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

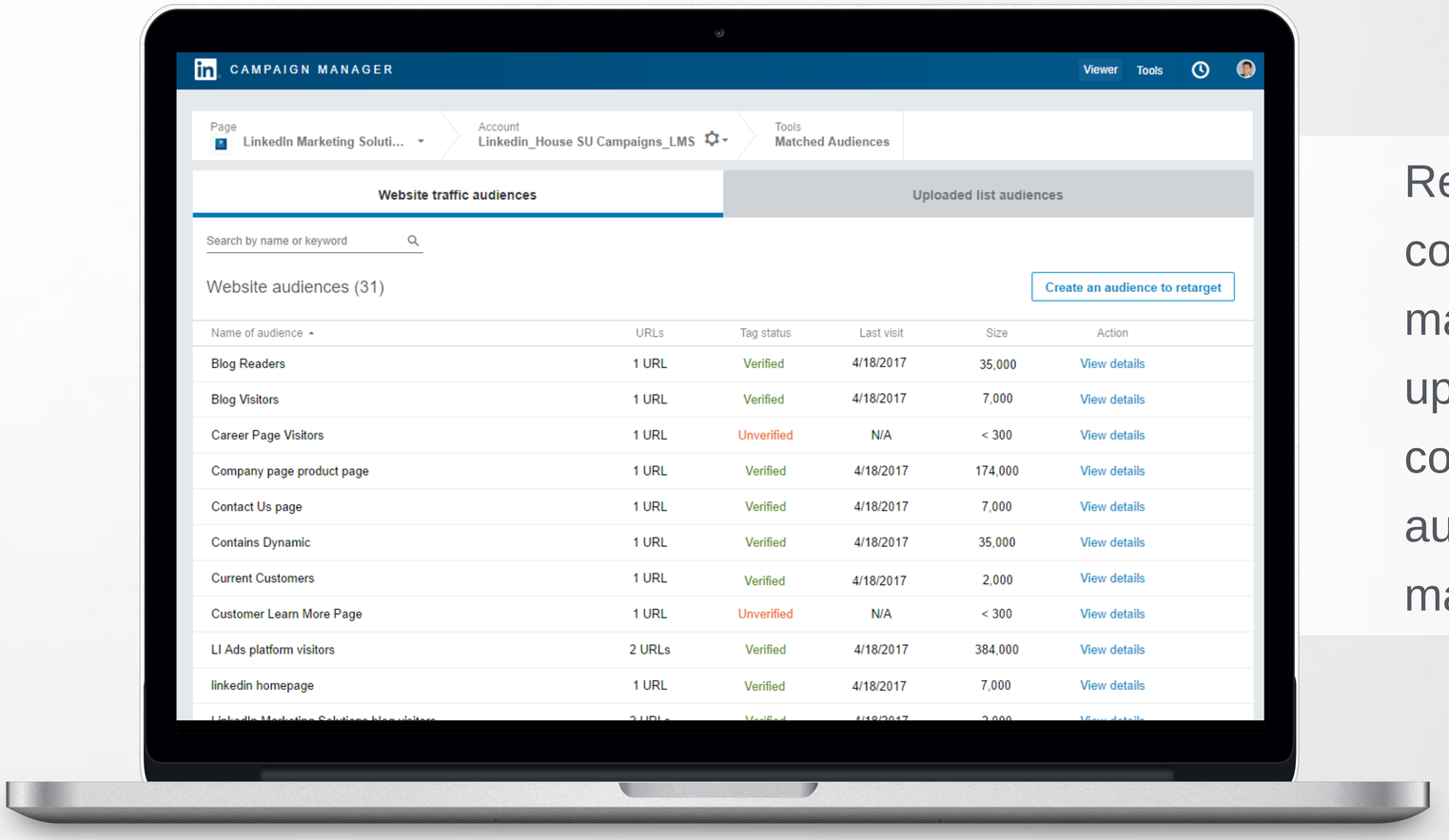
Connect to your contact management platform(s) or upload a list of email addresses

