

ADVERTISER CHECKLIST FOR SUCCESS

Matched Audiences: Email Contact Targeting Using Data Integrations



In Campaign Manager, start by accessing **Tools > Matched Audiences**. From the **Uploaded list audiences** menu, click on **Connect to data integration**.



Add API key and Secret key

- Currently supported: Marketo, Eloqua, Liveramp
- Follow your contact management platform provider's documentation. For more information, please refer to the [LinkedIn Help Center](#).



After 1 hour, check your contact list target segments

- For larger lists, it may take up to 24 hours before the segments appear in Campaign Manager. You will only need to do this once.
- Your lists will automatically sync. If you make changes on your contact management platform, your lists will update in Campaign Manager within 24 hours.



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.