



# Getting Started

with LinkedIn Matched Audiences

**LinkedIn** Marketing Solutions



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

# Matched Audiences

## Website Retargeting

Re-engage your website visitors

Use one tag for website retargeting and conversion tracking

## Email Contact Targeting

Import or integrate your contact email lists

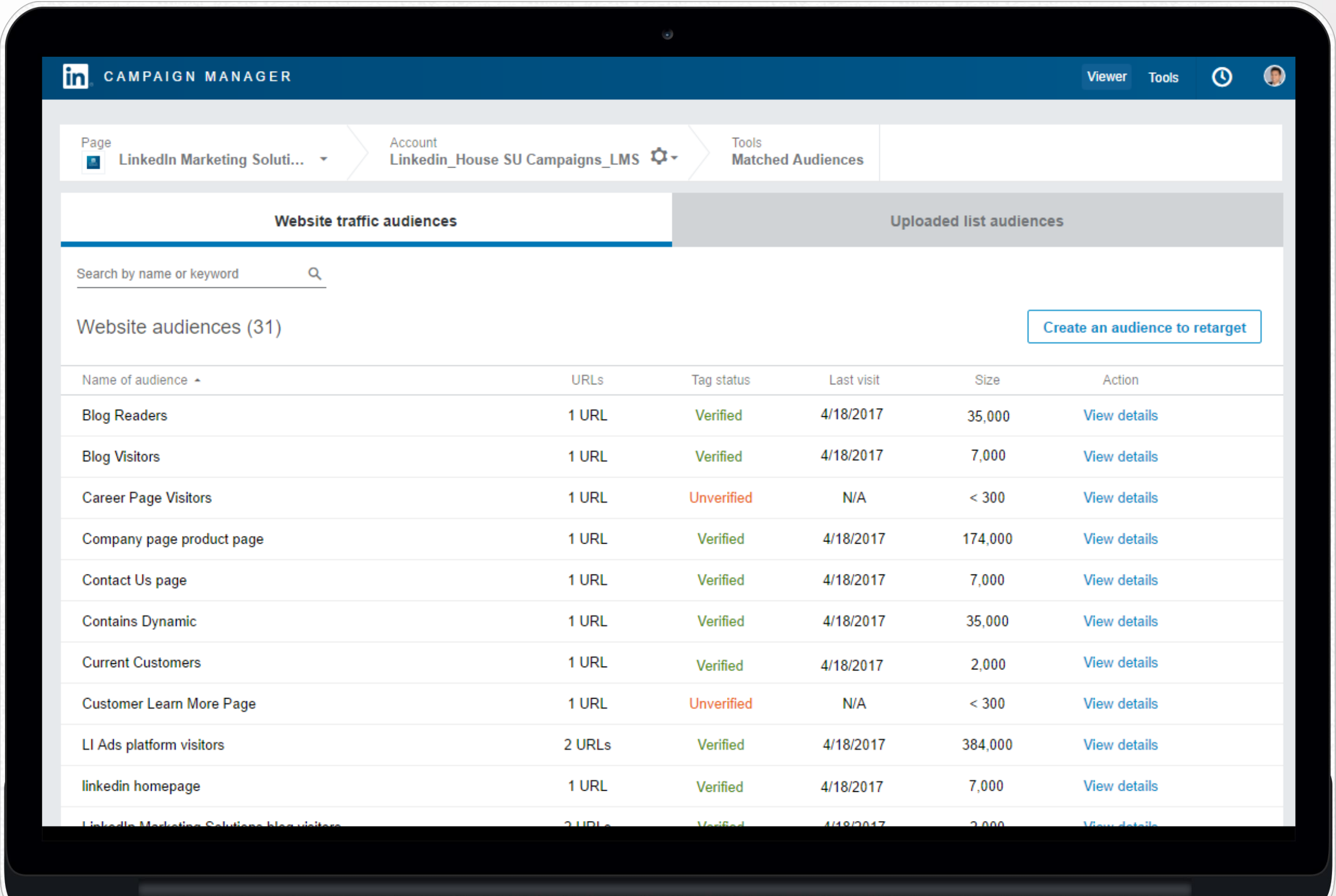
Connect to your contact management platform(s) or upload a list of email addresses