Account Targeting

Reach decision makers at your target accounts

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

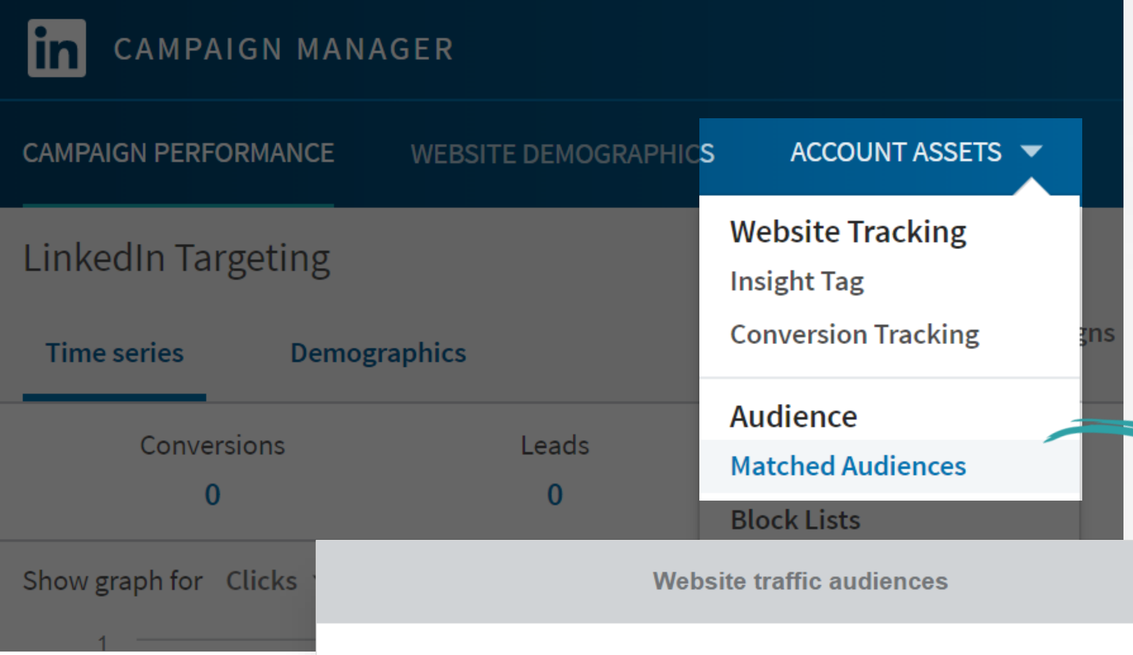
Manage your Matched Audiences from a single dashboard in Campaign Manager



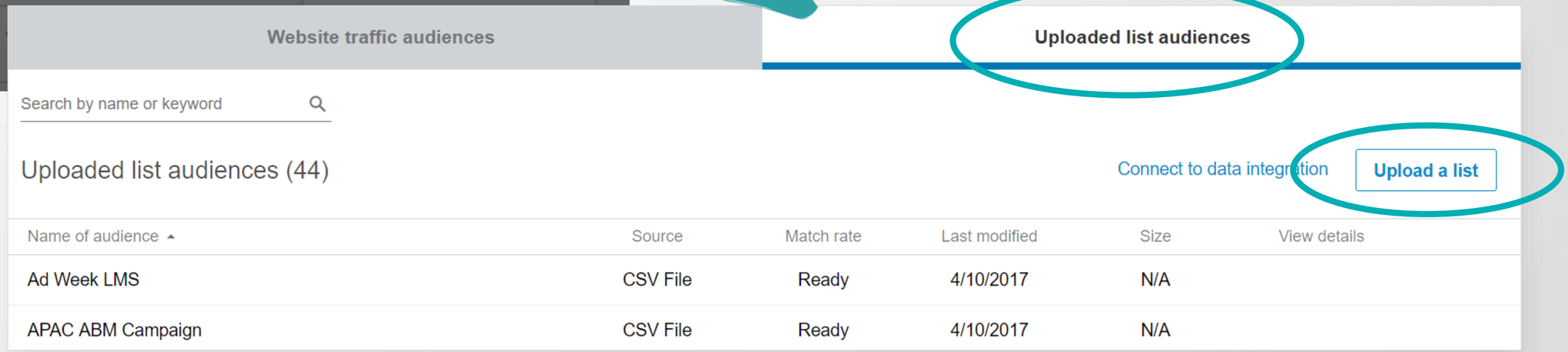
Retarget your website visitors, connect to your contact management platforms, or upload your account and contact lists to reach audiences that matter most to your business.

