

Getting Started with:

LinkedIn Matched Audiences



Let's get started

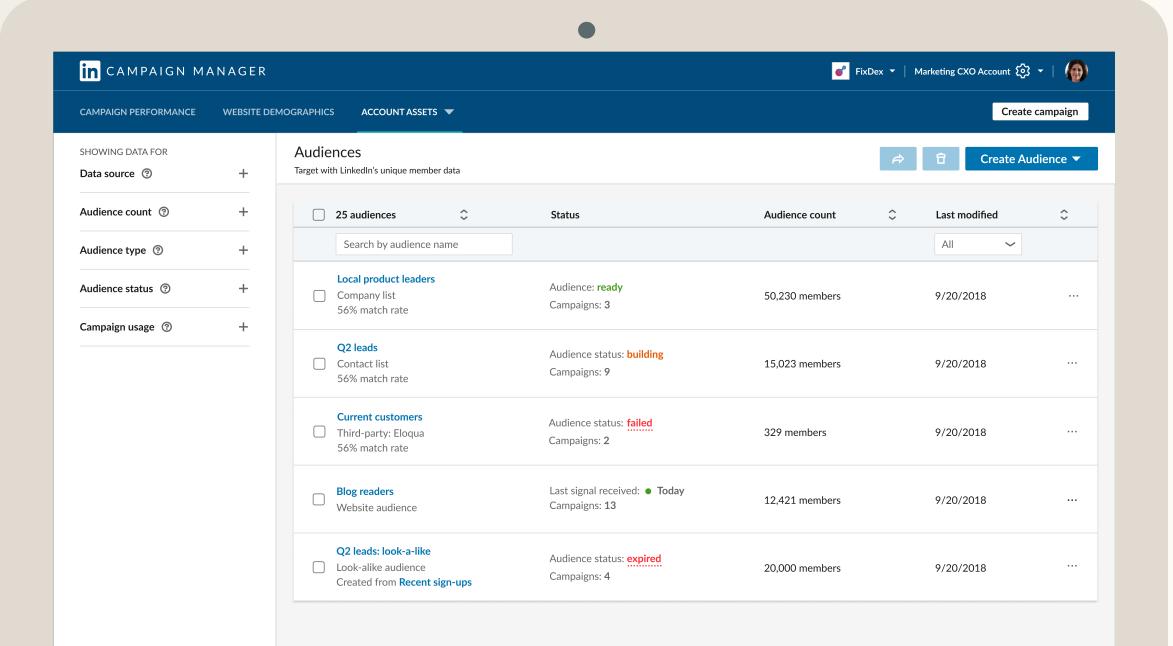
This is a step-by-step guide to getting started with LinkedIn Matched Audiences.

LinkedIn Matched Audiences is a set of targeting capabilities that empowers you to reach people you already know with website, engagement, contact, and account targeting.

This guide will walk you through setting up Matched Audiences.



TIP: Enter Slide Show mode to interact with this guide



What you will learn in this guide

Introduction	Retargeting Setup	Contact Targeting Setup	Account Targeting Setup	Resources
<u>Why Matched Audiences?</u> <u>What can you do with</u> <u>Matched Audiences?</u>	<u>Retarget by Website</u> <u>Granting access to an</u> <u>Insight Tag</u> <u>Retarget by Video or Lead Gen Forms</u>	<u>Contact Targeting by</u> <u>Uploading Emails</u> <u>Contact Targeting by Data</u> <u>Integrations</u>	<u>Download our contact</u> <u>template</u> <u>Uploading a List of Accounts</u>	<u>Useful links</u> <u>Contact LinkedIn</u>



TIP: Click the home button to return to this page at any stage during this guide.

Introduction

Introducing Matched Audiences

In this section, you will learn what you can do with Matched Audiences and we will prepare you to start setting up your own.



CAMPAIGN PERFORMANCE	WEBSITE DI	DEMOGRAPHICS ACCOUNT ASSETS V				
SHOWING DATA FOR Data source ③	+	Audiences Target with LinkedIn's unique member data			<i>r</i>) ਹਿ	Cre
Audience count ③	+	25 audiences	Status	Audience count	≎ Last n	Ret Web
Audience type ③	+	Search by audience name			All	Vide
Audience status 💿	+	Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	9/20/	Leac Com List
Campaign usage ③	+	Q2 leads Contact list 56% match rate	Audience status: <mark>building</mark> Campaigns: 9	15,023 members	9/20/	Lool
		Current customers Third-party: Eloqua 56% match rate	Audience status: <mark>failed</mark> Campaigns: 2	329 members	9/20/	Attr
		Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members	9/20/	2018
		Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: <mark>expired</mark> Campaigns: 4	20,000 members	9/20/	2018

campaign rm age om

Why Matched Audiences?

