

LinkedIn Matched Audiences - Implementation Guide

How to connect your LinkedIn Ad account to TrustRadius

Connecting your LinkedIn Ad account to TrustRadius allows you to build audience segments (Matched Audiences) using TrustRadius intent data. Matched Audiences can be used to create targeted campaigns in LinkedIn Campaign Manager.

To connect your LinkedIn account:

1. In the TrustRadius vendor portal, click **Settings** (gear icon) in the upper right corner of your screen.
2. In the side menu, click **Integrations**. Under Integrations, click **LinkedIn**.



Settings

 Company Listing

 Review Tags

 Users

 Integrations

LinkedIn

Salesforce

Influitive

API Key

 Referral Keys

3. Click **Connect Your LinkedIn Ad Account**.

- a. Note: If you do not have access to Connect your LinkedIn Ad Account, please contact your TrustRadius Customer Success Manager.

TrustRadius

Settings

- Company Listing
- Review Tags
- Users
- Integrations
 - LinkedIn
 - Salesforce
 - Influxive
 - API Key
- Referral Keys

LinkedIn Matched Audiences

Seamlessly target in-market buyers researching your products and categories on TrustRadius with LinkedIn ads in three easy steps:

- Build** audience segments of companies showing purchase intent for your products and your categories with just a few clicks.
- Sync** your segments to LinkedIn Campaign Manager to target the most relevant accounts - segments are refreshed daily!
- Optimize** your ad spend on in-market companies in your ICP. Vendors who use TrustRadius quotes and badges on ads typically see higher ad performance.

Connect your LinkedIn Ad Account
Requires access to your organization's Ad Account for LinkedIn Campaign Manager. [Learn more.](#)

[Connect your LinkedIn Ad Account](#)

4. Enter your LinkedIn user credentials. Click **Sign In**.
5. Click **Allow**. This grants LinkedIn permission to connect your Ad Account to TrustRadius.

LinkedIn

TrustRadius would like to:

- Use the primary email address associated with your LinkedIn account
- Use your basic profile including your name, photo, headline, and public profile URL
- Retrieve your advertising accounts
- Create and manage your matched audiences

You can stop this sync in your LinkedIn [settings](#). TrustRadius [terms](#) apply. [Learn more.](#)

[Not you?](#)