SETUP WALKTHROUGH

Contact Targeting Using Email List Upload



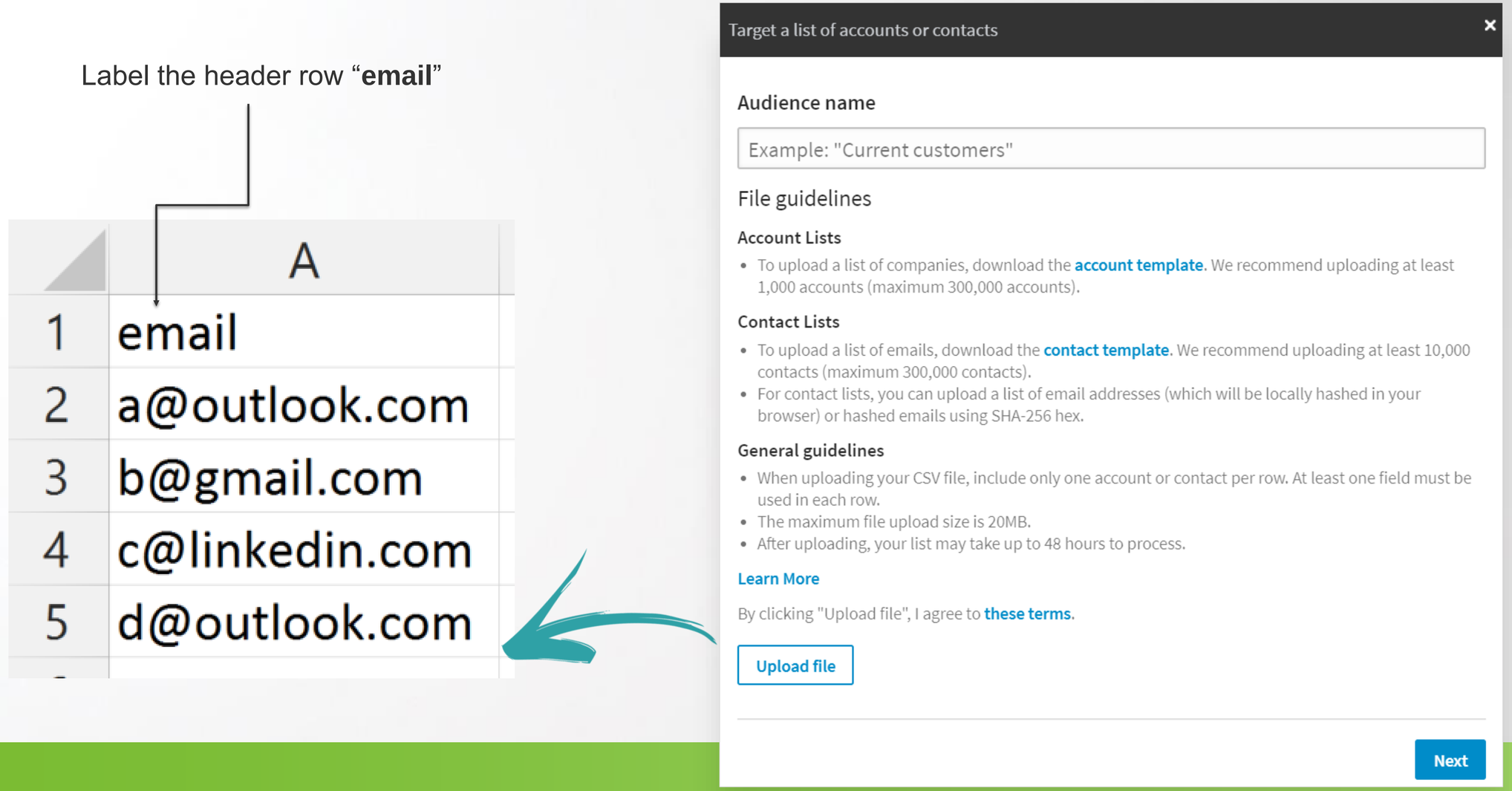
Remember, Matched Audiences lists are stored at the Account Level. This means that multiple campaigns within the same account can use the same list.



