LinkedIn Marketing Solutions

Matched Audiences: Email Contact Targeting Using CSV Upload

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 email list file

- Ensure that the first row of your spreadsheet says: **email**
- The file you upload should use a single column, with one email address per row.
- Remove all formatting for optimal match rates.
- We recommend **10,000 contacts or more** (300 contacts minimum / 300,000 contacts maximum). Larger lists will likely have better match rates.

☐ Save as a CSV file

- Before uploading your 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; 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.
- After you launch your campaign, it will automatically begin delivering once LinkedIn matches at least 300 members.
- Alternatively, you can save your campaign as a draft until the audience builds up, then launch.

To learn more about LinkedIn Matched Audiences: Email Contact Targeting using CSV Upload, visit our Help Center.