Cancel

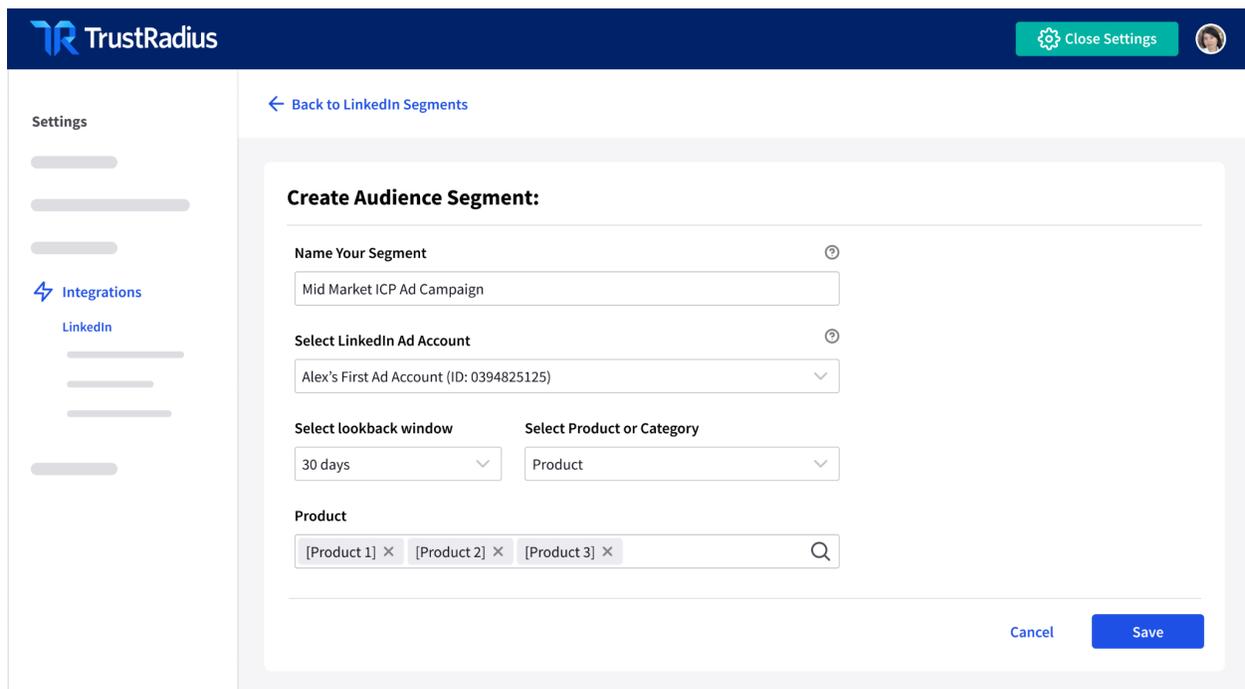
Allow

[Privacy Policy](#) [User Agreement](#)

6. You are now ready to create Segments. See: *How to create Segments for LinkedIn Matched Audiences.*

How to create Segments for LinkedIn Matched Audiences

Once you have connected your LinkedIn account to TrustRadius (see: *How to connect your LinkedIn Ad account to TrustRadius*), you can start building Segments. Segments use TrustRadius intent data to build Matched Audiences in LinkedIn. Matched Audiences can be used for targeted campaigns in LinkedIn Campaign Manager.



The screenshot shows the TrustRadius interface for creating a LinkedIn audience segment. The top navigation bar includes the TrustRadius logo, a 'Close Settings' button, and a user profile icon. A sidebar on the left contains 'Settings' and 'Integrations' with 'LinkedIn' selected. The main content area is titled 'Create Audience Segment:' and contains the following fields:

- Name Your Segment:** A text input field containing 'Mid Market ICP Ad Campaign'.
- Select LinkedIn Ad Account:** A dropdown menu showing 'Alex's First Ad Account (ID: 0394825125)'.
- Select lookback window:** A dropdown menu showing '30 days'.
- Select Product or Category:** A dropdown menu showing 'Product'.
- Product:** A multi-select input field containing three items: '[Product 1]', '[Product 2]', and '[Product 3]'.

At the bottom right of the form are 'Cancel' and 'Save' buttons.

To create a Segment:

1. Click **Create Segment**.
2. Complete the Create Segment form:
 - a. Name your segment (this name will appear within LinkedIn Campaign Manager).
 - b. From the Ad Account dropdown menu, select the LinkedIn Ad Account that will be using this Segment.
 - c. Select your time period. This defines the “lookback period” of the Segment. For example, if you select 30 days, the Segment will contain companies showing intent from the last 30 days. This time period will be used to dynamically update the segment with companies showing intent for this time period. Data will be refreshed on a daily basis.
 - d. Select **Product** or **Category**. “Product” will allow you to build a Segment with intent data for companies that have viewed your products on TrustRadius within the given time

period. "Category" will allow you to build a Segment with intent data for companies that have viewed your Category on TrustRadius within the given time period. Note: The options available to you are based on your TrustRadius licensing.

- e. Add your desired Products (or Categories) to the last field. You can select one or multiple products and categories when building your segment.
 - f. Click **Save**.
3. The new Segment will be displayed with a Status of "Building". Segments take up to 48 hours to finish building. Once a Segment is built, TrustRadius intent data will be updated on a daily basis.

How to View Details of a Segment within TrustRadius

1. In the TrustRadius vendor portal, click **Settings** (gear icon).
2. In the side menu, click **Integrations**. Under Integrations, click **LinkedIn**.
3. Click the arrow next to the Segment name to expand the Segment.