Reach people you already know with website, engagement, contact, and account targeting.





What can you do with Matched Audiences?



Retargeting

Precisely reach an audience

based on a page visited on your site or an action taken with your ad.



Import or integrate your contact email lists. Connect to your data platform(s) or upload a list of information on your contacts.

Show me how

Contact Targeting



Account Targeting

Reach decision makers at your target accounts.

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

Show me how





Your audiences in a single dashboard

Create a retargeting audience, upload account lists or contact lists in one spot



Share a copy of your matched audiences across any of your ads accounts



View of the status of audiences synched from your data management platform

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CAMPAIGN PERFORMANCE	WEBSITE DE	EMOGRAPHICS ACCOUNTASSETS V			Create	campaign
SHOWING DATA FOR Data source ③	+	Audiences Target with LinkedIn's unique member data			Arreate Au	dience 🔻
Audience count ③	+	□ 25 audiences 🗘	Status	Audience count	↓ Last modified	¢
Audience type ③	+	Search by audience name			All 🗸	
Audience status ③	+	Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	9/20/2018	
Campaign usage	+	Q2 leads Contact list 56% match rate	Audience status: <mark>building</mark> Campaigns: 9	15,023 members	9/20/2018	
		Current customers Third-party: Eloqua 56% match rate	Audience status: <mark>failed</mark> Campaigns: 2	329 members	9/20/2018	
		Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members	9/20/2018	
		Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: <mark>expired</mark> Campaigns: 4	20,000 members	9/20/2018	





You're ready to go

You now know the basics of Matched Audiences. Next, we will guide you through Retargeting.



How to set up Retargeting

In this section, we will walk you through setting up Retargeting, so you can precisely reach an audience based on a page visited on your site -Retarget by Website - or an action taken with your ad - Retarget by Video or Lead Gen Form.





Retarget professionals when it matters



Retarget by Website

Market to those who showed interest by visiting key pages on your company's website.

Keep your company in consideration with a qualified audience who watched part or all your video ad.



Retarget Video viewers

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Retarget by Lead Gen Forms

Increase your chance of conversion from those who opened a lead form or submitted a lead.



Retarget by Website

In this section, you will learn how to create a website audience and add it to your campaign.

But first, have you added the **LinkedIn Insight Tag** to your website?

My site doesn't have an Insight Tag

My site already has an Insight Tag





To start, add a LinkedIn Insight Tag to your website



Skip this step if your site already has an Insight Tag 1

Add a lightweight JavaScript code to your site Instructions / FAQ Video: Generating a LinkedIn Insight Tag

2

We recommend 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.



Give the tag some time to build While the tag will take time to build your audience, you can set up your website targeting segments right away.





Set up your Insight Tag

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

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.

Choose how to install your tag



I will install the tag myself

Get the tag code to add to your website

Paste the Insight Tag code below in your website's global footer, right above the closing HTML <body> tag. Adding the tag to the footer will let you track conversions or retarget on any page across your whole site.

```
<script type="text/javascript">
_linkedin_partner_id = "195994";
window._linkedin_data_partner_ids = window._linkedin_data_partner_ids || [];
window._linkedin_data_partner_ids.push(_linkedin_partner_id);
</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>
<noscript>
<img height="1" width="1" style="display:none;" alt=""
src="https://px.ads.linkedin.com/collect/?pid=195994&fmt=gif" />
</noscript>
```







Once you have the Insight Tag, create your website audience

	-	

Once your account is set up, navigate through the campaign creation flow until you reach the targeting section.

Click on the Matched Audiences tab Select '+ Add matched audiences' and choose 'Create website audiences.'



2

Define the web URLs that will make up your website retargeting segments.



Complete setup steps and activate your campaign. Your audience can take up to 48 hours to build and your campaign will begin delivering once your audience reaches 300 members.





Creating a website audience

1

Navigate to the targeting section of the campaign set up flow.

