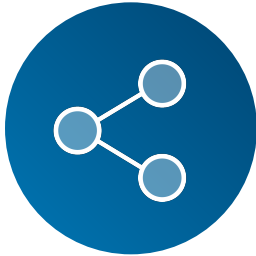


# Getting Started

With LinkedIn Matched Audiences

**LinkedIn** Marketing Solutions

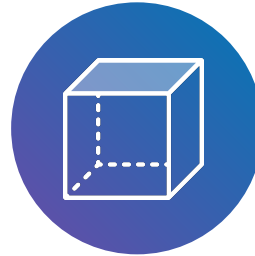
# Reach people you already know



## 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

LinkedIn CAMPAIGN MANAGER

FixDex | Marketing CXO Account

CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS Create campaign

SHOWING DATA FOR

Data source INCLUDE at least one of the following

- Uploaded lists
- Website audiences
- Third party audiences
- Sales Nav audiences
- Recruiter audiences
- Lookalike audiences
- Engagement audiences
- Nurtured audiences

Audience count +

Audience type +

Audience status +

Campaign usage +

### Matched Audiences

Reach the people who matter most to your business.

5 audiences Status Last audience count Last modified

Search by audience name All

<input checked="" type="checkbox"/>	<b>Local product leaders</b> Company list 56% match rate	Audience: <b>Ready</b> Active campaigns: 3	50,230 members	9/20/2018	...
<input type="checkbox"/>	<b>Q2 leads</b> Contact list 56% match rate	Audience status: <b>Building</b> Active campaigns: 9	15,023 members	9/20/2018	...
<input type="checkbox"/>	<b>Current customers</b> Third-party: Eloqua 56% match rate	Audience status: <b>Failed</b> Active campaigns: 2	329 members	9/20/2018	...
<input type="checkbox"/>	<b>Blog readers</b> Website audience	Last signal received: <b>Today</b> Active campaigns: 13	12,421 members	9/20/2018	...
<input type="checkbox"/>	<b>Q2 leads: look-a-like</b> Look-alike audience Created from <b>Recent sign-ups</b>	Audience status: <b>Expired</b> Active campaigns: 4	20,000 members	9/20/2018	...

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## Your matched 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

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




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

### 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 

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 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'.

**Start building your audience** by searching or 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

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

Uploaded Lists

**+ Add matched audience**

- Create website audiences**  
Retarget your recent website visitors
- Upload lists**  
Target your known accounts or contacts

Or set up **data integration**


**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:


Pages that have this exact URL ▼

acme.com/europesignup 


OR pages that have this exact URL ▼


acme.com/products 

OR pages that have this exact URL ▼

acme.com/services 

OR pages that have this exact URL ▼

acme.com/contactus 

 Add URLs

## 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:

Pages that have this exact URL ▼

acme.com/europesignup



OR pages that start with this URL ▼

acme.com



OR pages that have URLs that contain the specified text ▼

services



+ Add URLs

## 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.

# 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

<input type="text" value="Search"/>	<a href="#">Learn more about matched audiences</a>
<b>Audience attributes</b> Add targeting criteria like job experience, industry, or skills	Website Audiences Uploaded Lists <b>+ Add matched audience</b>
<b>Matched audiences</b> 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

---



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



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



**At least 300 members must be matched before the campaign can begin serving impressions.**



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

**Matched Audiences** <sup>Ⓞ</sup>

Reach the people who matter most to your business.

<input type="checkbox"/> 5 audiences ↕	Status	Last audience count ↕	Last modified ↕
<input checked="" type="checkbox"/> <b>Local product leaders</b> Company list 56% match rate	Audience: <b>Ready</b> Active campaigns: 3	50,230 members	9/20/2018
<input type="checkbox"/> <b>Q2 leads</b> Contact list 56% match rate	Audience status: <b>Building</b> Active campaigns: 9	15,023 members	9/20/2018
<input type="checkbox"/> <b>Current customers</b> Third-party: Eloqua 56% match rate	Audience status: <b>Failed</b> Active campaigns: 2	329 members	9/20/2018
<input type="checkbox"/> <b>Blog readers</b> Website audience	Last signal received: ● Today Active campaigns: 13	12,421 members	9/20/2018
<input type="checkbox"/> <b>Q2 leads: look-a-like</b> Look-a-like audience Created from <b>Recent sign-ups</b>	Audience status: <b>Expired</b> Active campaigns: 4	20,000 members	9/20/2018

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## 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

