



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

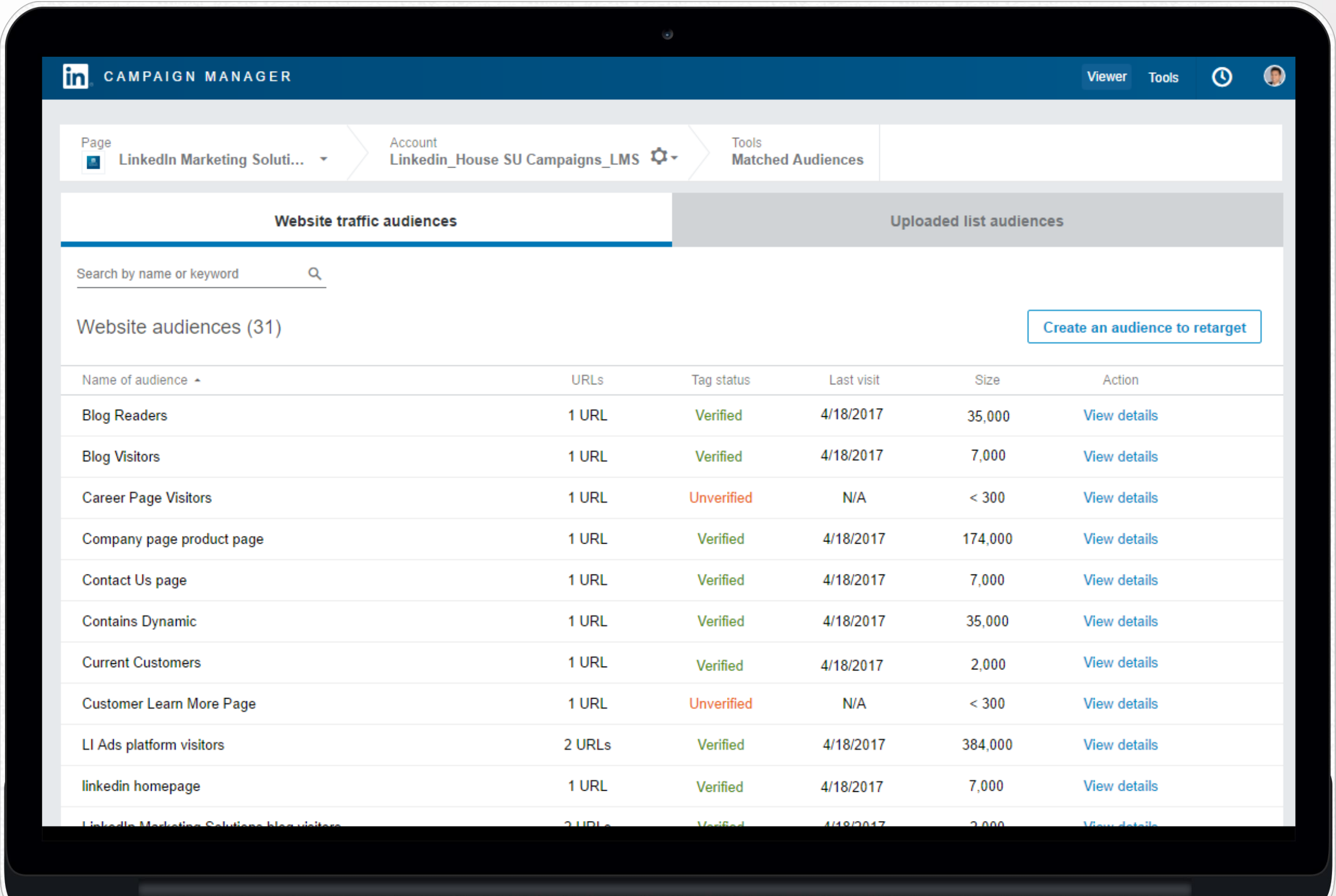
Connect to your contact management platform(s) or upload a list of email addresses

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 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 says 'Website audiences (31)' and provides a button '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	View details
Blog Visitors	1 URL	Verified	4/18/2017	7,000	View details
Career Page Visitors	1 URL	Unverified	N/A	< 300	View details
Company page product page	1 URL	Verified	4/18/2017	174,000	View details
Contact Us page	1 URL	Verified	4/18/2017	7,000	View details
Contains Dynamic	1 URL	Verified	4/18/2017	35,000	View details
Current Customers	1 URL	Verified	4/18/2017	2,000	View details
Customer Learn More Page	1 URL	Unverified	N/A	< 300	View details
LI Ads platform visitors	2 URLs	Verified	4/18/2017	384,000	View details
linkedin homepage	1 URL	Verified	4/18/2017	7,000	View details
LinkedIn Marketing Solutions blog visitors	2 URLs	Verified	4/18/2017	2,000	View details

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 smartphone with a blue case 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' in blue and 'Website Retargeting' in black.