2

Then, click on the Matched audiences tab. Select '+ Add matched audiences' and choose 'Create website audiences.'

ntact Targeting Setup	Account Targeting Setup	Resources
Start building your audience by searching o	r browsing people who meet one or more	of these criteria
Q Search	Learn more about	matched audiences
Audience attributes Add targeting criteria like job experience, industry, or skills	Uploaded Lists	
• Matched audiences Use your data to retarget website visitors or	Create website audiences Retarget your recent website visitors Upload lists Target your known accounts or contact	ets
reach known contacts and accounts	Or set up data integration	Tip: You must have "Account Manager" or "Campaign Manager"
		permissions to access website retargeting.





Define the web URLs

3

Add the website URL

Verify the URLs must belong to a domain associated with your Insight tag.

'Or' relationships

When including multiple URLs, "or" logic can be applied. Example: someone who visited "acme.com/products" *or* "acme.com/services."

'And' relationships

When "and" logic is applied, your target is someone who visited both pages. Example: retarget someone who visited a product page *and* a pricing page.

Adding more URLs

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

ontact Targeting Setup	Account Targeting Setup	Resources	
Retarget people who visit any of the	following pages:		
Pages that have this exact URL			
acme.com/europesignup		÷	
OR pages that have this exact UF	<u>₹L</u>		
acme.com/services		<u> </u>	
OR pages that have this exact UF			
acme.com/products		<u> </u>	
AND pages that have this exact L	JRL 🔻		
acme.com/pricing		Û	
-• Add URLs +			



Introduction	Retargeting Setup	(
Retarget people who visit a	ny of the following pages:	
Pages that have this ex	act URL 💌	
acme.com/europesigr	hup	
OR pages that start with		
OR pages that start wit		
acme.com		
OR pages that have UR	Ls that contain the specified text 💌	
services		
Add URLs +		

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Exact

Select this option to target pages whose URL matches these characters in their entirety.

Starts with

Select this option to include any page whose URL stats with these characters.

Contains

Use this only on pages whose URL contains these characters.



4



Now, add your segment to your campaign

To add your segment to a campaign click on 'Website Audiences' and select your website audience segment

ontact Targeting Setup	Accour	nt Targeting Setup	Resources	5
	•			
Start building your audience by searc	ching or browsing	people who meet one or more o	of these criteria	
Q. Search		Learn more about	matched audiences	
		Website Audiences		
Audience attributes Add targeting criteria like job experience,		Uploaded Lists		
industry, or skills		Uploaded Lists		
		+ Add matched audience		
Matched audiences				
Use your data to retarget website visitors reach known contacts and accounts	or >			
reach known contacts and accounts			Tip: Your camp	
			will begin delive	~
			as soon as your audience react	
			300 people.	





Helpful tips to keep in mind

Audiences will not be matched unless the Insight Tag is correctly installed. Before building your audiences verify the Insight Tag appears as green.

Provide enough time for your website traffic to build, your audience may take up to 48 hours to build. This may take longer depending on the volume of traffic to your website.

At least 300 members must in your audience before the campaign can begin serving impressions.

Once at least 300 members are matched, the campaign will automatically begin delivering if you activated your campaign by clicking 'Launch'.





Your audiences in — a single dashboard

Once you've finished setting up your campaign, you can access or edit your retargeting audiences from the 'Matched Audiences' page under 'Account Assets' in the top Navigation Menu.

argeting Setup	Account To	irgeting Setup		Resources
		•		
CAMPAIGN MANAGER	DGRAPHICS ACCOUNT ASSETS V		Flex	is 🐼 Flexis Event Promotion Account manager 🕼
SHOWING DATA FOR Data source ③ + Audience count ③ +	Audiences Target with LinkedIn's unique member data	Status	Audience count	
Audience type ③ + Audience status ③ + Campaign usage ③ +	Search by audience name Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	All Video Lead gen form List upload Create from
	Q2 leads Contact list 56% match rate	Audience status: <mark>building</mark> Campaigns: 9	15,023 members	Lookalike 9/20/: Attributes
	Current customers Third-party: Eloqua 56% match rate	Audience status: building Campaigns: 2	329 members	9/20/2018
	Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members	9/20/2018
	Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: expired Campaigns: 4	20,000 members	9/20/2018





For use if you already have an Insight Tag on your domain.



