

ADVERTISER CHECKLIST FOR SUCCESS

Matched Audiences: Account Targeting



In Campaign Manager, start by accessing **Tools > Matched Audiences**. From the **Uploaded list audiences** menu, click on **Upload a list**.



Check the data formatting in your account list file

- Ensure that the first row of your spreadsheet says: **companyname**
- The file you upload should use a single column, and one company name per row.
- Check the spelling of companies. If you're not sure, you can look up the company you wish to target on LinkedIn.
- Remove all formatting and special characters whenever possible.



Save as a CSV file

- Before uploading your account list to Campaign Manager, save it as a CSV file (the only supported format). This will prevent errors when uploading.



Diversify your campaign to ensure scale, reach, and relevance

- Run an awareness campaign first to drive traffic, and then scale up your retargeting audience.
- Be strategic. Run simultaneous campaigns using demographic targeting and website retargeting — this allows you to optimize performance.
- Use demographic reporting to inform your decisions on the best target audiences based on website traffic.
- To stay competitive, bid at upper end of suggested bid range. Remember, LinkedIn operates on a second-price auction.
[VIDEO: Sponsored Content Auction](#)



Launch your campaign

- Before your campaign can start, your audience segment needs to have at least 300 members.
- If you set your campaign live, the campaign will automatically start delivering once LinkedIn matches at least 300 members.
- Alternatively, you can save your campaign as a draft until the audience builds up, then launch.