SETUP WALKTHROUGH

Website Retargeting

STEP

1

Adding a LinkedIn Insight Tag

IMPORTANT:

*Skip this step if you already have
an insight tag on your page*

- 1 Add a lightweight javascript code to your site
[Instructions / FAQ](#)
[Video: Generating a LinkedIn Insight Tag](#)
- 2 Only add one tag per website domain
Make sure all your domains are listed on the Insight Tag menu or the retargeting segment may not work correctly.
- 3 Give the tag some time to build
While the tag may take up to 48 hours to build your audience, you can set up your website targeting segments right away.

IMPORTANT: SKIP THIS STEP

if you already have a
LinkedIn tag on your site



WORKAROUND FOR GLOBAL TAG

If adding the tag to your global website
footer is not possible, tag the page(s)
you want to use for website retargeting



IMAGE PIXEL SUPPORT

While website retargeting
may work with an image pixel,
javascript tag is recommended



Set up your Insight Tag



Place the Insight Tag in your website's global footer before the <body> tag.
Adding the tag to your global footer will let you retarget people who visit
any part of your site.

[Learn more](#)

```
<script type="text/javascript">
_linkedin_data_partner_id = "45441";
</script><script type="text/javascript">
(function(){var s = document.getElementsByTagName("script")[0];
var b = document.createElement("script");
b.type = "text/javascript";b.async = true;
b.src = "https://snap.licdn.com/li.lms-analytics/insight.min.js";
s.parentNode.insertBefore(b, s);})();
</script>
```

Send instructions to your email



Send



Copy + paste the **Insight Tag code** into your site's
global footer, or email the instructions to your web team.


STEP

2

Creating website retargeting audience segments

- 1 Once your account is set up, navigate through the campaign creation flow until you reach the targeting page
- 2 Click on **Create an audience to retarget**
- 3 Define the web URLs that will make up your website retargeting segments
- 4 Complete setup steps and activate your campaign

Your campaign can begin delivering once your audience segment reaches 300 members

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

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 [See full list](#)

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 [See full list](#)

include APAC ABM Campaign ×

Target by the audience below ▾ ?

 What **location** do you want to target? (required)



ACCESS TO CREATE AUDIENCES

User must have “Account manager”
or “Campaign manager” access to
access website retargeting



Once you arrive on the targeting page, click on **Create an audience to retarget**.

Create a website audience ×

Retarget people who have visited specific web pages in the last 90 days by adding your page URLs on this page.
[Learn more](#)

Name your audience

E.g. Landing pages

URL
Enter the URL of a page on your website. You'll be able to retarget people who've recently visited that URL.

Exact	acme.com/europesignup	OR	×
Exact	acme.com/products	OR	×
Exact	acme.com/services	OR	×
Exact	acme.com/contactus		×

[Add another URL](#)

By clicking "Save", I agree to [these terms](#). Cancel Save

SEGMENT NAME

Only you and admins managing your campaign will see the audience name

ADD THE WEBSITE URL

The URLs must belong to a domain you entered in your Insight Tag

ADDING MORE URLS

You can always come back and add additional URLs to your audience segment

“OR” RELATIONSHIP BETWEEN URLS

Multiple URLs in one segment are “OR”
example: “acme.com/products” OR
“acme.com/services”

☆ Name your audience segment and add the **specific web page URLs** you'd like to use in your retargeting audience.

Create a website audience

×

Retarget people who have visited specific web pages in the last 90 days by adding your page URLs on this page.
[Learn more](#)

Name your audience

E.g. Landing pages

URL
Enter the URL of a page on your website. You'll be able to retarget people who've recently visited that URL.

Starts with ▾

www.example.com

[Add another URL](#)

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

Cancel

Save

“Starts with” – Select this option to include any page whose URL starts with these characters.

“Exact” – Select this option to target pages whose URL matches these characters in their entirety.

“Contains” – Use this only on pages whose URL contains these characters.



You have three different website URL options when setting up your website retargeting audience segment.

Set up your Insight Tag

Place the Insight Tag in your website's global footer before the <body> tag. Adding the tag to your global footer will let you retarget people who visit any part of your site.