# 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 [Add another account](#)

Full-access accounts

507519527 ✕ 507474263 ✕ 502725841 ✕

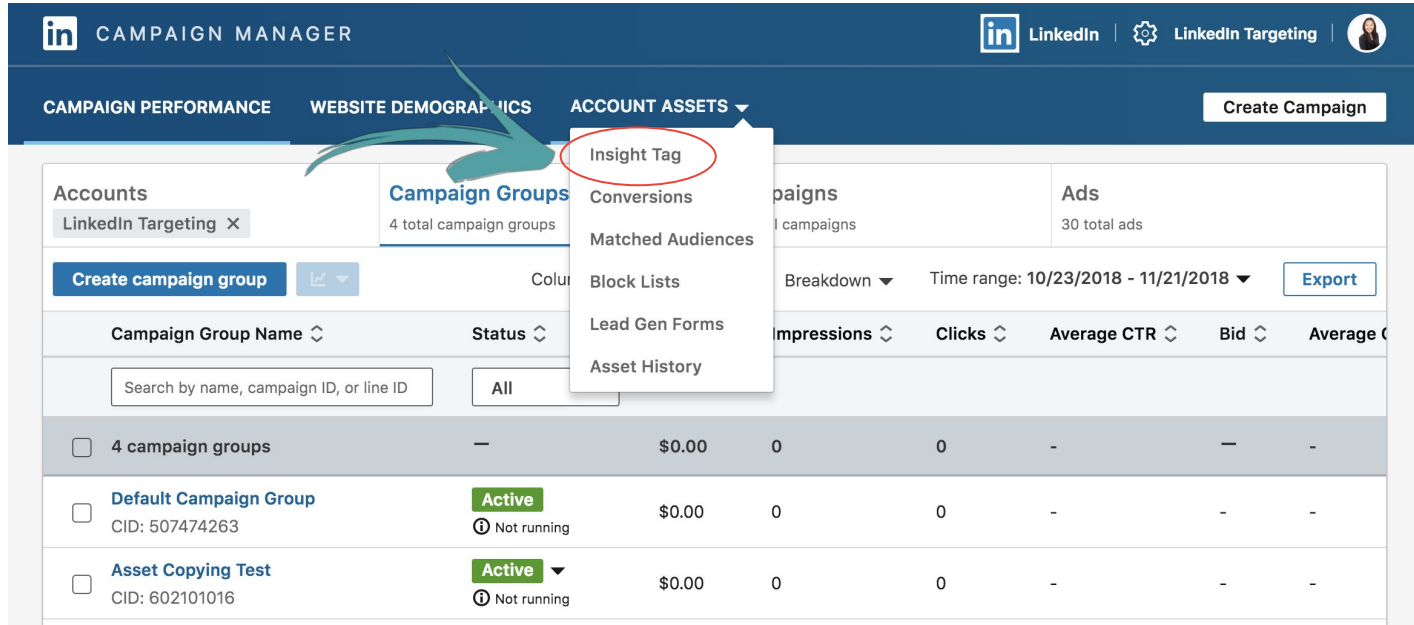
Use-only accounts

---

[Cancel](#) [Save](#)

# Grant access to an Insight Tag

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



The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and a user profile. Below the navigation bar, there are three main tabs: 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The 'ACCOUNT ASSETS' tab is selected, and its dropdown menu is open, showing options: 'Insight Tag', 'Conversions', 'Matched Audiences', 'Block Lists', 'Lead Gen Forms', and 'Asset History'. A green arrow points from the 'ACCOUNT ASSETS' tab to the 'Insight Tag' option, which is circled in red. Below the menu, there is a table with columns for 'Campaign Group Name', 'Status', and various performance metrics. The table lists three campaign groups: '4 campaign groups', 'Default Campaign Group', and 'Asset Copying Test'. The 'Default Campaign Group' and 'Asset Copying Test' are both marked as 'Active'.