TrustRadius Close Settings

Settings

Integrations

LinkedIn

LinkedIn Matched Audiences

Remove LinkedIn Account Create Segment

Alex's First Ad Account (ID: 0394825125)

Mid Market ICP Ad Campaign [Segment]		Audience	Matched/Total Accounts	Match Rate	Status
3 Products		1,000,000	225/250	90%	Ready

Created by	Date Created	[Products/Category]	Ad Account	View Companies	Delete
Alex Kalapala	12/01/2021	Product 1, Product 2, & Product 3	LinkedIn Ad Account (ID: 0394825125)		

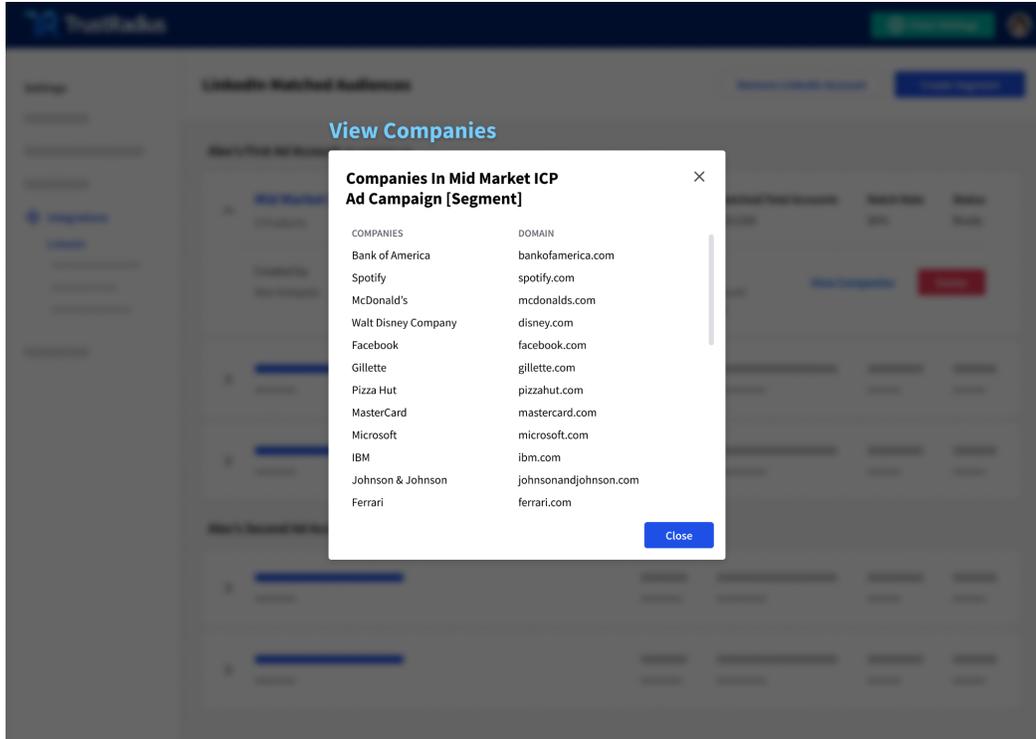
Alex's Second Ad Account (ID: 0394825482)

The following information will be displayed:

- a. Campaign Name
- b. Audience - The estimated audience size that will be reached when the Segment is used in a LinkedIn campaign.
- c. Matched/Total Accounts - "Matched" refers to the number of companies in the segment that were successfully matched to a corresponding company on LinkedIn over the past 7 days. "Total Accounts" refers to the total number of companies that were included in the Segment over the past 7 days. Note that both the "Matched" and "Total Accounts" fields

are tracked over a rolling 7-day period. For example, if a Segment has a Matched/Total Accounts ratio of "90/100," this means that over the past 7 days, the Segment included a total of 100 companies that were sent to LinkedIn, and 90 of those companies were successfully matched.