☆ 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.**

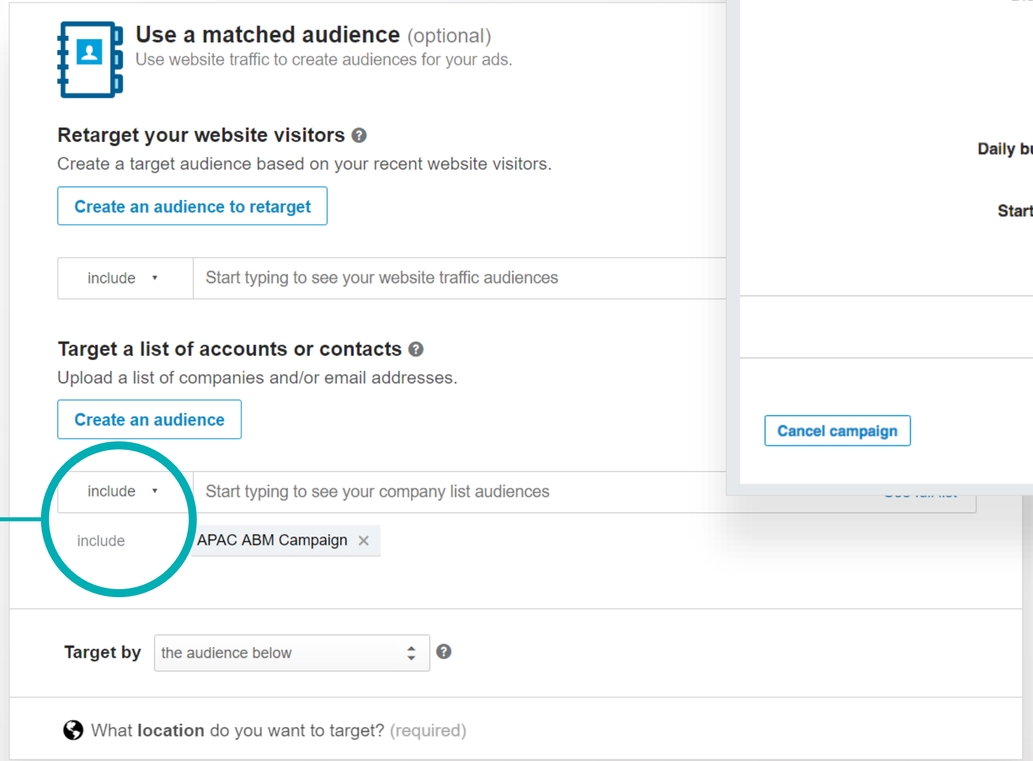
Label the header row “**email**”

