Getting Started
With LinkedIn Matched Audiences
Reach people you already know

**Website Retargeting**
- Re-engage your website visitors
- Use a single for website retargeting and conversion tracking

**Email Contact Targeting**
- Import or integrate your contact email lists
- Connect to your data 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
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
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 an insight tag on your page
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

Copy + paste the **Insight Tag code** into your site's global footer, or email the instructions to your web team.
1) Once your account is set up, navigate through the campaign creation flow until you reach the targeting section.

2) Click on the Matched audiences tab. Select ‘+ Add matched audiences’ and choose ‘Create website audiences’.

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.
Creating a website audience

Navigate to the targeting section of the campaign set up flow. Click on the Matched audiences tab. Select ‘+ Add matched audiences’ and choose ‘Create website audiences’.

Tip: You must have “Account Manager” or “Campaign Manager” permissions to access website retargeting.
Creating a website audience

Retarget people who visit any of the following pages:

**ADD THE WEBSITE URL**

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

**“OR” RELATIONSHIPS**

When including multiple URLs “or” logic is applied. Example: someone who visited “acme.com/products” or “acme.com/services”.

**ADDING MORE URLS**

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

Retarget people who visit any of the following pages:

**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 starts with these characters.

**CONTAINS**
Use this only on pages whose URL contains these characters.
Add your segment to your campaign

To add your segment to a campaign click on ‘Website Audiences’ and select your website audience.

**Start building your audience** by searching or browsing people who meet one or more of these criteria:

<table>
<thead>
<tr>
<th>Search</th>
<th>Learn more about matched audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience attributes</td>
<td>Website Audiences</td>
</tr>
<tr>
<td>Add targeting criteria like job experience, industry, or skills</td>
<td>Uploaded Lists</td>
</tr>
</tbody>
</table>

**Matched audiences**

Use your data to retarget website visitors or reach known contacts and accounts

**Tip:** Your campaign will begin delivering as soon as your segment reaches 300 people.
Helpful tips to keep in mind

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

2. **Provide enough time for your website traffic to build.** Your audience may take up to 48 hours to build.

3. **At least 300 members must be matched.** The campaign can begin serving impressions once at least 300 members are matched.

4. **Automatic launch.** 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 or edit your retargeting audiences from the ‘Matched Audiences’ page under ‘Account Assets’ in the top Navigation Menu.
Setup Walkthrough

Granting access to an Insight Tag

For use if you already have an Insight Tag on your domain
Grant 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
Grant access to an Insight Tag

Begin by hovering over the ‘Account Assets’ menu and select ‘Insight Tag’

Tip: If your account does not have an Insight Tag installed you will not see this option in the drop down
Grant access to an Insight Tag

On the Insight Tag screen, click on ‘Manage Permissions’
Grant access to an Insight Tag

On this screen you can see the accounts that have access to your Insight Tag. Click on ‘Add another account’ if you wish to add another account to your tag.

Tip: Customize the level of access you’d like to grant to other LinkedIn ads account
Grant access to an Insight 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.

**Tip:** To grant another account access to the tag, enter its ad account URL then choose an Access type.
Setup Walkthrough

Contact Targeting by Uploading Emails
Uploading an Email List

Start by downloading our contact template and add your email addresses under one column in a single line CSV file. We recommend 10,000 contacts or more (maximum 300,000).

Tip: Limit the emails to one list per file uploaded.
Uploading an Email List

Go to Campaign Manager and access ‘Matched Audiences’ from the ‘Account Assets’ menu on your top navigation bar. From the Matched Audiences page, click on ‘Upload a list’.

Tip: Matched Audiences lists are stored at the Account Level. This means that multiple campaigns within the same account can use the same list.
Uploading an Email List

Create an audience by clicking on ‘Create audience’ and ‘List upload’.
Note: If you’ve uploaded prior lists you can find them on this page by filtering for uploaded lists.

Tip: Please note that it may take up to 48 hours for your email contacts to match to LinkedIn members.
Uploading an Email List

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

Tip: Once you launch your campaign and LinkedIn has matched at least 300 members your campaign can begin delivering impressions.
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 email contacts or more for optimal results.

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

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

Contact Targeting by Data Integrations
Before connecting your data integration partner to LinkedIn, make sure you have “Creative Manager” access to your Campaign Manager account.

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

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

Note: The rest of the setup process is completed within your data integration partners system.
Connecting Data Integrations

Once you’ve successfully connected your data integration provider, your lists will automatically populate on the ‘Uploaded list audiences’ tab of the Matched Audiences page within 24 hours.
Setup Walkthrough

Account Targeting
Uploading an Email List

Start by downloading our contact template and add your company names under one column and company domains under another column within a CSV. We recommend 1,000 companies or more (maximum 300,000).

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<th></th>
<th>A</th>
<th>B</th>
</tr>
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<td>companynam</td>
<td>companywebsite</td>
</tr>
<tr>
<td>2</td>
<td>LinkedIn</td>
<td>linkedin.com</td>
</tr>
<tr>
<td>3</td>
<td>Company X</td>
<td>companyx.com</td>
</tr>
<tr>
<td>4</td>
<td>Company Y</td>
<td>companyy.com</td>
</tr>
<tr>
<td>5</td>
<td>Company A</td>
<td>companya.com</td>
</tr>
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Tip: Company website domains are an optional field but can help improve the accurate and rate of matches.
Uploading a list of accounts

Access ‘Matched Audiences’ from the ‘Account Assets’ menu on your top navigation bar. Next select the ‘Uploaded list audiences’ tab and click on ‘Upload a list’.

Tip: Matched Audiences lists are stored at the Account Level. This means that multiple campaigns within the same account can use the same list.
Uploading a list of accounts

Account lists you’ve uploaded will appear on the Matched Audiences page. From here you can filter to only view account lists by clicking ‘uploaded lists’ and ‘list of companies’.

Tip: Please note that it may take up to 48 hours to match your account lists.
Uploading a list of accounts

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

Tip: Once you launch your campaign and LinkedIn matches at least 300 members your campaign can begin delivering impressions.
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