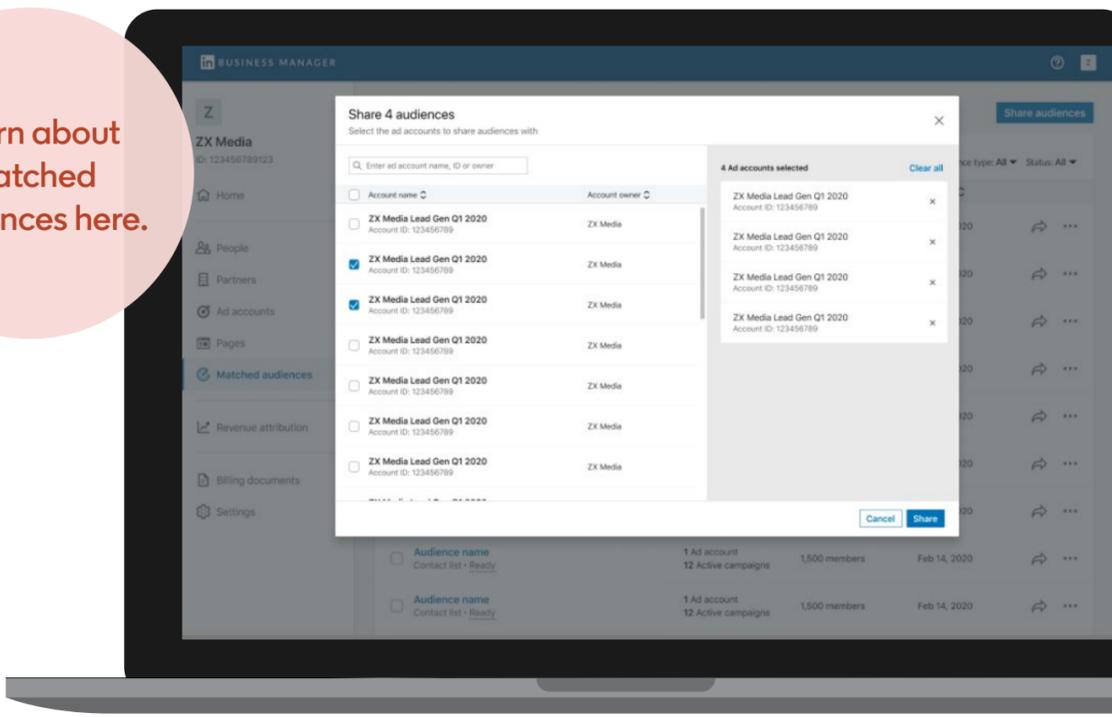




# LinkedIn Business Manager: Sharing Matched Audiences

Matched Audience sharing with Business Manager allows organizations to use the same Matched Audiences across multiple Ad Accounts.

Learn about Matched Audiences here.



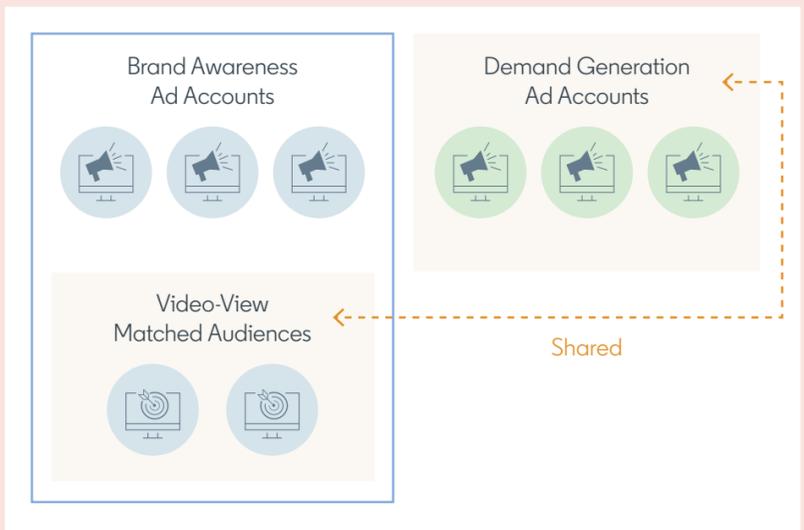
## Share Matched Audiences to:

- 
**Save time managing your audiences.** Whenever an audience is updated, that change is instantly reflected across all the Ad Accounts and campaigns using it. There is no need to recreate audiences and wait 24-48 hours for them to build.
- 
**Protect your customer data** by ensuring that only the right people and LinkedIn Ad Accounts can share and access your audiences.
- 
**Control which campaigns reach your audiences** by quickly unsharing or deleting them.

## How it works

FixDex runs multiple campaigns on LinkedIn, using one set of Ad Accounts for brand awareness and another set of Ad Accounts for demand generation. FixDex would like to retarget those that engaged with their brand awareness campaigns in their demand generation Ad Accounts.

- FixDex adds all its Ad Accounts across brand awareness and demand generation to its Business Manager.
- FixDex has previously created multiple different video view audiences in its brand awareness Ad Accounts. These audiences are now available to share to other Ad Accounts.
- FixDex shares those audiences across its Ad Accounts and can immediately use them in their demand generation campaigns.



## Highlights

- FixDex can immediately use the video-view audiences in its demand generation campaigns.
- Whenever the video-view audiences grow as more people engage with its brand awareness campaigns, the audiences are instantly updated in the demand generation Ad Accounts.

## How to leverage it

Matched Audience sharing unlocks new opportunities to reach your best performing audiences. Use it to:

### Scale globally

Teams in different regions can use your best audiences without needing to create and manage new segments.

### Share evergreen audiences

Maintain a single audience segment for groups like customers or loyalty program members to use as targeting or exclusion facets across all your Ad Accounts.

### Connect brand to demand

Create retargeting audiences from LinkedIn members who have engaged with your brand awareness campaigns and share them with the Ad Accounts you use for demand generation.

## Tip

All types of Matched Audiences, from contact targeting to retargeting to audiences created through LinkedIn Audience Partners, are sharable.