## 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



The screenshot displays the LinkedIn Campaign Manager interface for managing matched audiences. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and user options like 'Viewer', 'Tools', and a clock icon. Below this, a breadcrumb trail shows 'Page' (LinkedIn Marketing Solutions), 'Account' (LinkedIn\_House SU Campaigns\_LMS), and 'Tools' (Matched Audiences). The main content area is divided into two tabs: 'Website traffic audiences' (active) and 'Uploaded list audiences'. A search bar labeled 'Search by name or keyword' is present. Below the search bar, it indicates 'Website audiences (31)' and provides a button to 'Create an audience to retarget'. A table lists the audiences with the following data:

Name of audience	URLs	Tag status	Last visit	Size	Action
Blog Readers	1 URL	Verified	4/18/2017	35,000	<a href="#">View details</a>
Blog Visitors	1 URL	Verified	4/18/2017	7,000	<a href="#">View details</a>
Career Page Visitors	1 URL	Unverified	N/A	< 300	<a href="#">View details</a>
Company page product page	1 URL	Verified	4/18/2017	174,000	<a href="#">View details</a>
Contact Us page	1 URL	Verified	4/18/2017	7,000	<a href="#">View details</a>
Contains Dynamic	1 URL	Verified	4/18/2017	35,000	<a href="#">View details</a>
Current Customers	1 URL	Verified	4/18/2017	2,000	<a href="#">View details</a>
Customer Learn More Page	1 URL	Unverified	N/A	< 300	<a href="#">View details</a>
LI Ads platform visitors	2 URLs	Verified	4/18/2017	384,000	<a href="#">View details</a>
linkedin homepage	1 URL	Verified	4/18/2017	7,000	<a href="#">View details</a>
LinkedIn Marketing Solutions blog visitors	2 URLs	Verified	4/18/2017	2,000	<a href="#">View details</a>

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.