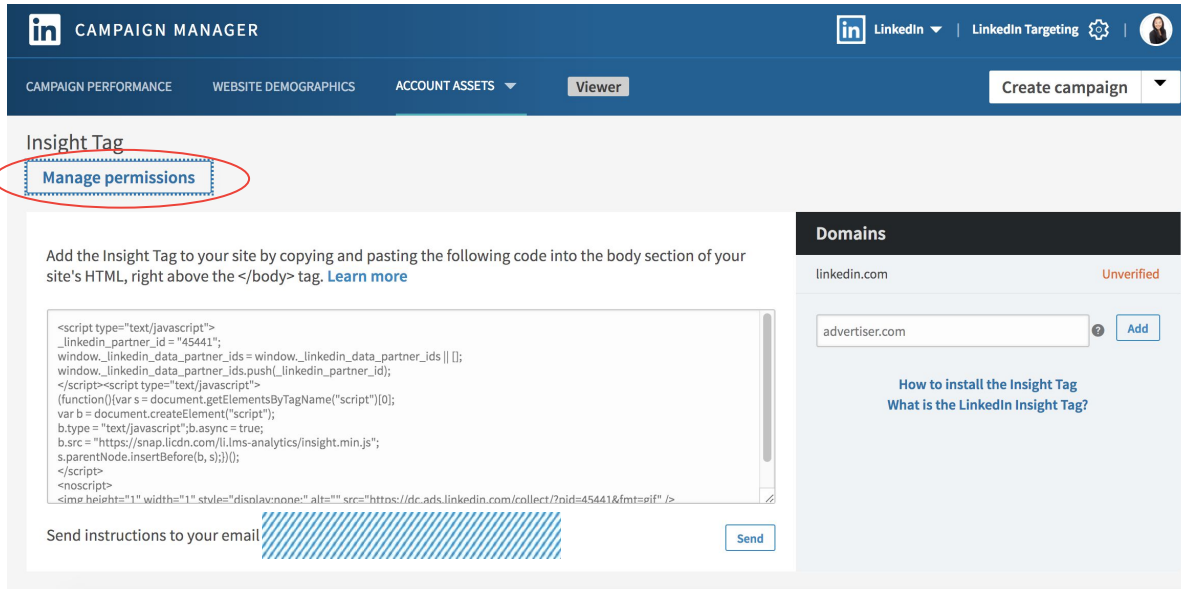
Campaign Group Name	Status	Conversions	Matched Audiences	Block Lists	Lead Gen Forms	Asset History
4 campaign groups	—	\$0.00	0	0	-	-
Default Campaign Group CID: 507474263	Active Not running	\$0.00	0	0	-	-
Asset Copying Test CID: 602101016	Active Not running	\$0.00	0	0	-	-


**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'



**LINKEDIN CAMPAIGN MANAGER** LinkedIn | LinkedIn Targeting | 


CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS **Viewer** Create campaign

### Insight Tag

**Manage permissions**

Add the Insight Tag to your site by copying and pasting the following code into the body section of your site's HTML, right above the </body> tag. [Learn more](#)

```
<script type="text/javascript">
  _linkedin_partner_id = "45441";
  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.lincdn.com/lms-analytics/insight.min.js";
  s.parentNode.insertBefore(b, s);})();
</script>
<noscript>
  
</noscript>
```