[Learn more](#)


```
<script type="text/javascript">
_linkedin_data_partner_id = "45441";
</script><script type="text/javascript">
(function(){var s = document.getElementsByTagName("script")[0];
var b = document.createElement("script");
b.type = "text/javascript";b.async = true;
b.src = "https://snap.licdn.com/li.lms-analytics/insight.min.js";
s.parentNode.insertBefore(b, s);})();
</script>
```

Send instructions to your email

Send

☆ You may skip this step if you already have an Insight Tag.


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

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

[See full list](#)

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


[See full list](#)

include

APAC ABM Campaign ×

Target by

the audience below ▾ 

 What **location** do you want to target? (required)

- 
- ☐ Acme Retargeting Segment Product Page (N/A)
 - ☐ Acme Retargeting Segment Services page (N/A)

☆ Add your segments to your campaign, save your campaign as draft or move forward with next campaign steps.

NOTE: You can launch your campaign and it will go live as soon as the audience is large enough.

STEP 3

Let your audience build

Once you've finished setting up your audience, click "Done" to proceed.

You can proceed with setting your campaign live or save your campaign as a draft until the audience builds up.

If you set your campaign live, it can begin delivering as soon as your segment reaches 300 people.



We need sometime to build your audience...

Estimated target audience ?

Your audience is building

The campaign will run when we can match more than 300 people to your web traffic or account list audience.

You're targeting:

Demographic audiences

Location: North America

Retargeting audiences

About page

[See full list](#)

Helpful tips to keep in mind



Audiences will not be matched unless the Insight Tag is correctly installed. Please make sure that the Insight Tag appears as Verified before building your audiences.