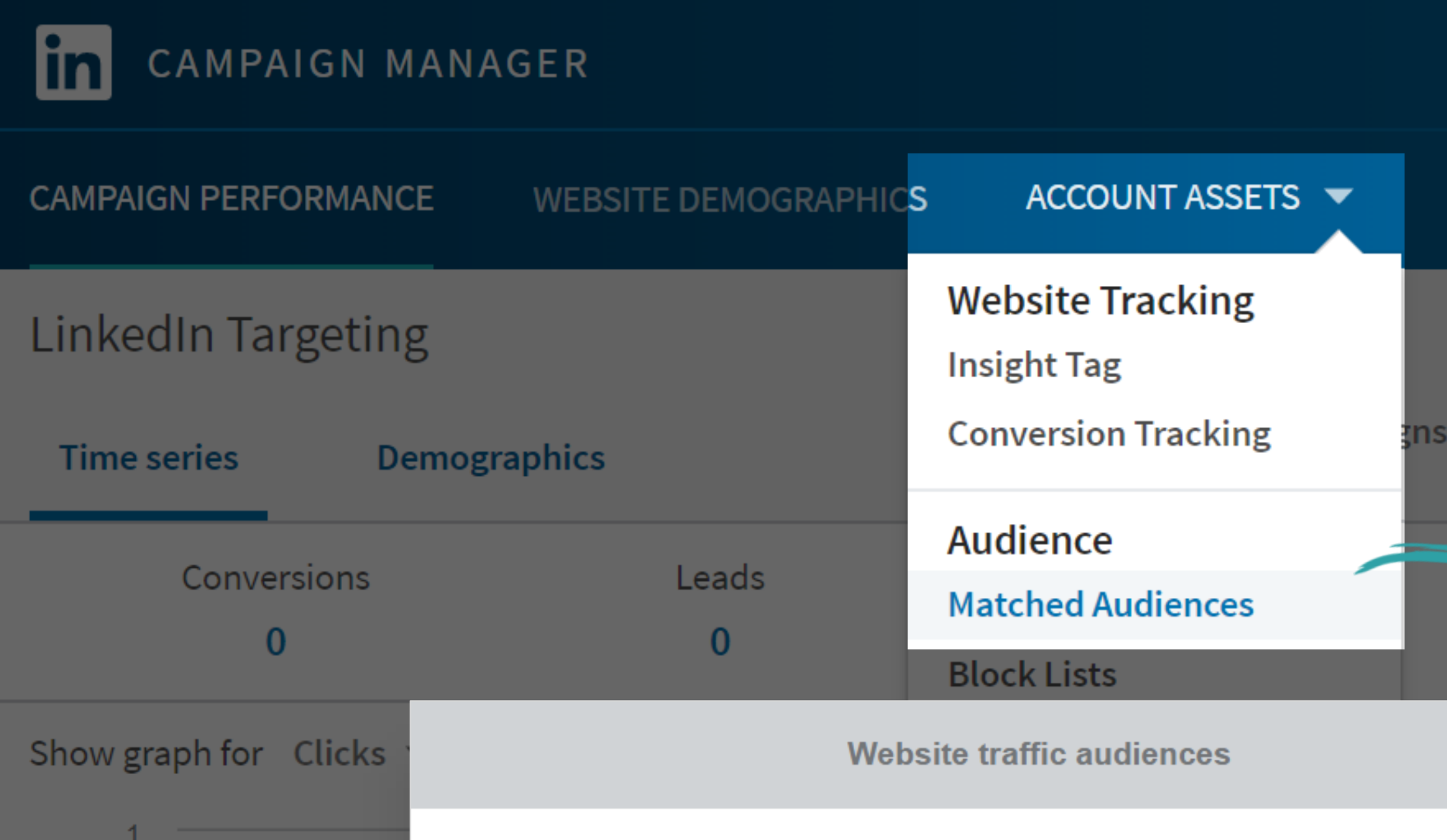


A high-angle, close-up photograph of a person's hand typing on a silver laptop keyboard. The laptop is on a light-colored wooden desk. To the left of the laptop, a blue smartphone and a pair of sunglasses are resting on the desk. The background is a blurred office floor with a grey carpet and a metal chair leg. A semi-transparent white banner is overlaid on the left side of the image, containing the text.

**SETUP WALKTHROUGH**

# Contact Targeting Using Email List Upload





Remember, Matched Audiences lists are stored at the Account Level. This means that multiple campaigns within the same account can use the same list.

The screenshot shows the 'Uploaded list audiences' page. At the top, there's a search bar with the placeholder text 'Search by name or keyword'. Below the search bar, it says 'Uploaded list audiences (44)'. To the right of this, there's a link 'Connect to data integration' and a button 'Upload a list'. Below this, there's a table with the following columns: 'Name of audience', 'Source', 'Match rate', 'Last modified', 'Size', and 'View details'. The table contains two rows of data:

Name of audience	Source	Match rate	Last modified	Size	View details
Ad Week LMS	CSV File	Ready	4/10/2017	N/A	
APAC ABM Campaign	CSV File	Ready	4/10/2017	N/A	

- ☆ 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 **Upload a list**.

Label the header row “email”

	A
1	email
2	a@outlook.com
3	b@gmail.com
4	c@linkedin.com
5	d@outlook.com

## Target a list of accounts or contacts

### Audience name

Example: "Current customers"

### File guidelines

#### Account Lists

- To upload a list of companies, download the [account template](#). We recommend uploading at least 1,000 accounts (maximum 300,000 accounts).

#### Contact Lists

- To upload a list of emails, download the [contact template](#). We recommend uploading at least 10,000 contacts (maximum 300,000 contacts).
- For contact lists, you can upload a list of email addresses (which will be locally hashed in your browser) or hashed emails using SHA-256 hex.

#### General guidelines

- When uploading your CSV file, include only one account or contact per row. At least one field must be used in each row.
- The maximum file upload size is 20MB.
- After uploading, your list may take up to 48 hours to process.

#### Learn More

By clicking "Upload file", I agree to [these terms](#).

Upload file

Next



Download the **contact template** and input your email addresses under the first column. Ensure your header row says “email”. We recommend uploading **10,000 contacts or more** (maximum 300,000).

**Use a matched audience** (optional)  
Use website traffic to create audiences for your ads.

**Retarget your website visitors** ?

Create a target audience based on your recent website visitors.

Create an audience to retarget

include
Start typing to see your website traffic audiences

**Target a list of accounts or contacts** ?

Upload a list of companies and/or email addresses.

Create an audience

include
Start typing to see your company list audiences

include
APAC ABM Campaign

**Target by** the audience below

What location do you want to target? (required)

Let's figure out how much you'd like to spend on your campaign  
Tell us your bid type and budget and when you'd like your campaign to start.