Send instructions to your email 

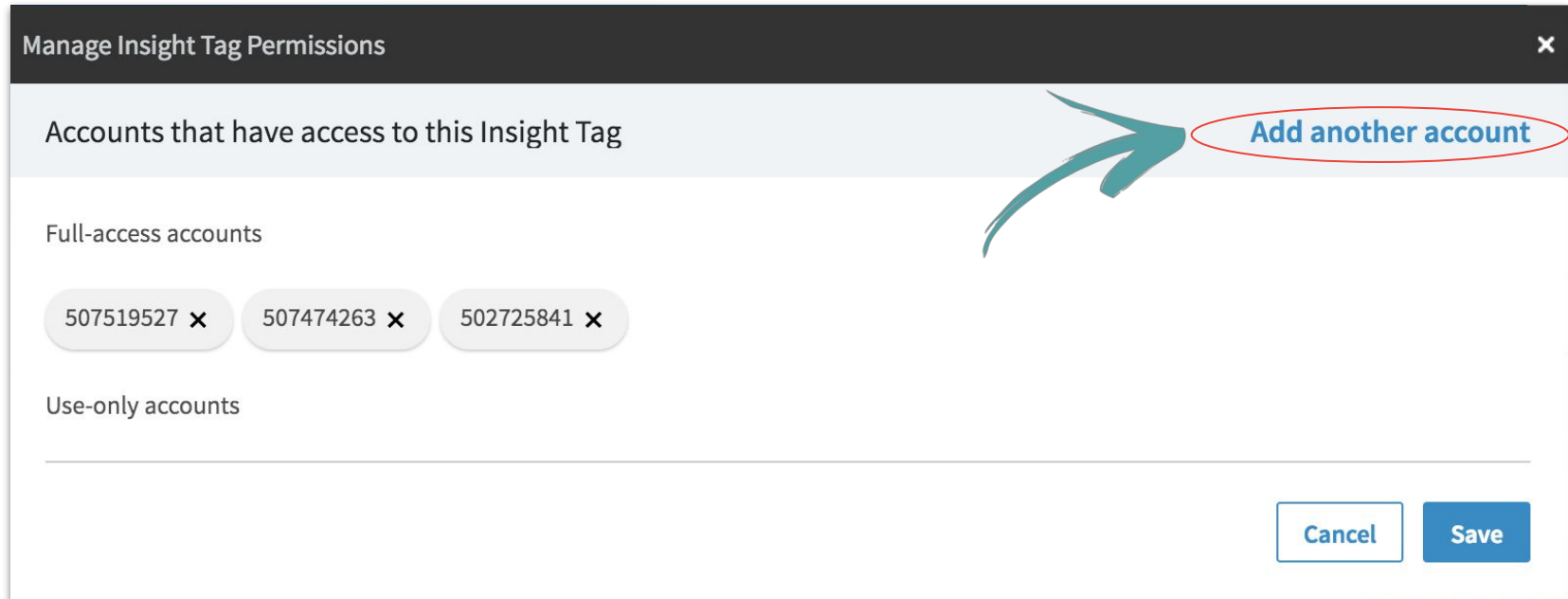
#### Domains

linkedin.com Unverified

[How to install the Insight Tag](#)  
[What is the LinkedIn Insight Tag?](#)

# 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.



Manage Insight Tag Permissions ✕

Accounts that have access to this Insight Tag

Full-access accounts

507519527 ✕ 507474263 ✕ 502725841 ✕

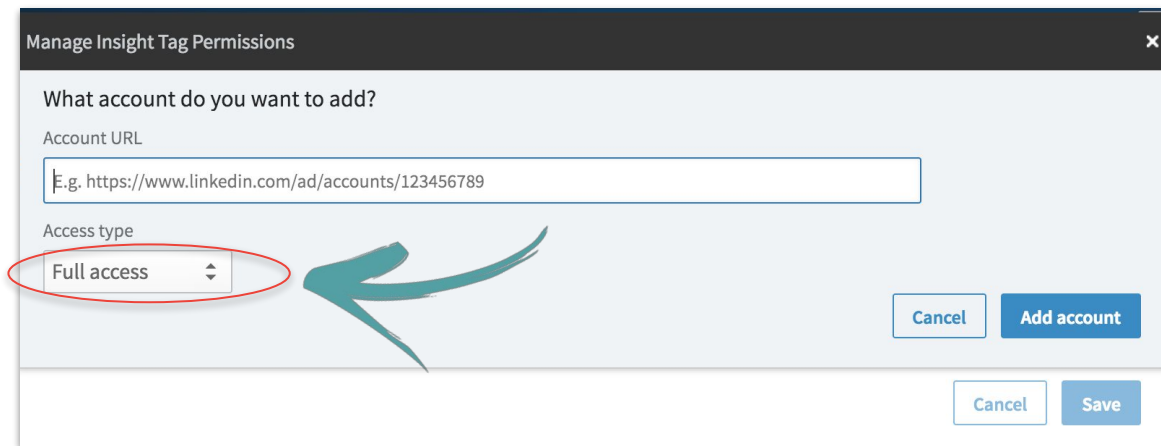
Use-only accounts

[Add another account](#)

Cancel Save

**Tip:** Customize the level of access you'd like to grant to other LinkedIn ads account

# Grant access to an Insight Tag



Manage Insight Tag Permissions

What account do you want to add?

Account URL

Access type

Full access

Cancel Add account

Cancel Save

## 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

---

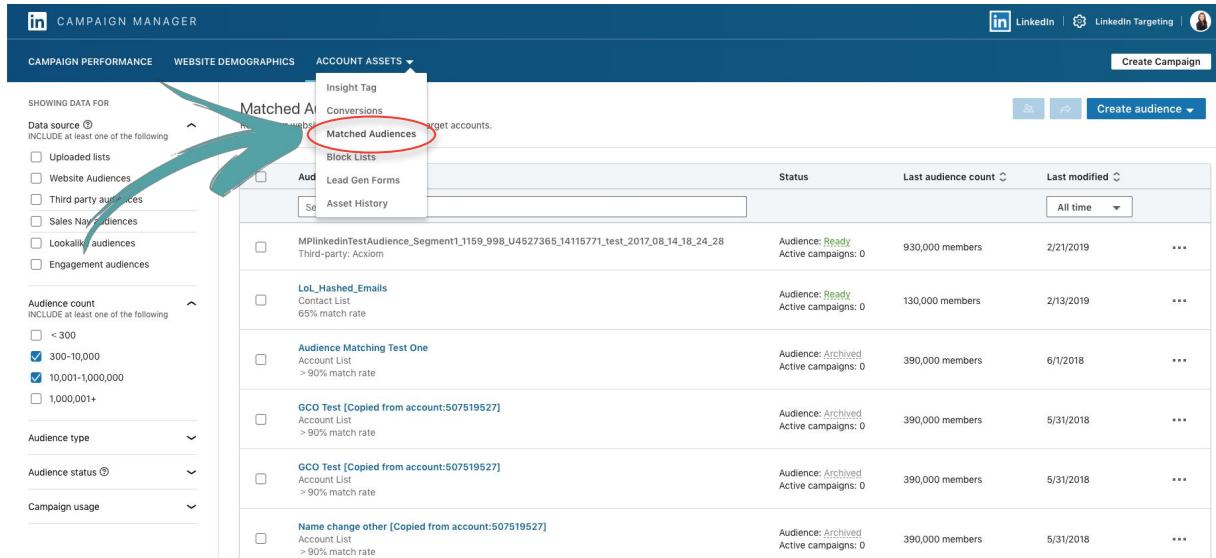
Start by downloading our [contact template](#) and add your email addresses under one column in a single line CSV file. We recommend 10,000 contacts or more (maximum 300,000).