Granting access to an Insight Tag





By permissioning your Insight Tag, you and your teammates can use the same tag for Conversion Tracking, Retargeting, and more

Manage Insight Tag Permissions

Accounts that have access to this Insight Tag

Full-access accounts

507519527 🗙

507474263 🗙

502725841 🗙

Use-only accounts

>
Add another account
Cancel Save





Begin by hovering the 'Account Assets' menu and select 'Insight Tag'

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ontact Targeting Setup		Account Tar	geting Setup)		Resou	Jrces
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	TE DEMOGRAPHICS	ACCOUNT ASSETS		in u	inkedIn {ි} Lin		
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On the Insight Tag screen, click on 'Manage Insight Tag' and 'Manage Sharing'

Contact Targeting Setup	Account Targeting Setup	Resources
in campaign manager	Adroll Group (now NextRoll, Inc.) 🕄	Johanna's Ad Account 斗 🧐 🤇 🛛 🔒
CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS	ACCOUNT ASSETS 🗸	Create Campaign
Website tracking ③ No domains are sending a signal yet		Manage Insight Tag 🕶
Tagged domains Conversions		See tag Manage sharing
		Settings
	TUT I I I I I	Delete
	We are waiting for a signal from your Insight Tag As soon as your Insight Tag is properly installed on your website, you	
	should see the website domain listed here.	
	Learn more	
	See my Insight Tag	



Then, select which account you'd like to give access to your tag

Full use access

Introduction

Can edit and share your tag with other accounts.

Use-only access

Can setup a website retargeting audience using the tag, but can't grant or remove access to the tag.

cect Targeting Setup Account Targeting Setup Resources					
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Cancel					
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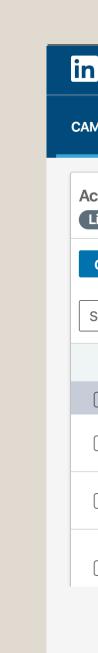
Retarget by Video or Lead Gen Forms

In this section, you will learn how to create an audience based on an action taken with your ad, like watching a Video Ad or opening or submitting a Lead Gen Form.





To start, visit the 'Account assets' tab and click on 'Matched Audiences'



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		•				
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CAMPAIGN PERFORMANCE	WEBSITE DEMOGRAPHICS	ACCOUNT ASSETS 🔫			Create Campaign	
		Insight Tag				
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Accounts	Campaign G		nigns	Ads		
LinkedIn Targeti ×	4 total campaign g	group	ampaigns	32 total	ads	
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Create campaign group	Performance Chart	De LinkedIn Audience Net	Nork		Export	
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Account Targeting Setup

Search	n by name or campaign group ID		Asset His	-	:: Performance	e 🔻 Breakdown		range: 1/11/2020 - 2/ §	9/2020 🔻
	Campaign Group Name 🗘	Status 🗘	Spent 💝	Impressions 🗸	Clicks 🗘	Average CTR 🗘	Bid 🗘	Average CPM 🗘	Average
	4 campaign groups	-	\$0.00	0	0	-	-	-	-
	Default Campaign Group CID: 507474263	Active (i) Not running	\$0.00	0	0	-	-	-	-
	Asset Copying Test CID: 602101016	Active Active Not running 	\$0.00	0	0	-	-	-	-
	Targeting Test Campaigns	Active	\$0.00	0	0	-	_	-	-



Resources



Next, click on 'Create audience' and choose the audience type in the drop down

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in CAMPAIGN M.	ANAGER					F	ixDex 🔻 N	Aarketing CX	(O Account () - 🍈
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Audience count ③	+		25 audiences	٥	Status	Audience count	٥	Last m	Retarget by Website
Audience type ③	+		Search by audience	name				All	Video
Audience status ③	+		Local product leader Company list 56% match rate	S	Audience: ready Campaigns: 3	50,230 members		9/20/2	Lead gen form Company page
Campaign usage ③	+		Q2 leads Contact list 56% match rate		Audience status: building Campaigns: 9	15,023 members		9/20/2	List upload Create from Lookalike
			Current customers Third-party: Eloqua 56% match rate		Audience status: <mark>failed</mark> Campaigns: 2	329 members		9/20/2	018 ···
			Blog readers Website audience		Last signal received: • Today Campaigns: 13	12,421 members		9/20/2	018
			Q2 leads: look-a-like Look-alike audience Created from Recent		Audience status: expired Campaigns: 4	20,000 members		9/20/2	018





Now, fill in the specifics

Who?

Retarget those who viewed 25%, 50%, 75% or 97% of a video ad or opened or submitted a Lead Gen Form.

When?

Look back windows of 30d, 60d, 90d, 180d, 365d.

Which?

Specify which campaign(s) you'd like to retarget.

