Website Retargeting

Set up your Insight Tag

Your Insight Tag helps

Track conversions

Retarget

Get realistic insights on the professional traits of your website visitors

If you already have an Insight Tag set up for your account in Campaign Manager, click on “Insight Tag” > “Manage Tags” and make sure it shares a green dot next to your website domain.

After 24 hours, check to see if your tag is working.

A green dot will appear next to your website domain.

To target pages that URLS that...

Choose

Starts with select terms or characters

“Starts With”

Match your entry in its entirety

“Exact”

Include certain terms or characters

“Contains”

Advertiser checklist for

success: Retargeting

Have just one partner ID or Insight Tag per domain.

To associate your account with an existing Insight Tag, use the “Manage Insight Tag” option from the account using the existing Insight tag.

Your Insight Tag should be installed in the global header of your website. When that’s not possible, tag the individual pages of your website.

Best Practices:

1. Have just one partner ID or Insight Tag per domain.

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Retargeting by Video and Lead Gen Forms

Choose the audience that aligns to your objective

Awareness and Consideration objectives

Retarget video viewers

If you’re retargeting by video, select the appropriate completion qualifier.

If your video is less than 30 seconds, choose “100% completed or higher.”

Otherwise, select “90% completion or higher.”

When retargeting an audience who watched your video ad with another video ad, break up the story.

Take a 2 minute video and break it up into a series of 30 second video ads.

Conversion objectives

Retarget Lead Gen Form open or submissions

If retargeting by Lead Gen Forms, select the right action.

If your video is less than 30 seconds, choose “50% completed or higher.”

Otherwise, select “25% completed or higher.”

If your video is less than 30 seconds, choose “50% completed or higher.”

Otherwise, select “25% completed or higher.”

To generate new leads, retarget those who opened a Lead Gen Form and exclude those who submitted. To nurture existing leads, retarget those who submitted a Lead Gen Form.

Best Practices:

Choose at least one active campaign

Retargeting based on previous campaigns may cause your audience size to decrease over time, as there will be fewer recent engagements with your ads.

Define the right lookback window

We recommend A/B testing different lookback windows to understand which is the most effective at reaching an in-market audience.

Check on your audience

After you build your list, allow 48 hours for your audience to populate.

Audiences will continue to build on a daily basis and will grow as engagement with your ads grows.

To learn more about Retargeting on LinkedIn, visit our Help Center
Section 2: Retargeting by Video and Lead Gen Forms

**For Awareness and Consideration objectives**
- Retarget video viewers
- Define the right lookback window
- After you build it, allow 48 hours for your audience to populate.

**For Conversion objectives**
- Retarget Lead Gen Form opens for submissions
- Best Practice: Choose at least one active campaign
- Define the right lookback window
- After you build it, allow 48 hours for your audience to populate.

If you’re retargeting by video, select the appropriate completion quartile:
- If your video is less than :30 seconds, choose “50% completed or higher.” Otherwise, select “25% completed or higher.”

If retargeting by Lead Gen Forms, select the right action:
- To generate new leads: Retarget those who opened a Lead Gen Form, and exclude those who submitted it.
- To nurture existing leads: Retarget those who submitted a Lead Gen Form.
- Best Practice: Choose at least one active campaign.
- We recommend A/B testing different lookback windows to understand which is the most effective at reaching an in-market audience.