	A
1	email
2	a@outlook.com
3	b@gmail.com
4	c@linkedin.com
5	d@outlook.com

**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'.



The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN MANAGER', 'LinkedIn', 'LinkedIn Targeting', and a user profile icon. Below the navigation bar, there are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The 'ACCOUNT ASSETS' tab is selected, and a dropdown menu is open, showing options: 'Insight Tag', 'Conversions', 'Matched Audiences' (highlighted with a red circle), 'Block Lists', 'Lead Gen Forms', and 'Asset History'. A green arrow points from the 'Matched Audiences' option in the dropdown to the 'Matched Audiences' page. The page displays a table of audience segments with the following columns: Name, Status, Last audience count, and Last modified. The table contains several rows of audience data.

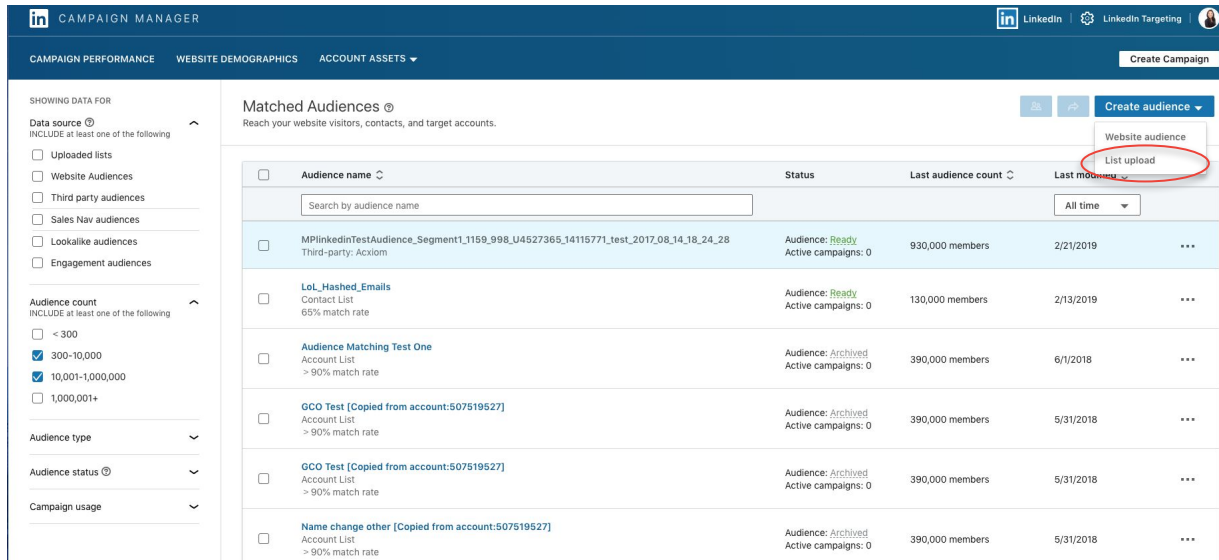
Name	Status	Last audience count	Last modified
MPlinkedintestAudience_Segment1_1159_998_U4527365_14115771_test_2017_08_14_18_24_28 Third-party: Axiom	Audience: Ready Active campaigns: 0	930,000 members	2/21/2019
LoL_Hashed_Emails Contact List 65% match rate	Audience: Ready Active campaigns: 0	130,000 members	2/13/2019
Audience Matching Test One Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	6/1/2018
GCO Test [Copied from account:507519527] Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	5/31/2018
GCO Test [Copied from account:507519527] Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	5/31/2018
Name change other [Copied from account:507519527] Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	5/31/2018