CARCING MARKED Image: Control Market on	Contact Targeting Setup	Account Targ	eting Setup	Resource	ces
Create video audience of people who watched one or more of your videos Audience name Retargeting audiences allow you to focus your addence from or your videos Who do you want to retarget? People who watched at least 25% of one of your videos When did they engage? 90 days in the past 90 days in the past 2 Image: Status Views (# 25%)					
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		Active	12,433		
		Complete	5,478		





Once you've created your audience, set up your campaign

Start with your objective.

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	Brand awareness	Website visits	Lead generation
nversion Tracking	Brand awareness	Website visits Engagement	Lead generation Website conversions
oversion Tracking	Brand awareness	Engagement	Website conversions
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ads in this campaign	Audience	Engagement	Website conversions
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ads in this campaign	Audience	Engagement	Website conversions





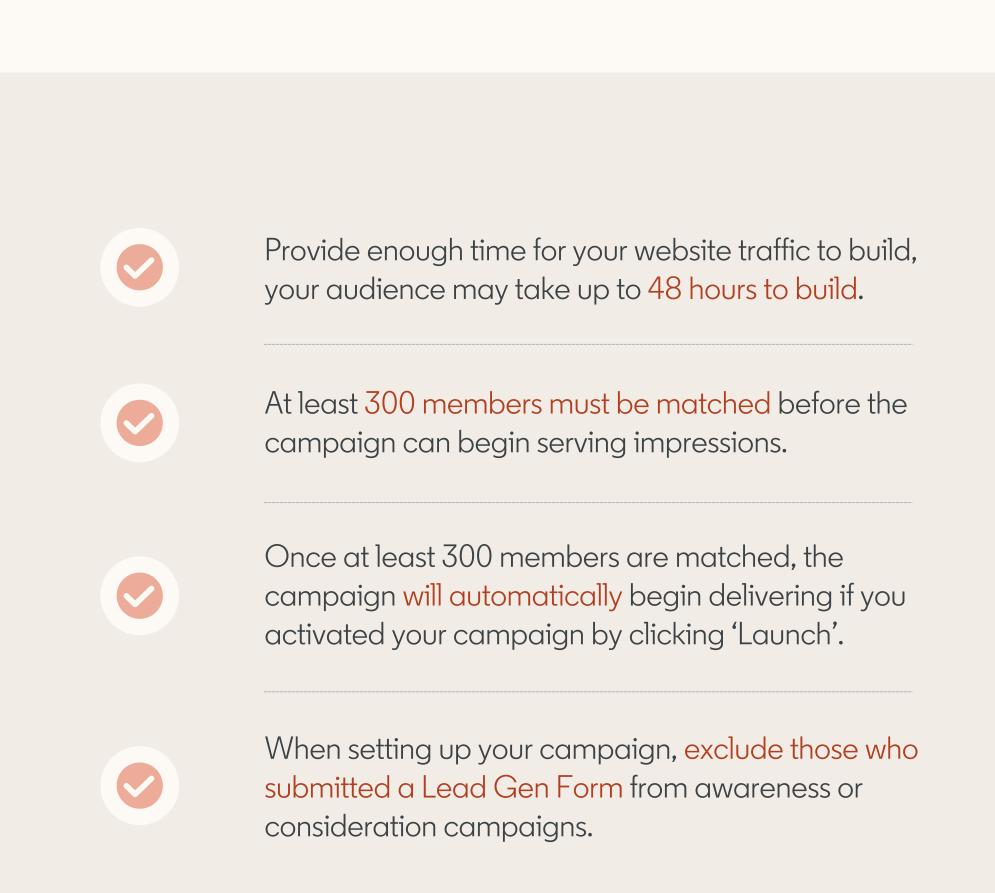
Add your audience to a campaign from the 'Matched audiences' tab

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eview & finish	✓ Enable Audience Expansion ⑦	View audiend	ce summary Save as template
	Ad Format		





Helpful tips to keep in mind





Nice work!

You now know how to set up Retargeting by Website, Video Ads or Lead Gen Forms! Next, we will guide you through Contact Targeting setup.





How to set up Contact Targeting

In this section, you will learn how to import or integrate your contact email lists for Contact Targeting.





I here are two ways to get started with Contact Targeting



Uploading a contact list

Upload a list of contact information including first and last names, email addresses or others, using our template.

Show me how



Connecting Data Integrations

Set up an integration with our supported partners.