- d. Match Rate - The percentage of companies in TrustRadius's Intent data that were successfully matched to a corresponding company on LinkedIn.
- e. Status
 - i. Building - When a segment is first created, the initial state is Building, which means the segment doesn't have anything to serve. Segments can take up to 48 hours to finish building.
 - ii. Ready - The Segment is available in LinkedIn and is ready to be used in a Campaign.
 - iii. Updating - TrustRadius is updating the Segment by adding and removing companies Segments in Updating status can still be used in Campaigns.
- f. Created by - The user that created the Segment
- g. Date Created - The date that the Segment was created.
- h. Products/Category - Lists the product(s) or category that was used to generate the Segment.
- i. Ad Account - The LinkedIn Ad account that the Segment is connected with.
- j. View Companies - Click **View Companies** to view the list of companies that were included in the Segment. Note: This link will not be available when the segment building process is first initiated.

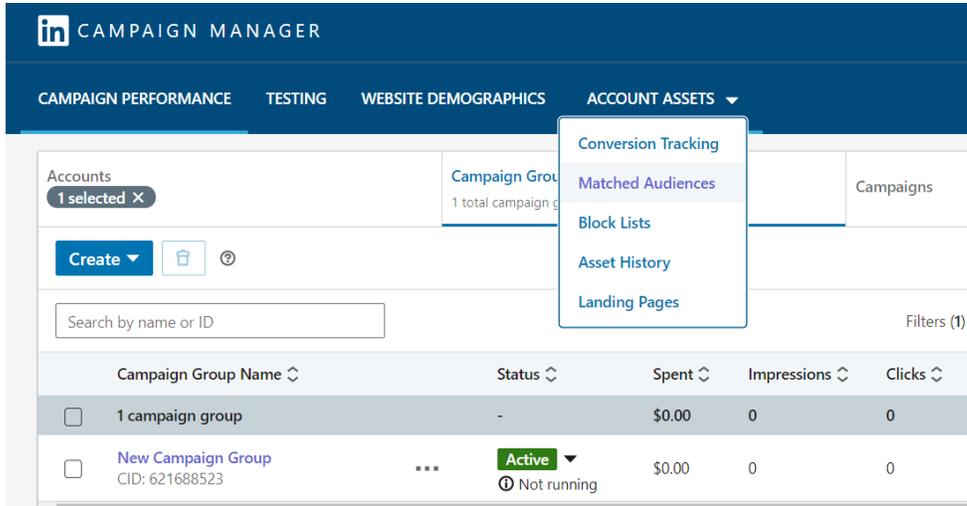


- k. Delete - Click **Delete** to delete the segment. Note that when you delete a Segment, the corresponding Matched Audience will be deleted from your LinkedIn Ad account.

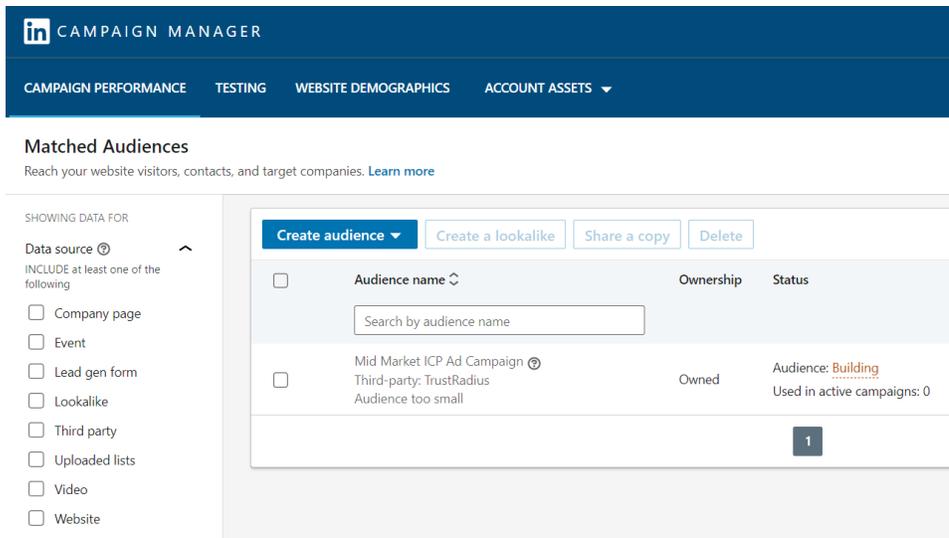
How to View TrustRadius Segments in LinkedIn