**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.



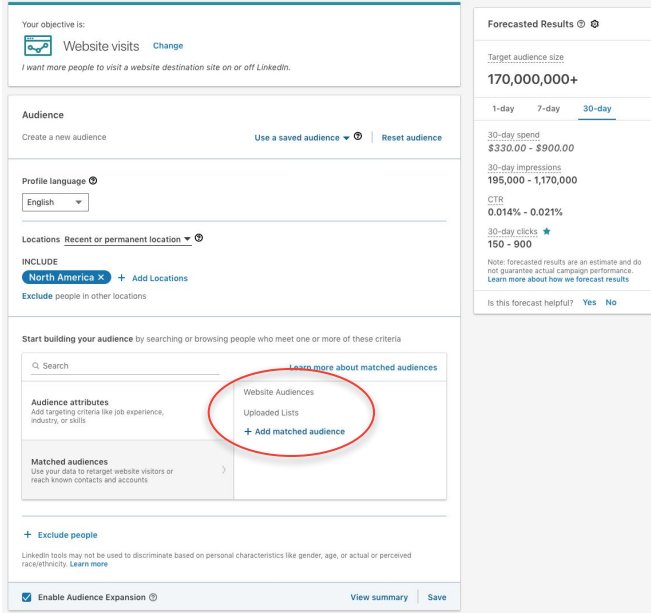
The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area is titled 'Matched Audiences' and contains a table of existing audiences. On the right side, a 'Create audience' dropdown menu is open, with 'List upload' highlighted. A teal arrow points to this option.

Audience name	Status	Last audience count	Last modified
MPLinkedInTestAudience_Segment1_1159_998_U4527365_14115771_test_2017_08_14_18_24_28 Third-party: Acxiom	Audience: <b>Ready</b> Active campaigns: 0	930,000 members	2/21/2019
LoL_Hashed_Emails Contact List 65% match rate	Audience: <b>Ready</b> Active campaigns: 0	130,000 members	2/13/2019
Audience Matching Test One Account List > 90% match rate	Audience: <b>Archived</b> Active campaigns: 0	390,000 members	6/1/2018
GCO Test [Copied from account:507519527] Account List > 90% match rate	Audience: <b>Archived</b> Active campaigns: 0	390,000 members	5/31/2018
GCO Test [Copied from account:507519527] Account List > 90% match rate	Audience: <b>Archived</b> Active campaigns: 0	390,000 members	5/31/2018
Name change other [Copied from account:507519527] Account List > 90% match rate	Audience: <b>Archived</b> Active campaigns: 0	390,000 members	5/31/2018

**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.



The screenshot shows the LinkedIn campaign setup interface. On the left, the 'Audience' section is visible, including options for 'Profile language' (English), 'Locations' (North America), and 'Start building your audience'. A red circle highlights the 'Uploaded Lists' option under 'Website Audiences'. A teal arrow points from the left towards this option. On the right, the 'Forecasted Results' section displays metrics: Target audience size (170,000,000+), 30-day spend (\$330.00 - \$900.00), 30-day impressions (195,000 - 1,170,000), and CTR (0.014% - 0.021%).

**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

---

# Connecting Data Integrations

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

The image shows a sequence of three overlapping screenshots from the LinkedIn Campaign Manager interface. The top screenshot shows the account settings menu with 'Manage access' circled in blue. The middle screenshot shows the 'Manage access' dialog box with the 'Add user to account' button circled in blue. The bottom screenshot shows the 'Add user to this account' dialog box with the 'Creative Manager' role selected in the dropdown menu, also circled in blue.

Account ID: 507474263

- Edit account details
- Manage access**
- Set as start page
- Billing history
- Contact settings
- Adjust daily spend limit

Users with access to: LinkedIn\_House SU Campaigns\_LMS

Name	Role	Actions
Nathan Gordon Insights Analyst, Learning Solutions at LinkedIn	Viewer	✕
Manjot (Mundy) Sandhu Coach for excellence. Organize chaos. Scale operations.	Account Manager	✕
Carra Manahan Marketing at LinkedIn	Viewer	✕
Linda Leung Senior Product Manager at LinkedIn	Account Manager	✕
Raymond Hwang (YOU)	Billing admin	✕

Add user to this account

Add a user to this account

- Name
- Public Profile URL

Jimmy Wong  
Delivering customer growth via d...

Creative Manager


User can add and edit creative ad details like headline, image and copy.

Cancel Give Access

**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.



**Marketing Solutions Help** Search for help with...

## Getting Started with Data Integrations for LinkedIn Ads

Data Integrations allows advertisers to create audience segments on LinkedIn with emails sent from contact management platforms such as Marketo, Eloqua, LiveRamp, Zapier Acxiom, Salesforce Advertising Studio and Microsoft Dynamics 365. Audience segments are then made available in LinkedIn advertising accounts for targeting with LinkedIn ads.

Follow the linked instructions below to set up your data integration with a partner of your choice. For any other questions, please reach out to your partner account manager.