Show me how





Contact Targeting by Uploading a Contact List



Introduction

Start by downloading our contact list template

email	firstname	lastname	jobtitle	employeecompany	country	appleidfa	googleaid	googleuid
john@linkedin.com	John	Smith	Sales Manager	LinkedIn	US	AECE52E7-03EE-455A-B3C4-E12345678999	beks52E7-05ee-321b-d5e6-a12345678999	1234567890

When uploading your lists for Contact Targeting, ensure they adhere to LinkedIn's formatting guidelines. Download our template and populate it with your own list of contacts.

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ntact	Targeting Setup	
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<u>Click here</u> to download the account targeting list template.

Recommendations



The recommended list size is 10,000 contacts or more (maximum 300,000).



Provide as much information as possible for more accurate matches.





In Campaign Manager, access 'Matched Audiences' from the 'Account Assets' menu

Targeting Setup	

Co

can use the same list.

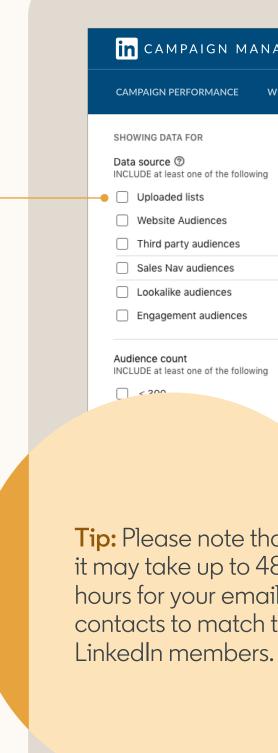
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CAMPAIGN PERFORMANCE	WEBSITE	DEMOGRAPHICS					Create Campaign
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1,000,001+ udience type	~		GCO Test [Copied from acc Account List > 90% match rate	count:507519527]	Audience: <u>Archived</u> Active campaigns: 0	390,001	Tip: Matched Audiences lists are
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Next, click on 'Create audience' and choose 'List upload'

If you've uploaded prior lists you can find them on this page by filtering for uploaded lists.



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	Targeting	JEIUU

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Sales Nav audiences Lookalike audiences Engagement audiences	Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	9/20/2	Company page
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Finish setting up your campaign by adding your file to an existing or new campaign

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Step 1 Set up campaign • Objective selection Audience attributes • Audience Add targeting criteria like job title, industry, or skills • Add format • Add targeting criteria like job title, industry, or skills • Placement • Budget & Schedule • Conversion Tracking • Matched audiences Step 2 Use your data to retarget website visitors or reach known contacts and accounts • Ads in this campaign • Exclude audience • Ads in this campaign • LinkedIn tools may not be used to discriminate based on personal characteristics like ge race/ethnicity. Learn more Tip: Once you launch your campaign and your audience reaches 300 members your campaign can begin delivering impressions. Step 3 Review & finish • Enable Audience Expansion @ View audience s.		ר 🖉		Campaign not saved yet
 Placement Budget & Schedule Conversion Tracking Step 2 Set up ads Ads in this campaign Step 3 Review & finish Matched audience Expansion (* Enable Audience E	 Set up campaign Objective selection Audience 	Audience attributes Add targeting criteria like job title, industry,	Uploaded Lists	
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Ad Format		Enable Audience Expansion ③ Ad Format	View audier	





Helpful tips to keep in mind

Use our template to ensure proper formatting. Check spelling for accuracy to help get you the highest match rate. Remove all formatting like quotes added to email addresses.

Larger lists are likely to have better match rates. Consider uploading a list of at least 10,000 contacts or more for optimal results.

When selecting your contacts target influencers or decision makers for optimal results.

Avoid hyper-targeting which can limit scale and delivery of campaigns. This includes layering too many targeting criteria.





Contact Targeting by Data Integrations



Before starting, make sure you have 'Creative Manager' access to your Campaign Manager account