Segments created through TrustRadius are available as "Matched Audiences" in LinkedIn.

1. Once you have created a Segment (see: *How to create LinkedIn Matched Audiences using TrustRadius Intent*), go to [LinkedIn Campaign Manager](#).
2. Sign into your LinkedIn account. Click on your Ad account.
3. From the menu bar, click **Account Access**. Click **Matched Audiences**.



- Matched Audiences created through TrustRadius will be displayed with the text “Third Party: TrustRadius”



Matched Audiences can be used to create Campaigns and Campaign Groups in LinkedIn Campaign Manager. For more information, [click here](#).

How to use Matched Audiences in LinkedIn Campaigns

To include a TrustRadius audience segment in a LinkedIn campaign:

1. Log in to [LinkedIn Campaign Manager](#).
2. Select your Ad Account. This must be the same LinkedIn Ad Account that you selected when creating audience segments in TrustRadius.
3. Select or create a Campaign Group. If you are creating a Campaign Group, complete the “Create a Campaign Group” form and click **Save**.
4. Click **Create > Campaign**. Confirm that the selected campaign group is correct. Click **Next**.
5. Select an Objective for your campaign. An objective is the action that you want your audience to take upon seeing your ad. [Click here](#) to learn more about the available objectives in Campaign Manager.
6. In the Audience section, under “Who is your Target Audience?,” click **Audiences > Third Party > Third Party Company > Select the audience segment** that you would like to use. (Note: If you do not see “Audiences”, click **Narrow**.)

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach Close

🔍 Search Learn more about matched audiences

 Audiences Use your data to retarget website visitors or reach known contacts and accounts >	List upload Lookalike Retargeting
 Audience attributes Add targeting criteria like job title, industry, or skills	Third party > Other

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach Close

[Home](#) > Third party

List upload	Third Party Company >
Lookalike	Third Party Contact
Retargeting	
Third party >	
Other	

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach Close

[Home](#) > [Third party](#) > Third Party Company

Mid Market ICP Ad Campaign (Building) • TrustRadius ⓘ

7. You can narrow your target audience even further using the **Audience Attributes** and **Location** sections. Target the right people based on your ideal audience. To learn more about LinkedIn's targeting options, [click here](#).

Where is your target audience?

Locations (Recent or Permanent)  ✎

United States

Exclude people in other locations

Your audience has their Profile Language set to ⓘ

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach Close

Learn more about targeting criteria

Audiences Use your data to retarget website visitors or reach known contacts and accounts	Company
	Demographics
	Education
	Job Experience
Audience attributes Add targeting criteria like job title, industry, or skills  >	Interests and Traits

