# Getting Started with LinkedIn Matched Audiences



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Linked in Marketing Solutions



Introducing a new way to reach audiences that matter most to your business on LinkedIn

#### Website Retargeting

Re-engage your website visitors

Use one tag for website retargeting and conversion tracking Import or integrate your contact email lists

Connect to your contact management platform(s) or upload a list of email addresses

## Matched Audiences

### **Email Contact Targeting**

#### **Account Targeting**

Reach decision makers at your target accounts

Combine the power of demographic targeting on LinkedIn with your target account list



### Manage your matched audiences from a single dashboard in Campaign Manager

Page Account	_House SU Campaigns_LMS	Tools Matchee	d Audiences
Website traffic audience	95		
Search by name or keyword Q			
Website audiences (31)			
Name of audience 🔺	URLs	Tag status	Last visit
Blog Readers	1 URL	Verified	4/18/2017
Blog Visitors	1 URL	Verified	4/18/2017
Career Page Visitors	1 URL	Unverified	N/A
Company page product page	1 URL	Verified	4/18/2017
Contact Us page	1 URL	Verified	4/18/2017
Contains Dynamic	1 URL	Verified	4/18/2017
Current Customers	1 URL	Verified	4/18/2017
Customer Learn More Page	1 URL	Unverified	N/A
LI Ads platform visitors	2 URLs	Verified	4/18/2017
linkedin homepage	1 URL	Verified	4/18/2017



Retarget your website visitors, connect to your contact management platforms, or upload your account and contact lists to reach audiences that matter most to your business.

**SETUP WALKTHROUGH Contact Targeting** Using Data Integrations



us 🌣-			Conversion Tracking	
			Insight Tag	
			Matched Audiences	
91	103,703 clicks	3 28 489	<b>\$213 518 44</b> Website traffic audiences	
		Search by name or keyword	Q	
		Uploaded list audience	es (44)	
		Name of audience		Source
	_	Ad Week LMS		CSV File
		APAC ABM Campaign		CSV File

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Start by accessing **Matched Audiences** from the **Tools** menu on your top navigation bar. Once you're in the **Uploaded list audiences** menu, click on **Connect to data integration**.







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This will bring up a pop-up window. Please read and agree to the LinkedIn program terms, then click Next.

To set up data integrations, you will need to add the API keys on the next screen to your third party platform. Within 48 hours your contact lists will appear and be available to target in your LinkedIn

By clicking "Next", I agree to these terms

Next





Λ Link the API keys to your contact management platform (Marketo, Eloqua, or LiveRamp). Then click **Next**.

To set up data integrations, add the API keys below to your third party platform. Within 48 hours your email contact lists should appear and be available for campaign set-up.

553c4d689e574dad86e4a7f73a8357e6

3f83c0803a2d47de806631829b181fc1



Website traffic audiences	
Search by name or keyword	
Uploaded list audiences (44)	
Name of audience 🔺	Source
Ad Week LMS	CSV File
APAC ABM Campaign	COV File
AU Agency Event Chrome audience	Eloqua
AU APAC Agency Influencer contest	C.Sw.Elle
AU APAC Agency Influencer contest 3	Marketo
AU APAC Agency Influencer contest v2	COVINE



 $\bigtriangleup$  Once you've linked the API keys on your marketing automation platform, your lists will automatically populate on your Uploaded list audiences menu within 24 hours.

Uploaded list audiences				
		Connect to data	a integration	Upload a list
Match rate	Last modified	Size	View details	
65 %	4/10/2017	581,000	Edit	
10 %	4/10/2017	595,000	Edit	
65 %	4/10/2017	786,000	Edit	
80 %	4/10/2017	1,100,000	Edit	
15 %	4/10/2017	109,000	Edit	
 65 %	4/10/2017	400	Edit	