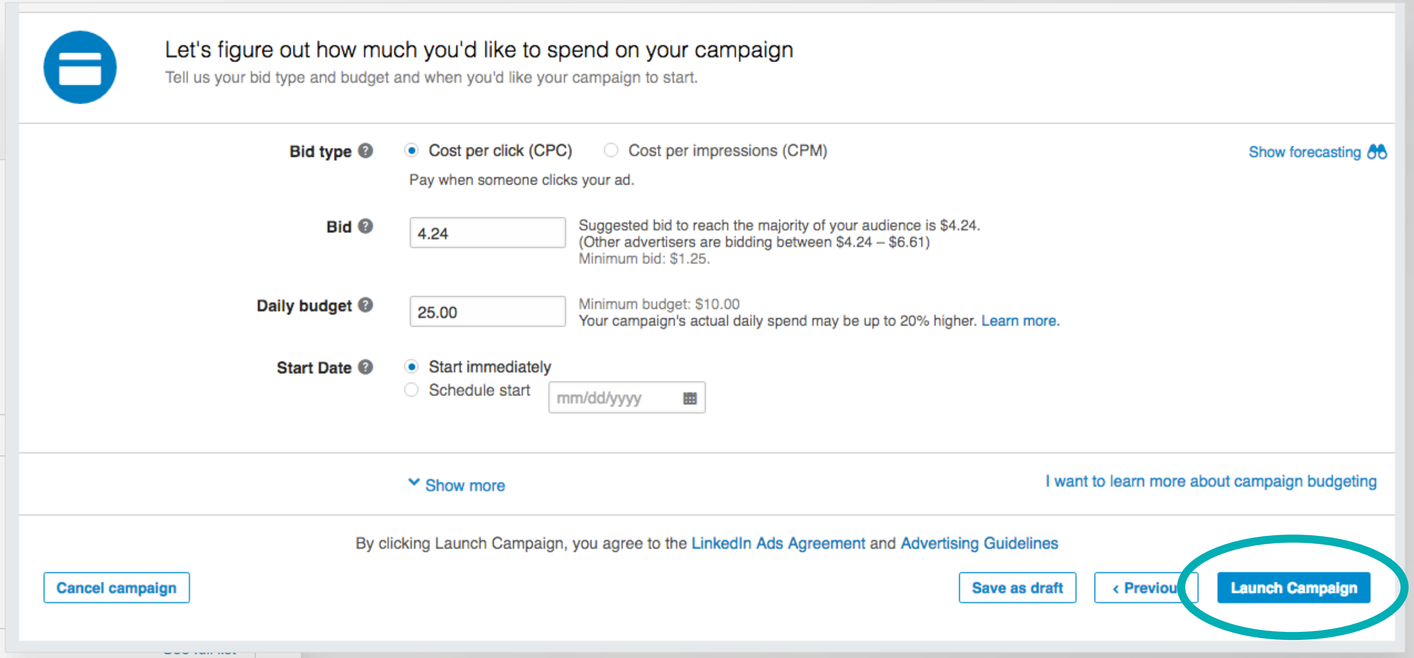
	A
1	email
2	a@outlook.com
3	b@gmail.com
4	c@linkedin.com
5	d@outlook.com



☆ 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).

You may include or exclude a contact list.



