ADVERTISER CHECKLIST FOR SUCCESS

Matched Audiences: Website Retargeting

In Campaign Manager, begin by clicking **Tools › Matched Audiences**.

Set up your Insight Tag

- A website can only have one Insight Tag per domain. Please do not try to add a second tag. To associate your account with an existing Insight Tag, use the "permissioning" options for the account that has full access to that Insight Tag. VIDEO: Permissioning Insight Tags

- The Partner ID (PID) on your Insight Tag menu must match the PID installed on your website.

- As a best practice, the tag should be installed in the global footer of your website. If that's not possible, tag the individual pages you want to use for retargeting.

- If you already have an Insight Tag set up for your account in Campaign Manager, click on "Tools" › "View Insight Tag," and make sure **Verified** is showing next to your website domain(s).

Name your audiences clearly and uniquely

- Use specific audience names like "Learn More page visitors." Avoid vague names.

- Add date of creation to your audience name, to help easily distinguish between newly created vs. older segments.

Choose the URL rule that aligns with your campaign goals

- **"Starts with":** Choose this to include pages whose URLs starts with certain characters.

- **"Exact":** Target pages whose URLs match characters in their entirety.

- **"Contains":** Target pages whose URLs contain certain characters. For example, you can type "thank-you," to retarget members visiting a page whose URL is "newsletter-thank-you-page.html"

After 24 hrs, check the "Verified" tag status of your audience segments

- For each audience segment, ensure the tag status appears as **Verified** — this will tell you if your tag is working.

- It may take up to 24 hours to verify the website retargeting audience. If it still appears as **Unverified**, make sure you entered the correct URL and used the correct URL rule.

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.

To learn more about LinkedIn Matched Audiences: Website Retargeting, visit our Help Center.