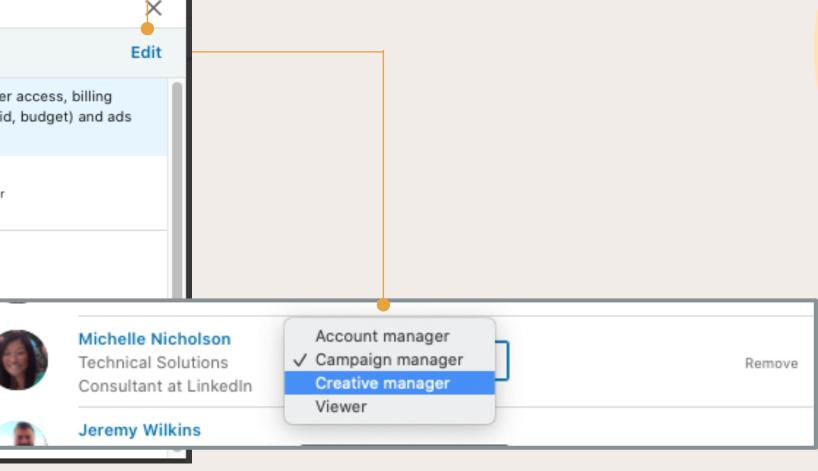
in LinkedIn	දි ා LinkedIn Targeting	4 ⁸⁹) I 🕐 I 🚷				
	Account ID: 507474263	С	reate Campaign				
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		۲	Jae Oh Product, Audiences		Campaign manag	er	
			Jeremy Wilkins Staff Product Engineer with Advocate	h LinkedIn, Designer, User	Account manage	r	
			Johanna Kimura OWNER Senior Product Marketing I	Manager at LinkedIn	Account mar		Mi Teo

Marketing S.

General Ed



Account mar



Tip: Creative Manager or higher access is required for each ads accounts you wish to integrate with a data integration provider.





Navigate to our help center page, select your data integration partner and follow the setup steps specified —



<u>Click here</u> to go to the Help Center

Help Marketing S Get Started with Data In Last updated: 6 months ago Data Integrations allow you to create audare then made available in LinkedIn adverse partner account manager. Note: When you would or controlled by LinkedIn. • Acxiom	dience segments on LinkedIn with emai ertising accounts for targeting with Link	Ads	keting Solutions Help Q	2	
Last updated: 6 months ago Data Integrations allow you to create au are then made available in LinkedIn adve Follow the linked instructions below to s partner account manager. Note : When y owned or controlled by LinkedIn.	dience segments on LinkedIn with emai ertising accounts for targeting with Link set up your data integration with a partn	ails sent from your contact manage			
time is 48 hours or less. If your list is large, the list may be Target audiences must be at leas Personal data, like audience ema days if it's not edited or being us	ntation st and the data integration service, it can e sent over in portions. st 300 members in order to launch adve ail addresses, that is stored by advertise	ner of your choice. For any other o e leaving our website and entering an take up to a week for your audie rertising campaigns. sers in LinkedIn Campaign Manage	questions, please reach out to a third-party website that is ence list to be sent ov	o your inot Tip: The res setup proce completed y your data in partners sys	ess is within Itegration





Your lists will automatically populate on the 'Uploaded Lists' page of the 'Matched audiences' tab



Note: Once you've successfully connected your data integration provider, your lists will appear **within 24 hours**.

tact Targeting Setup	Account Targeti	ng Setup	Resources
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Conversion Tracking	reach known contacts and accounts		
p 2 t up ads	+ Exclude audience		
Ads in this campaign	LinkedIn tools may not be used to discriminate based race/ethnicity. Learn more	on personal characteristics like ge	ender, age, or actual or perceived
ep 3			
view & finish	Enable Audience Expansion	View audien	ce summary Save as template
	Ad Format		





You now know how to upload or integrate your contact lists and add them to a campaign. Next, we will guide you through Account Targeting.



How to set up Company Targeting

In this section, you will learn how to reach decision makers at your target accounts, by adding target companies to your campaign.





Introduction

Start by downloading our company list template

companyname	companywebsite	companyemaildomain	linkedincompanypageurl	stocksymbol	industry	city	state	companycountry	zipcode
LinkedIn	linkedin.com	linkedin.com	https://www.linkedin.com/company/linkedin/	MSFT	Internet	Sunnyvale	California	US	94085

When uploading your lists for Company Targeting, ensure they adhere to LinkedIn's formatting guidelines. Download our template and populate it with your own list of accounts.



Click here to download the account targeting list template.

Recommendations



The recommended list size is 1,000 companies or more (maximum 300,000).



Provide as much information as possible for more accurate matches.



Company Page URLs are an optional field but can help improve the accurate and rate of matches.





In Campaign Manager, access 'Matched Audiences' from the 'Account Assets' menu

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Audience: Archived

Active campaigns: 0

 Name change other [Copied from account:507519527]

 Account List

 > 90% match rate

Level. This means that multiple campaigns within the same account can use the same list.





Next, click on 'Create audience' and choose 'List upload'

Tip: Please note that it may take up to 48 hours to match your account lists.