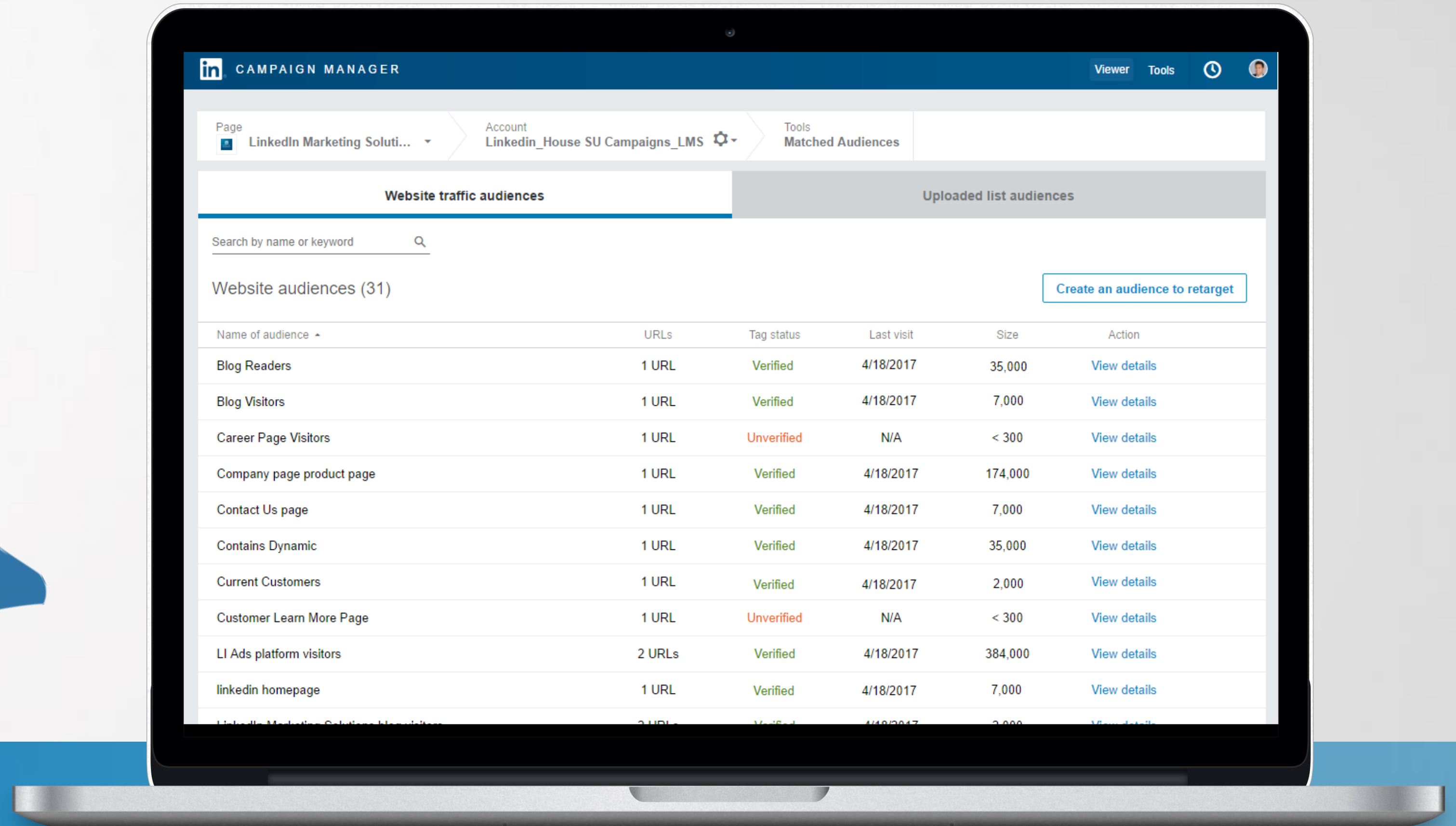
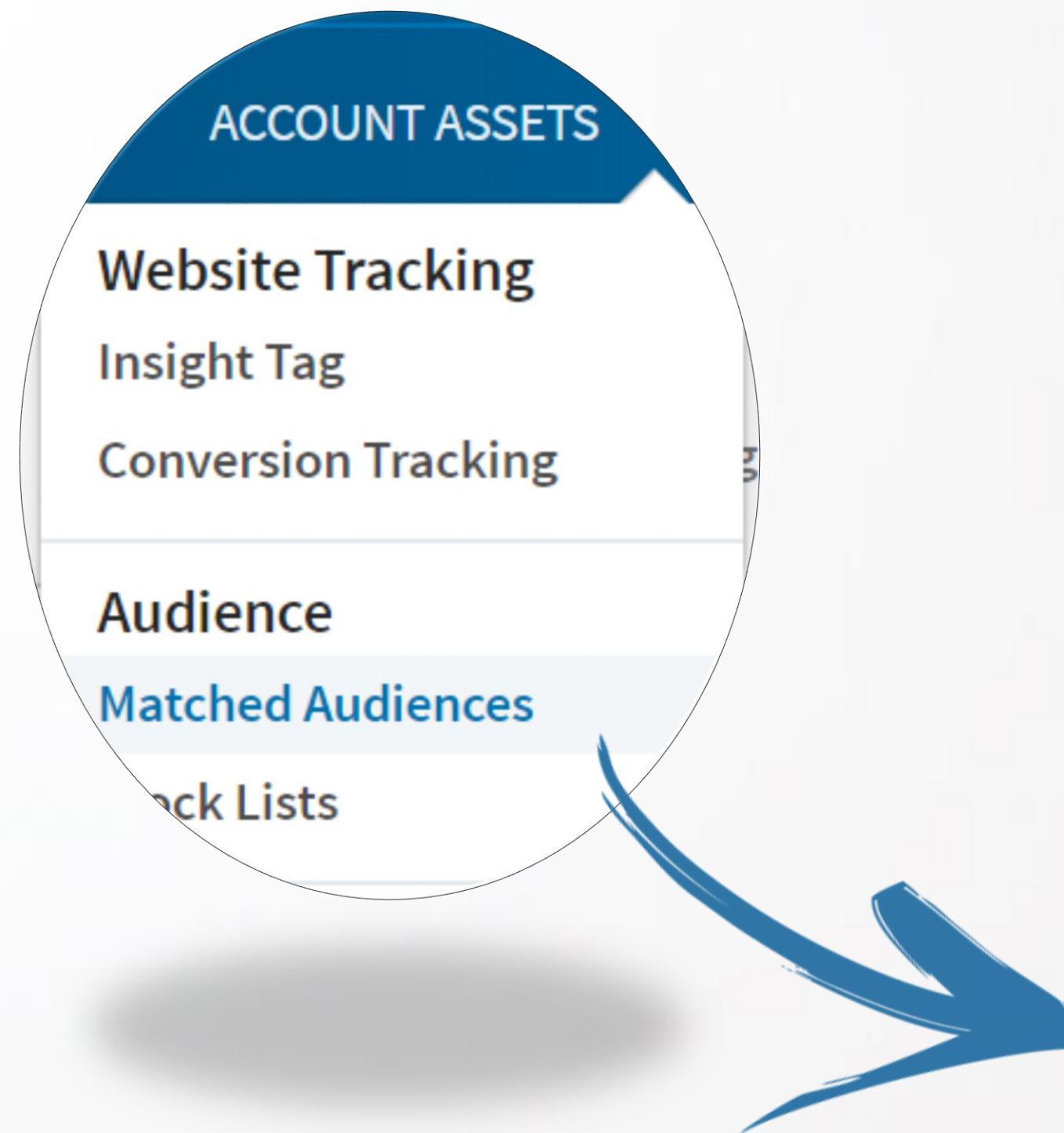
Provided that you have enough traffic across your website segments, your audience may take up to 48 hours to build.