Exclude people by audience attributes and Matched Audiences

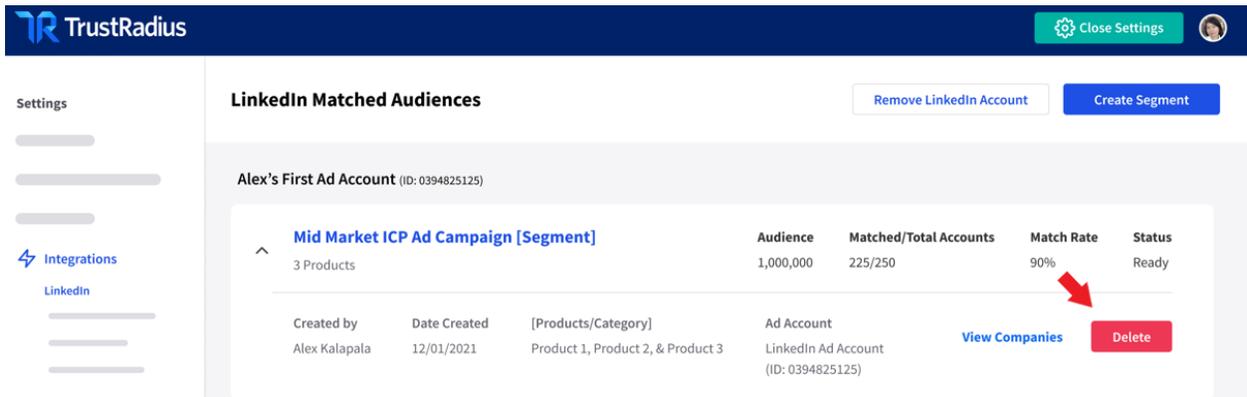
- Once you've finished building your audience, click **Save Audience**. Enter a name and description for the audience and click **Save**. Saved Audiences can be used for future campaigns.
- To finish building your ad campaign, select your ad format, budget, schedule, and the ad content to be used in the campaign.
- Review and launch the LinkedIn ad campaign.

For more information on how to use LinkedIn Matched Audiences, [click here](#).

How to Delete Segments for LinkedIn Matched Audiences

- In the TrustRadius vendor portal, click **Settings** (gear icon).
- In the side menu, click **Integrations**. Under Integrations, click **LinkedIn**.
- Click the arrow to expand the Segment that you would like to Delete.
- Click **Delete**. A pop-up window will appear asking you to confirm that you would like to delete the Segment.

When you delete a Segment in TrustRadius, the corresponding Matched Audience will be deleted from your LinkedIn Ad account.



The screenshot displays the TrustRadius interface for managing LinkedIn Matched Audiences. The top navigation bar includes the TrustRadius logo, a 'Close Settings' button, and a user profile icon. The left sidebar shows 'Settings' and 'Integrations' with 'LinkedIn' selected. The main content area is titled 'LinkedIn Matched Audiences' and includes buttons for 'Remove LinkedIn Account' and 'Create Segment'. Below this, the account 'Alex's First Ad Account (ID: 0394825125)' is shown. A table lists the segments, with the 'Mid Market ICP Ad Campaign [Segment]' selected. The table columns are Audience (1,000,000), Matched/Total Accounts (225/250), Match Rate (90%), and Status (Ready). A red arrow points to the 'Delete' button in the 'View Companies' row for this segment.

Settings		LinkedIn Matched Audiences		Remove LinkedIn Account	Create Segment
Alex's First Ad Account (ID: 0394825125)					
Settings		Mid Market ICP Ad Campaign [Segment]			
Integrations		Audience		Matched/Total Accounts	
LinkedIn		Match Rate		Status	
		3 Products		1,000,000	
		225/250		90%	
		Ready			
		Created by		Date Created	
		[Products/Category]		Ad Account	
		Alex Kalapala		12/01/2021	
		Product 1, Product 2, & Product 3		LinkedIn Ad Account (ID: 0394825125)	
		View Companies		Delete	

Frequently Asked Questions

How does the LinkedIn Matched Audiences integration work?

TrustRadius's integration with LinkedIn allows you to build audience segments for LinkedIn using TrustRadius intent data. Marketing teams can use audience segments to build LinkedIn ad campaigns that target people who are actively researching their product (or category) on TrustRadius.

