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 start 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”

- **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.

- **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](#)

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