**Bid type** ?

☒ Cost per click (CPC)
☐ Cost per impressions (CPM)

Pay when someone clicks your ad.

**Bid** ?

4.24

Suggested bid to reach the majority of your audience is \$4.24.  
(Other advertisers are bidding between \$4.24 – \$6.61)  
Minimum bid: \$1.25.

**Daily budget** ?

25.00

Minimum budget: \$10.00  
Your campaign's actual daily spend may be up to 20% higher. [Learn more.](#)

**Start Date** ?

☒ Start immediately
☐ Schedule start

mm/dd/yyyy

[Show forecasting](#)

[Show more](#)

[I want to learn more about campaign budgeting](#)

By clicking Launch Campaign, you agree to the [LinkedIn Ads Agreement](#) and [Advertising Guidelines](#)

Cancel campaign

Save as draft

< Previous

Launch Campaign


You may include or exclude a contact list.

Don't forget to launch your campaign! Impressions will begin delivering only after LinkedIn matches enough members.



Finish setting up your targeting and launch your campaign.

Once you launch your campaign and LinkedIn matches at least 300 members, your campaign can begin delivering. (Please note that it may take up to 48 hours to match enough email contacts.)

Website traffic audiences			Uploaded list audiences			
Search by name or keyword 						
Uploaded list audiences (44)			Connect to data integration		<a href="#">Upload a list</a>	
Name of audience ▲	Source	Match rate	Last modified	Size	View details	
Ad Week LMS	CSV File	65 %	4/10/2017	581,000	<a href="#">Edit</a>	
APAC ABM Campaign	CSV File	10 %	4/10/2017	595,000	<a href="#">Edit</a>	
AU Agency Event Chrome audience	Floqua	65 %	4/10/2017	786,000	<a href="#">Edit</a>	
AU APAC Agency Influencer contest	CSV File	80 %	4/10/2017	1,100,000	<a href="#">Edit</a>	
AU APAC Agency Influencer contest 3	Marketo	15 %	4/10/2017	109,000	<a href="#">Edit</a>	
AU APAC Agency Influencer contest v2	CSV File	65 %	4/10/2017	400	<a href="#">Edit</a>	



Contact lists you've created will appear under the **Uploaded list audiences** tab.  
In this tab, you can view or add additional account and contact lists.



# Contact Targeting: A few things to remember



Use a CSV file format using **only email addresses in the first column.**

- Check spelling to ensure the matching process is as fast as possible.
- Remove all formatting for optimal match rates.
- Ensure the first row says: **email**



Avoid hyper-targeting; it could limit scale and delivery of your campaign. This includes:

- Uploading too small a list of contacts (we recommend at least 10,000 email contacts), or
- Layering too many targeting criteria in addition to the account list.



Target influencers or decision makers for optimal response rates.



Larger lists will likely have better match rates.





SETUP WALKTHROUGH

# Contact Targeting Using Data Integrations



in

CAMPAIGN MANAGER

CAMPAIGN PERFORMANCE

WEBSITE DEMOGRAPHICS

ACCOUNT ASSETS

LinkedIn Targeting

Time series

Demographics

Conversions

0

Leads

0

Show graph for

Clicks

1

Website Tracking

Insight Tag

Conversion Tracking

Audience

Matched Audiences

Block Lists

Website traffic audiences

Uploaded list audiences

Search by name or keyword

Uploaded list audiences (44)

Connect to data integration

Upload a list

Name of audience	Source	Match rate	Last modified	Size	View details
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APAC ABM Campaign	CSV File	Ready	4/10/2017	N/A	

- ☆ 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**.

Uploaded list audiences

Connect to data 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

Set up data integration

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 ad campaigns.



[Learn more](#)

By clicking "Next", I agree to [these terms](#)

Next

☆ This will lead you to a help center article with detailed instructions. Click the link for your contact management platform and follow the instructions to set up a integration with LinkedIn Campaign Manager.



Website traffic audiences			Uploaded list audiences			
Search by name or keyword 						
Uploaded list audiences (44)			Connect to data integration		<a href="#">Upload a list</a>	
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- ☆ Once you've linked the API keys on your marketing automation platform, your lists will automatically populate on your **Uploaded list audiences** menu. This typically takes **24-48 hours** but can be longer depending on the partner.