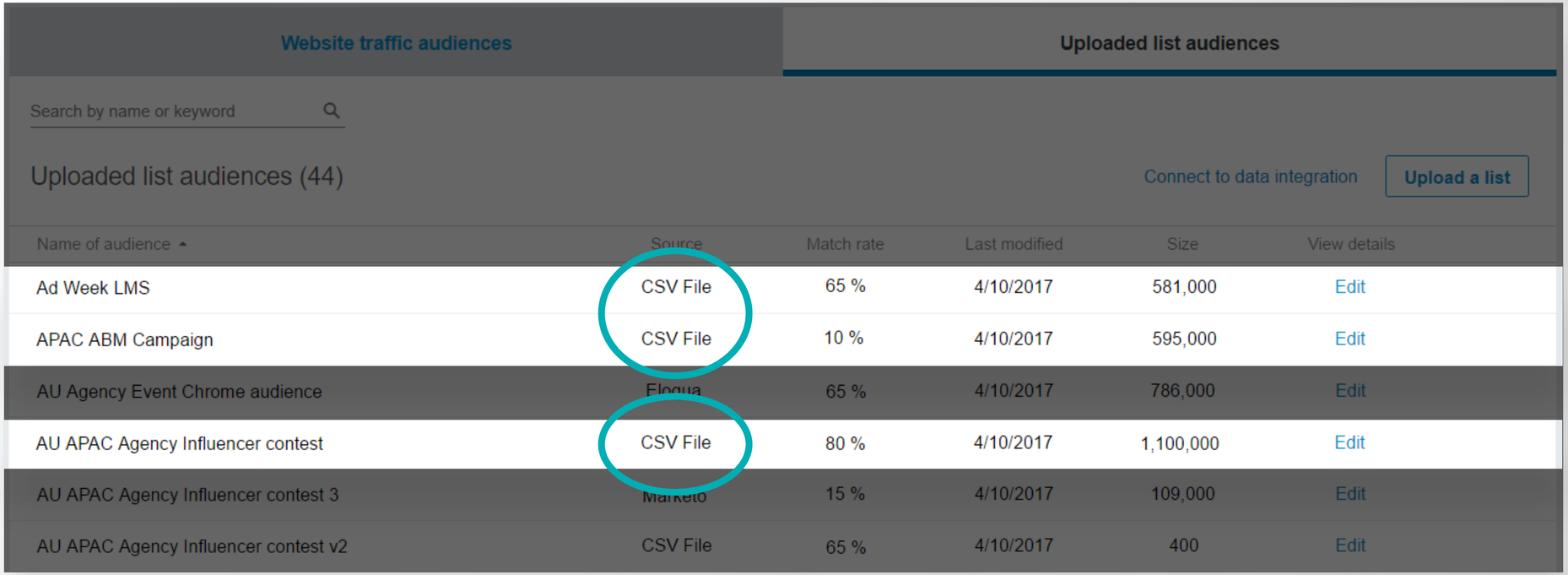


Don’t forget to launch your campaign! Impressions will begin delivering only after LinkedIn matches enough members.

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.)



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:

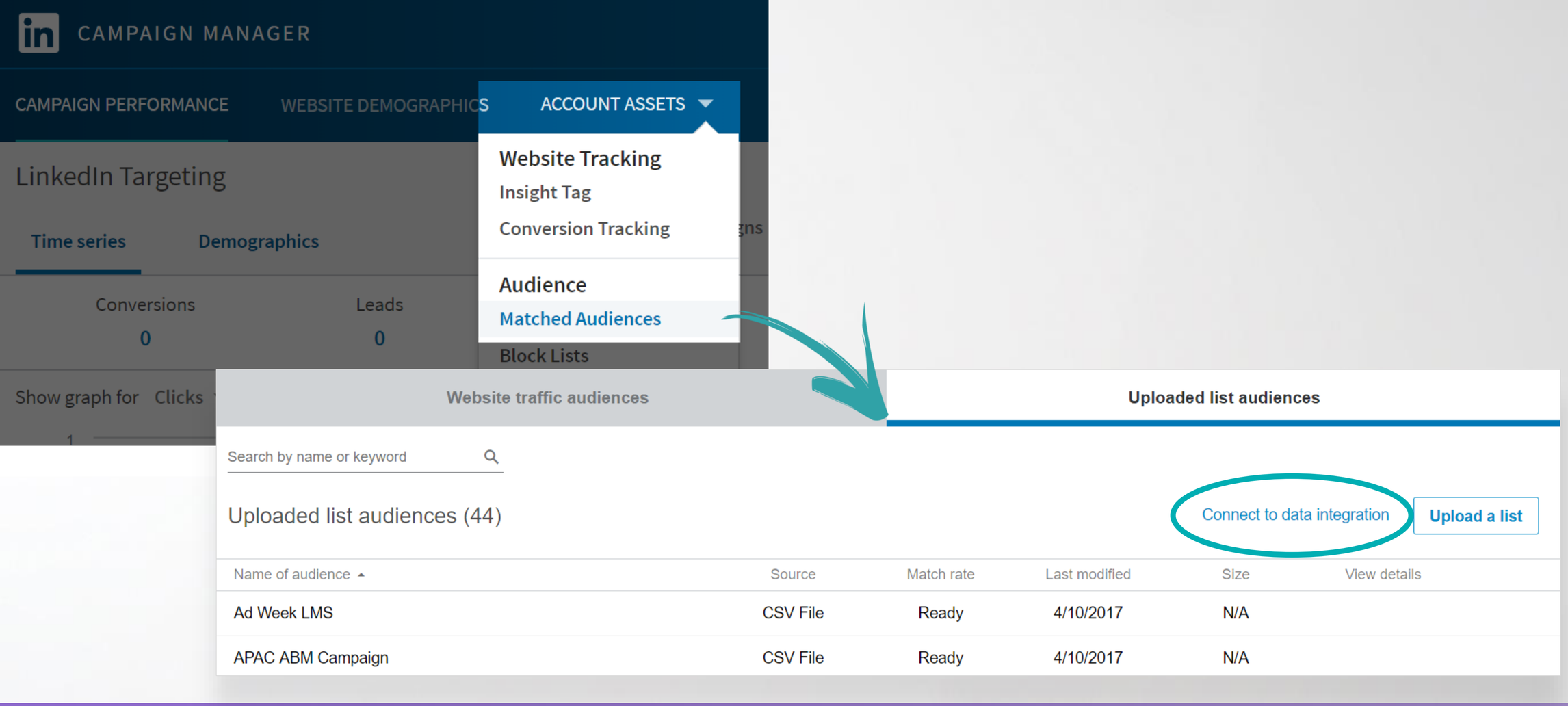
- Uploading too small a list of contacts (we recommend at least 10,000 email contacts), or
- Layering too many targeting criteria in addition to the account list.