Here's how it works:

1. Vendors build audience segments on the TrustRadius vendor portal. These segments are composed of intent data for companies that have researched the vendor's product(s) or category (including products in that category) on TrustRadius.
2. TrustRadius syncs the segment data to LinkedIn. This data includes company information for users who have researched products or categories related to the vendor on TrustRadius.
3. LinkedIn uses the company information to match the companies showing intent on TrustRadius with their corresponding companies on LinkedIn. Companies that are successfully matched are included in the LinkedIn audience segment.
4. Once the audience segment is built, it can be used for LinkedIn ad campaigns. Audience segments are refreshed with the latest intent data on a daily basis.

How much does it cost for us to use the LinkedIn Matched Audiences integration?

For TrustRadius customers, there is no additional cost to use the LinkedIn Matched Audiences integration with the intent data you have purchased as part of your TrustRadius subscription. If you are not a customer of TrustRadius, reach out to us to learn more!

How long does it take to implement and set up the integration?

You can start creating your first segment in minutes! All you need to do is connect your LinkedIn account with TrustRadius and begin building your first segment. There is no installation or configuration needed!

Is there a limit to how many segments I can create and sync to LinkedIn?

No! You can create as many segments as you'd like and sync them to your LinkedIn Ad Accounts.

What companies are included in my segments when I select a "Product" or "Category"?

When visitors come to TrustRadius to do research on products and categories, TrustRadius is able to resolve what company that visitor is coming from some percentage of the time.

- When you build a segment using the **Product** filter, you will specify which of your product (or products) you would like to include in the segment; the segment will be built based on the companies that have researched that product on TrustRadius in the specified time period.
- When you build a segment using the **Category** filter, you will specify which category (or categories) you would like to include in the segment; the segment will be built based on companies that have research that category AND any of the products in that category on TrustRadius in the specified time period.

Once I create a segment, how quickly can I see the companies and begin using the segment in Campaigns?

Once you create your segment it will be created within LinkedIn Campaign Manager immediately and will go into “Building” status. It can take up to 48 hours for the segment to build, at which point the segment will move into “Ready” status. As soon as you’ve created your segment, you can incorporate it into a Campaign in LinkedIn Campaign Manager, however the segment must reach “Ready” status before the companies can be targeted via that Campaign.

Are the segments I create dynamic? Once I create my segment, how often does it update?

Segments are dynamic, meaning they will always stay fresh based on the time period you’ve defined when creating the segment. Segments are **updated on a daily basis** - companies which have aged out will be removed from the segment, and new companies showing intent will be added to the segment.

Can I edit an existing Segment?

At this time, we do not support editing Segments. If you wish to make changes to a segment, you have the option to delete the segment and create a new one with the desired parameters.

Can I filter the companies included in my segment based on firmographics?

Currently you are not available to filter the companies based on firmographics (i.e. industry, company size). However, within LinkedIn you can further narrow down the segment based on these attributes so that you can control the types of companies and types of users that you include in your Campaign.

How does LinkedIn match companies that are included in my segment from TrustRadius?

When you sync your segment from TrustRadius to LinkedIn, TrustRadius provides details about the companies in the segment (i.e. company name, website, LinkedIn company URL) that LinkedIn uses to identify and match that company on LinkedIn.

What role/access do I need to be able to connect my LinkedIn account to build segments from TrustRadius?

In order to connect your account, you need to have one of these roles for the LinkedIn Ad Account you wish to connect: Owner, Campaign Manager, or Account Manager. Learn more about LinkedIn’s roles [here](#).

I use multiple Ad Accounts on LinkedIn. Can I create Segments for each of them?

Yes. As long as your Ad Accounts are associated with the same LinkedIn account, you can create segments for any of them. Just select the desired account from the Ad Account dropdown when creating a segment.

Our marketing team shares a single LinkedIn ad account. Can we see all segments that were created using that account?

Yes. Segments that were created using the same LinkedIn ad account will be visible to all users with access to that account. For example, if Bob creates 1 segment and associates it with Acme Company's ad account, and Jane creates 2 segments and associates them with the same ad account, both Bob and Jane will see 3 segments in total - the 1 segment that Bob created and the 2 segments that Jane created.