At least 300 members must be matched first before the campaign can begin serving impressions to your website visitors.



Once at least 300 members are matched, the campaign will launch automatically if you activated your campaign by clicking “Launch.”



☆ Once you've finished setting up your campaign, you can access your retargeting audiences under **Tools** in the top navigation menu.

Create a website audience ✕

Retarget people who have visited specific web pages in the last 90 days by adding your page URLs on this page.
[Learn more](#)

Name your audience

E.g. Landing pages

URL
Enter the URL of a page on your website. You'll be able to retarget people who've recently visited that URL.

Starts with ▾

www.example.com

[Add another URL](#)

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

Cancel

Save

Viewer Tools

Uploaded list audiences

Create an audience to retarget

visit	Size	Action
2017	35,000	View details
2017	7,000	View details
2017	< 300	View details
2017	174,000	View details
2017	7,000	View details
2017	35,000	View details
2017	2,000	View details
2017	< 300	View details
LI Ads platform visitors	2 URLs	Verified 4/18/2017 384,000 View details
linkedin homepage	1 URL	Verified 4/18/2017 7,000 View details
LinkedIn Marketing Solutions Homepage	2 URLs	Verified 4/18/2017 2,000 View details



Clicking **Edit** will allow you to edit details on any retargeting audiences you've created. You can add any additional URLs if needed here (please note that it will take up to 48 hours to add any additional audiences).



SETUP WALKTHROUGH

Granting access to an Insight Tag

if you already have an Insight Tag on your domain

Manage Insight Tag permissions×

Accounts that have access to this Insight TagAdd another account

Full-access accounts

FixDex Q4 2015

FixDex Q3 2015

FixDex Q2 2...×

Use-only accounts

FixDex Q1 2015

CancelSave

- ☆ By permissioning your insight tag, you and your teammates can use the same Insight Tag for conversion tracking, retargeting, and more.

LinkedIn Campaign Manager interface showing the Account Assets dropdown menu.

Account Assets Dropdown Menu:

- Website Tracking
 - Insight Tag** (highlighted)
 - Conversion Tracking
- Audience
 - Matched Audiences
 - Block Lists
- Templates
 - Lead Generation Forms

Main Interface Elements:

- Navigation: CAMPAIGN PERFORMANCE, WEBSITE DEMOGRAPHICS, ACCOUNT ASSETS
- Buttons: Create campaign, Export
- Search: Search by name
- Time series: Conversions (0), Leads (0)
- Demographics: Clicks (0), Social actions (0), Total spend (\$0.00)
- Graph: Show graph for Clicks

☆ Begin by hovering over the **Tools** menu, then selecting **Insight Tag**.



Page



FixDex ▾



Account

Marketing Q4 Campaigns



Conversion tracking

View Insight Tag

[Manage permissions](#)

Copy and paste the following code and add it to every page on your domains, preferably right before the end of the <body> tag. [Learn more.](#)

```
<script type="text/javascript">
  _bizo_data_partner_id = "14";
</script>
<script type="text/javascript">
  (function() {
    var s = document.getElementsByTagName("script")[0];
    var b = document.createElement("script");
    b.type = "text/javascript";
    b.async = true;
    b.src = (window.location.protocol === "https:" ? "https://sjs" : "http://js") + ".bizographics.com/insight.min.js";
    s.parentNode.insertBefore(b, s);
  })();
</script>
```

Send instructions via email to yourself (sparker@fixdex.com) ?

[Send](#)

Domains ?

fixdex.com

Verified ✕

zoomjax.com

Verified ✕

[Add](#)

On your **Insight Tag** screen, click on **Manage permissions**.

Manage Insight Tag permissions

Accounts that have access to this Insight Tag

Add another account

Full-access accounts

FixDex Q4 2015

FixDex Q3 2015

FixDex Q2 2...