Target influencers or decision makers for optimal response rates.

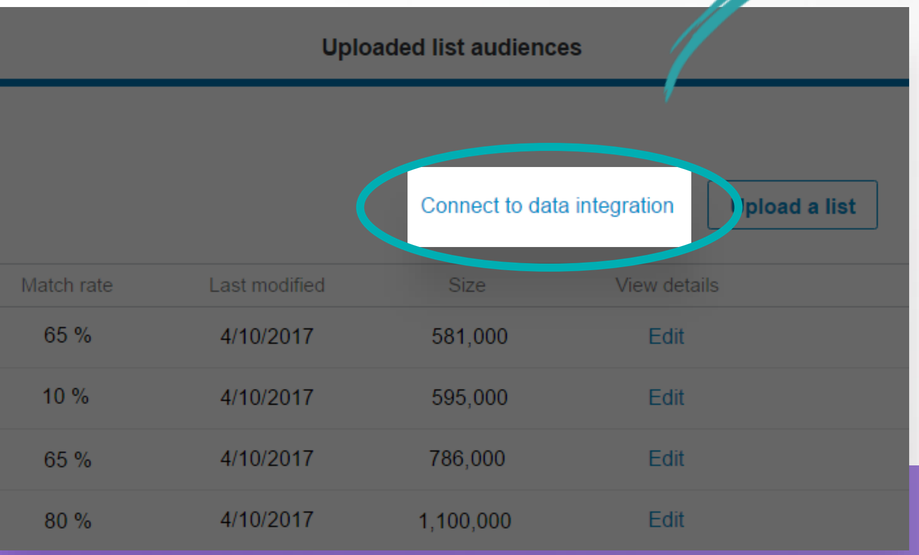
Larger lists will likely have better match rates.