- [Marketo](#)
- [Oracle Eloqua](#)
- [LiveRamp](#)
- [Acxiom](#)
- [Zapier](#)
- [Salesforce Advertising Studio](#)
  - [Release Notes and documentation](#)
  - [2-Minute Demo](#)
- [Microsoft Dynamics 365](#)
- [HubSpot](#)

**Notes:**

- Depending on the size of your list and the data integration service, it can take up to a week for your audience list to be sent over. An average time is 48 hours or less.
- If your list is large, the list may be sent over in portions.
- Target audiences must be at least 300 members in order to launch campaigns.
- Personal data, like audience email addresses, that is stored by advertisers in LinkedIn Campaign Manager will be deleted automatically in 90 days if it's not edited or being used in any active campaigns.
- You must have Creative Manager or higher permissions in order to connect your account to LinkedIn Campaign Manager. Learn how to [edit Campaign Manager user permissions](#).

**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.

The screenshot displays the LinkedIn Matched Audiences configuration page. On the left, the 'Your objective is' section is set to 'Website visits'. Below this, the 'Audience' section allows for creating a new audience or using a saved one. The 'Profile language' is set to 'English', and 'Locations' are set to 'Recent or permanent location' with 'North America' selected. The 'Start building your audience' section includes a search bar and a list of criteria: 'Audience attributes', 'Matched audiences', and 'Website Audiences'. The 'Website Audiences' section is highlighted with a blue circle and a green arrow, showing 'Uploaded Lists' as an option. On the right, the 'Forecasted Results' panel shows a target audience size of 170,000,000+, a 30-day spend of \$330.00 - \$900.00, 30-day impressions of 195,000 - 1,170,000, a CTR of 0.014% - 0.021%, and 30-day clicks of 150 - 900. A note at the bottom of the forecast panel states: 'Note: forecasted results are an estimate and do not guarantee actual campaign performance. Learn more about how we forecast results.'

Your objective is:  
Website visits [Change](#)  
*I want more people to visit a website destination site on or off LinkedIn.*

**Audience**  
Create a new audience [Use a saved audience](#) | [Reset audience](#)

Profile language [English](#)

Locations: [Recent or permanent location](#)  
**INCLUDE**  
[North America](#) + [Add Locations](#)  
**Exclude** people in other locations

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

Search [Learn more about matched audiences](#)

**Audience attributes**  
Add targeting criteria like job experience, industry, or skills

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

**Website Audiences**  
[Uploaded Lists](#)  
[+ Add matched audience](#)

**Forecasted Results**  
Target audience size  
**170,000,000+**

1-day 7-day **30-day**

30-day spend  
\$330.00 - \$900.00

30-day impressions  
195,000 - 1,170,000

CTR  
0.014% - 0.021%

30-day clicks [★](#)  
150 - 900

Note: forecasted results are an estimate and do not guarantee actual campaign performance. [Learn more about how we forecast results](#)

Is this forecast helpful? [Yes](#) [No](#)

**Enable Audience Expansion** [View summary](#) [Save](#)

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).

	A	B
1	companyname	companywebsite
2	LinkedIn	linkedin.com
3	Company X	companyx.com
4	Company Y	companyy.com
5	Company A	comanya.com

**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'.

The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN MANAGER', 'LinkedIn', 'LinkedIn Targeting', and a user profile icon. Below the navigation bar, the 'ACCOUNT ASSETS' menu is circled in blue. The main content area is titled 'Matched Audiences' and contains a table of audience lists. The table has columns for 'Audience name', 'Status', 'Last audience count', and 'Last modified'. A search bar is located above the table. On the right side of the table, there is a 'Create audience' dropdown menu with 'List upload' selected and circled in blue. A green arrow points to the 'List upload' option. The left sidebar contains filters for 'Data source', 'Audience count', 'Audience type', 'Audience status', and 'Campaign usage'.