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CLUDE at least one of the following Uploaded lists	□ 25 audiences 🗘	Status	Audience count	C Last m	Retarget by Website
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 Sales Nav audiences Lookalike audiences Engagement audiences 	Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	9/20/2	Company page List upload
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npaign usage 🔶 🗸	Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: <mark>expired</mark> Campaigns: 4	20,000 members	9/20/20	018





Company lists you've uploaded will appear on the Matched Audiences page

Introduction

From here you can filter to only view account lists by clicking 'Uploaded lists' and 'List of companies.'

in CAMPAIGN MANAGER 💣 FixDex 🔻 | Marketing CXO Account 🐼 👻 | 🌘 CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS Create campaign Audiences SHOWING DATA FOR Create Audience 🔻 Target with LinkedIn's unique member data Data source 💿 INCLUDE at least one of the following Vploaded lists 25 audiences $\hat{}$ Status Audience count Last modified 0 Website Audiences Search by audience name All \sim Third party audiences Sales Nav audiences Local product leaders Audience: ready Company list 50,230 members 9/20/2018 Lookalike audiences Campaigns: 3 56% match rate Engagement audiences Q2 leads Audience status: building Audience count Contact list 15,023 members 9/20/2018 . . . Campaigns: **9** 56% match rate Audience type INCLUDE at least one of the following **Current customers** Audience status: failed List of contacts Third-party: Eloqua 329 members 9/20/2018 ... Campaigns: 2 56% match rate List of companies Blog readers
Website audience Last signal received: • Today Audience status 💿 12,421 members 9/20/2018 ... Campaigns: 13 Campaign usage Q2 leads: look-a-like Audience status: expired Look-alike audience 20,000 members 9/20/2018 ... Campaigns: 4 Created from Recent sign-ups



Finish setting up your campaign by adding your file to a new or existing campaign

Introduction

act Targeting Setup	Account Targeting Set		Resources	
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¹ up campaign		Uploaded Lists		
Objective selection Audience	Audience attributes Add targeting criteria like job title, industry, or skills	+ Add matched audience	e	
d format acement	•			
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2 up ads	+ Exclude audience		your campaign and your audience reaches	
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3 view & finish	Enable Audience Expansion ③	View audience s	impressions.	
	Ad Format			





Helpful tips to keep in mind



Use our template to ensure proper formatting. Check spelling for accuracy to help get you the highest match rate. Remove all formatting like quotes added to email addresses.



Larger lists are likely to have better match rates. Consider uploading a list of at least 1,000 companies or more for optimal results.



Avoid hyper-targeting which can limit scale and delivery of campaigns. This includes layering too many targeting criteria.





You have now completed this guide to LinkedIn Matched Audiences. Next, you'll find some helpful resources.





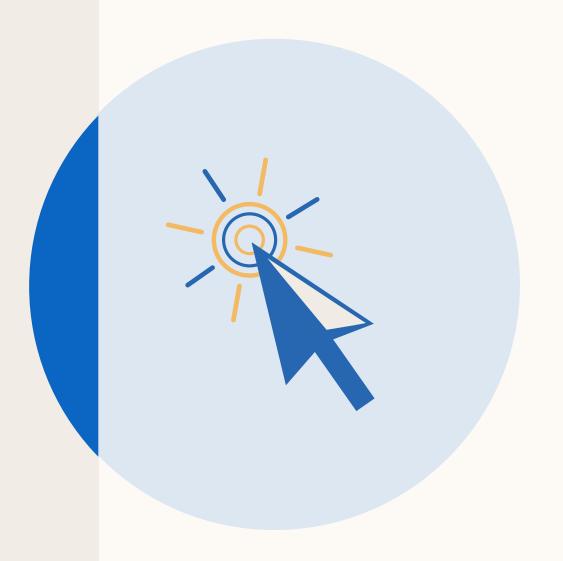
Helpful resources

Now that you've learnt how to set up Matched Audiences on a campaign, here are some extra resources that you might find useful.



Learn more with these useful resources

- LinkedIn Campaign Manager
- LinkedIn Matched Audiences Overview
- Success Hub Tips & tricks to get the most out of Matched Audiences on LinkedIn
- Matched Audiences Homepage Product overview, how-to videos, and best practices
- Case Studies Stories from other customers on how they achieved success





Thank you

Your LinkedIn sales contacts

<Name Here>

Position goes here Marketing Solutions email@linkedin.com

<Name Here>

Position goes here Marketing Solutions email@linkedin.com

<Name Here>

Position goes here Marketing Solutions email@linkedin.com