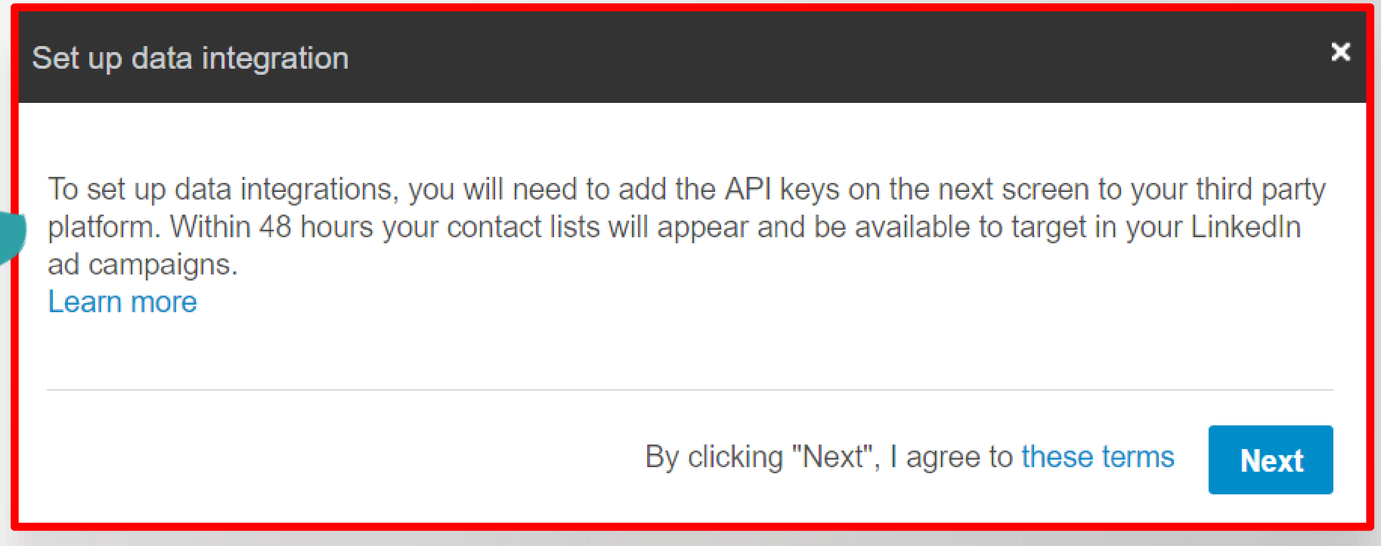
SETUP WALKTHROUGH

Contact Targeting Using Data Integrations

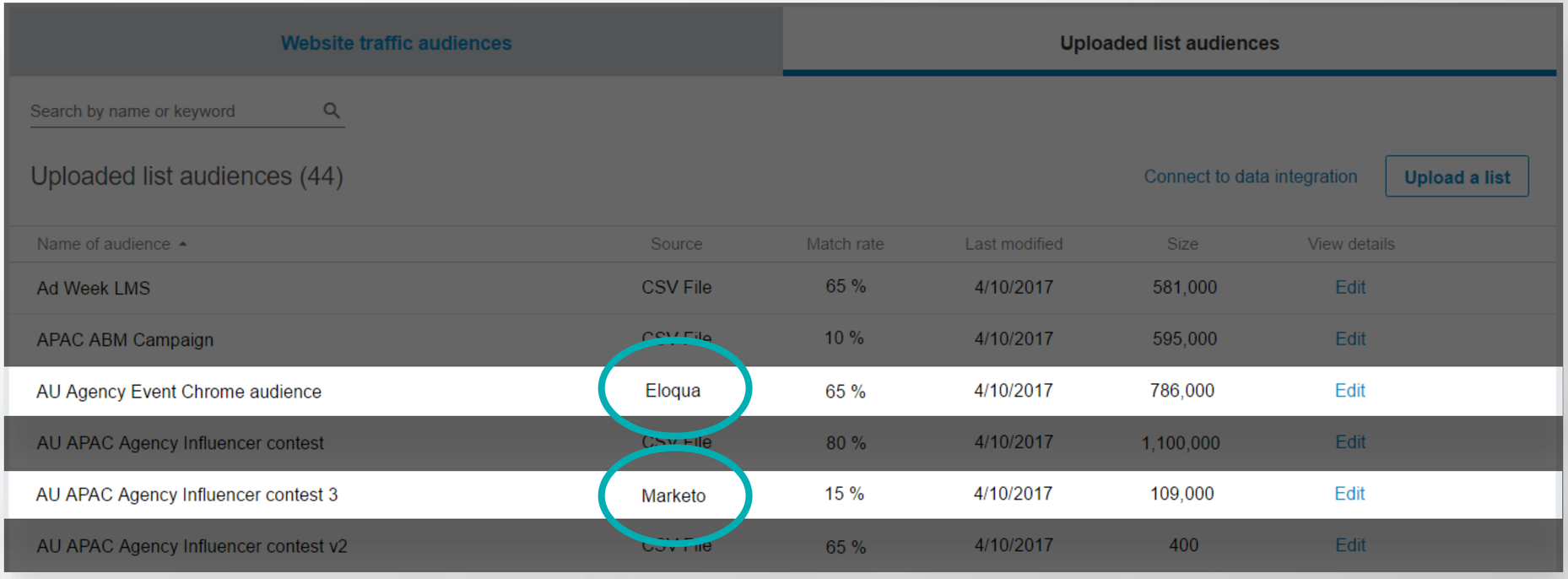


☆ Start by accessing **Matched Audiences** from the **Tools** menu on your top navigation bar.
Once you're in the **Uploaded list audiences** menu, click on **Connect to data integration.**





☆ 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.



☆ 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.