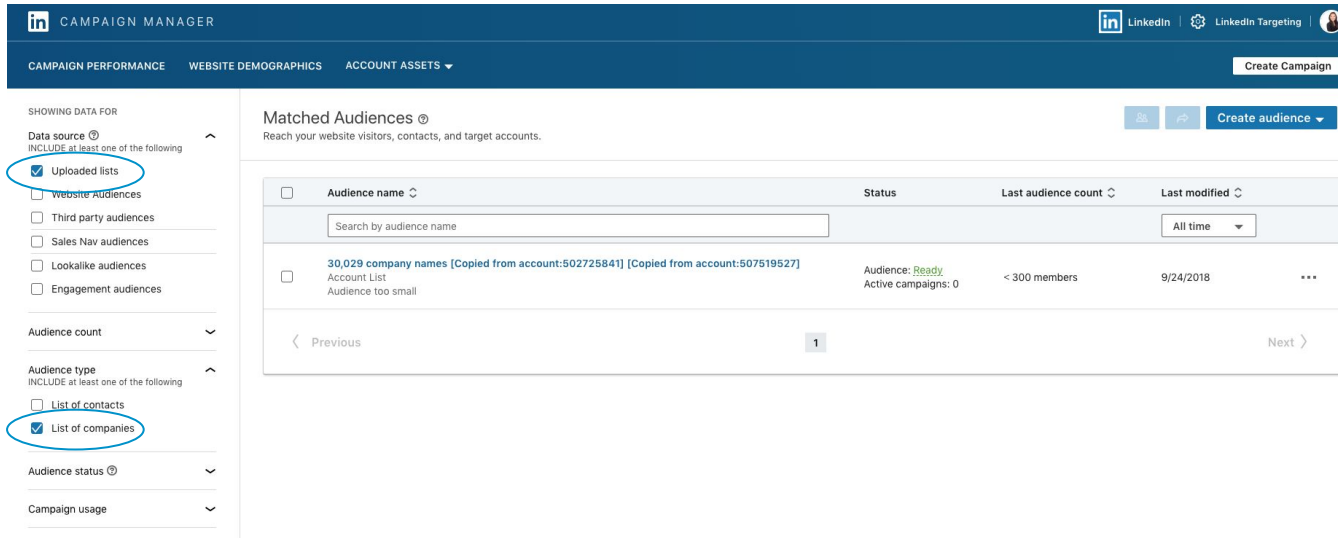
Audience name	Status	Last audience count	Last modified
MPLinkedInTestAudience_Segment1_1159_998_U4527365_14115771_test_2017_08_14_18_24_28 Third-party: Acxiom	Audience: Ready Active campaigns: 0	930,000 members	2/21/2019
Lot_Hashed_Emails Contact List 65% match rate	Audience: Ready Active campaigns: 0	130,000 members	2/13/2019
Audience Matching Test One Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	6/1/2018
GCO Test [Copied from account:507519527] Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	5/31/2018
GCO Test [Copied from account:507519527] Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	5/31/2018
Name change other [Copied from account:507519527] Account List > 90% match rate	Audience: Archived Active campaigns: 0	390,000 members	5/31/2018

**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'.



The screenshot shows the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN MANAGER', 'LinkedIn', 'LinkedIn Targeting', and a user profile icon. Below the navigation bar are tabs for 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. A 'Create Campaign' button is visible on the right.

The left sidebar contains several filter sections:

- SHOWING DATA FOR**
  - Data source** (INCLUDE at least one of the following)
    - Uploaded lists
    - Website audiences
    - Third party audiences
    - Sales Nav audiences
    - Lookalike audiences
    - Engagement audiences
  - Audience count**
  - Audience type** (INCLUDE at least one of the following)
    - List of contacts
    - List of companies
  - Audience status**
  - Campaign usage**

The main content area is titled 'Matched Audiences' and includes the instruction 'Reach your website visitors, contacts, and target accounts.' A 'Create audience' button is present. Below this is a table with the following columns: 'Audience name', 'Status', 'Last audience count', and 'Last modified'. The table contains one entry:

<input type="checkbox"/>	Audience name	Status	Last audience count	Last modified
<input type="checkbox"/>	30,029 company names [Copied from account:502725841] [Copied from account:507519527] Account List Audience too small	Audience: Ready Active campaigns: 0	< 300 members	9/24/2018

Navigation controls include 'Previous', '1', and 'Next'.

**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.

The screenshot displays the LinkedIn campaign setup interface. On the left, the 'Audience' section is active, showing 'Your objective is: Website visits' and 'I want more people to visit a website destination site on or off LinkedIn.' Below this, there are options to 'Create a new audience' or 'Use a saved audience'. The 'Profile language' is set to 'English', and 'Locations' are set to 'Recent or permanent location' with 'North America' selected. A search bar and 'Learn more about matched audiences' link are present. Under 'Website Audiences', 'Uploaded Lists' is highlighted with a blue circle and a green arrow. On the right, the 'Forecasted Results' panel shows a target audience size of '170,000,000+', a 30-day spend of '\$330.00 - \$900.00', 30-day impressions of '195,000 - 1,170,000', a CTR of '0.014% - 0.021%', and 30-day clicks of '150 - 900'. A note at the bottom of the forecast panel states: 'Note: forecasted results are an estimate and do not guarantee actual campaign performance. Learn more about how we forecast results.'

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

# Helpful tips to keep in mind

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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.



When selecting your contacts key accounts for optimal results.



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

**Linked**  **in**

Thank you