×

Use-only accounts

FixDex Q1 2015

Cancel

Save

ACCESS TYPE

Customize the level of tag access you'd like to grant to other LinkedIn ads accounts.

Watch our video about **Insight Tag Permissioning**:



<http://bit.ly/lms-permissioning-insight-tags>



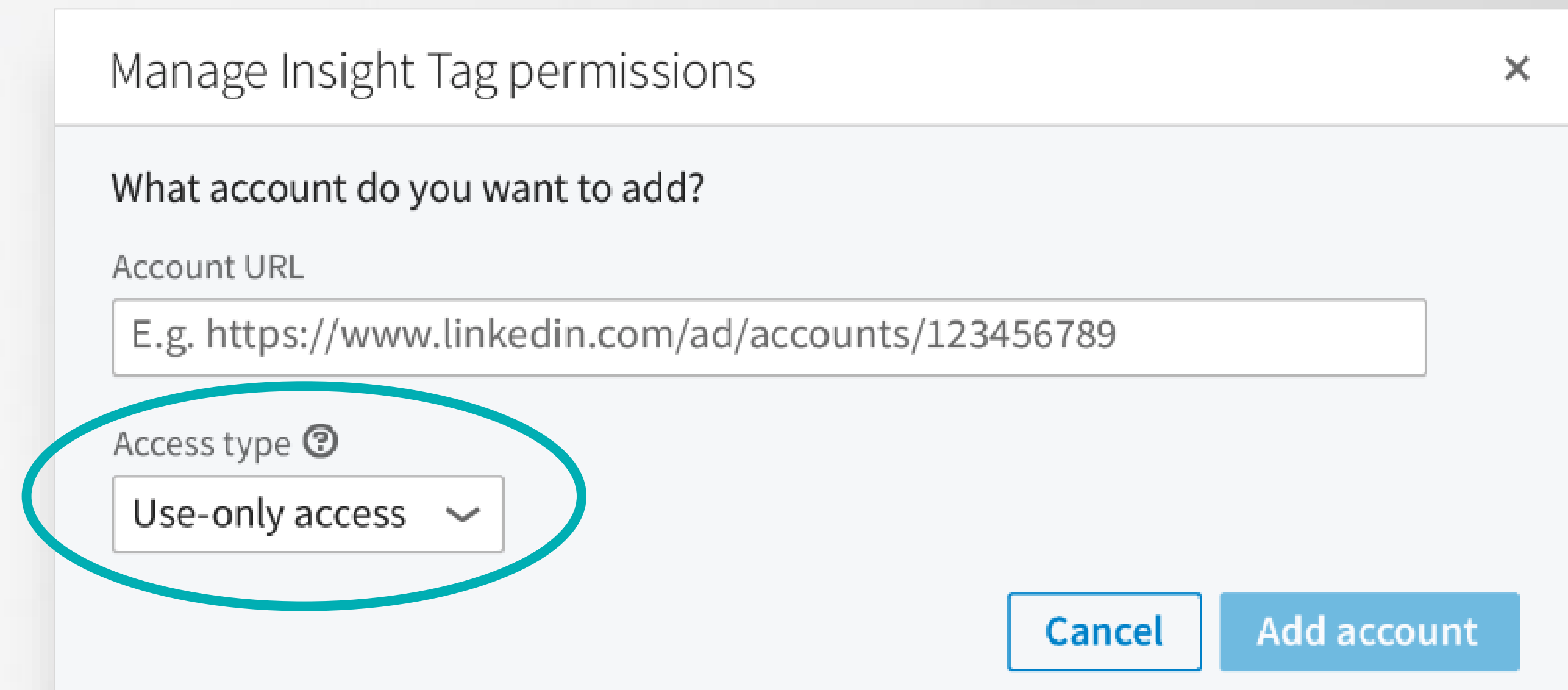
Here you can see accounts that have access to your **Insight Tag**.

Click on **Add another account** if you wish to add another account to your tag.

ACCESS TYPE

Full use access: Can track conversions using the domains on the Insight Tag. Can also grant or remove access to the tag.

Use-only access: Can track conversions using the tag, but can't grant or remove access to the tag.



Manage Insight Tag permissions

What account do you want to add?

Account URL

E.g. https://www.linkedin.com/ad/accounts/123456789

Access type ?

Use-only access

Cancel Add account

☆ To grant another account access to the tag, enter its **ad account URL** then choose an **Access type**. Click **Add account** when you are done.

