

Please make each of the following checklists a separate 1-pager.

[Website Retargeting Checklist: Top Tips for Success](#)

[Email Contact Targeting \(via marketing automation\) Checklist 1-Pager](#)

[Account Targeting Checklist 1-Pager](#)

Website Retargeting Checklist: Advertiser Tips for Success

1. Ensure your Insight Tag is added to your website and set up correctly.
 - A website can only have one Insight Tag per domain. If the website already has a tag set up from another account, do not attempt to generate a new tag to add a second tag. To associate your Account with the Insight tag already placed on the website, you will need to access permissioning options for the account that has full access to that insight tag. To learn how to do that please watch [this video](#).
 - Make sure the Partner ID (PID) on your Insight Tag menu matches the PID installed on your website.
 - Ideally, the tag should be installed in the global footer of your website. If adding the tag to your global website footer is not possible, tag the pages you want to use for retargeting.
 - If you already have an Insight Tag set up for your account in Campaign Manager, check to make sure “Verified” appears next to your website domain(s). You can check this by clicking on “tools” → “View Insight Tag” in Campaign Manager
2. Give your audience an easily identifiable name since you may have many audience segments to manage.
 - To name your audience segments consider using specific language like “Learn More page visitors” and avoid using vague naming conventions.
 - Consider adding a date of creation to your audience name, so you can easily discover newly created or old segments.
3. Choose the appropriate URL rule when creating your website audience target segments that aligns with the goals of your campaign.
 - **Starts with:** Select this option to include **any** page whose URL starts with the **exact characters** you typed.
 - **Exact:** Select this option to target pages whose URL matches these characters in their entirety.
 - **Contains:** Use this to target **all URLs that contain the characters** you typed. For example, if you choose Contains and type “thank-you”, it will retarget members that visit any page that includes the phrase “thank-you” in the URL.
4. Check back on the tag status of the website retargeting audience segments you’ve created after 24 hours by visiting the “Matched Audiences” page under tools.

- Look out for tag status to appear as **Verified**. This means your tag is working.
 - It may take up to 24 hours to verify the website retargeting audience. If it still appears as unverified, be sure you entered in the correct URL and used the correct URL rule.
5. Diversify your campaign to ensure you have enough scale and reach while staying relevant.
- Consider running an awareness campaign with the goal to drive traffic to your website, so you can grow the scale of your website retargeting audience.
 - Be strategic in your approach and run simultaneous campaigns using demographic targeting and website retargeting. This will allow you to optimize and measure performance effectively.
 - Use demographic reporting in Campaign Manager to inform your decisions on the best target audience based on your website traffic.
 - Make sure you're bidding at the upper end of the suggested bid range to stay competitive.
6. Don't forget to launch your campaign.
- Your website retargeting audience segment needs to have an audience pool of at least 300 members before your campaign can start delivering.
 - If you proceed to set your campaign live, it will begin delivering automatically when (and only if) LinkedIn matches at least 300 members. You can also save your campaign as a draft until the audience builds up, then launch.

Email Contact Targeting using marketing automation integration Checklist 1-Pager

1. Ensure you've added the API key and Secret key from Campaign Manager to your marketing automation platform (currently only support Marketo, Eloqua and Liveramp).
 - Follow your marketing automation platform provider's documentation. For more information, please refer to the LinkedIn Help Center.
2. Once the API keys are installed, your contact list target segments will appear in Campaign Manager after 60 minutes.
 - Please note that for larger lists, it may take up to 24 hours before they will appear in Campaign Manager. You will only need to do this once.
 - Lists will be kept automatically in sync. If you make changes on your marketing automation platform, your lists will update in Campaign Manager within 24 hours on LinkedIn.
3. Diversify your campaign to ensure you have enough scale and reach while staying relevant.

- Consider running an awareness campaign with the goal to drive traffic to your website, so you can grow the scale of your website retargeting audience.
 - Be strategic in your approach and run simultaneous campaigns using demographic targeting and website retargeting. This will allow you to optimize and measure performance effectively.
 - Use demographic reporting in Campaign Manager to inform your decisions on the best target audience based on your website traffic.
 - Make sure you're bidding at the upper end of the suggested bid range to stay competitive.
4. Don't forget to launch your campaign.
- If you proceed to set your campaign live, it will begin delivering automatically when (and only if) LinkedIn matches at least 300 members. You can also save your campaign as a draft until the audience builds up, then launch.

Account Targeting Checklist 1-Pager

1. Before uploading your account list to Campaign Manager, save the file as a CSV format. This is the only supported upload format and will limit potential errors and issues.
2. Check how the data within your account list file is formatted to ensure it's supported by Campaign Manager:
 - The upload file should only use a single column, with one company name per row.
 - Check to ensure the spelling of the companies in the list are correct. If you're not sure, consider looking up the company you wish to target on LinkedIn.
 - Limit formatting and special characters whenever possible.
3. Diversify your campaign to ensure you have enough scale and reach while staying relevant.
 - Consider running an awareness campaign with the goal to drive traffic to your website, so you can grow the scale of your website retargeting audience.
 - Be strategic in your approach and run simultaneous campaigns using demographic targeting and website retargeting. This will allow you to optimize and measure performance effectively.
 - Use demographic reporting in Campaign Manager to inform your decisions on the best target audience based on your website traffic.
 - Make sure you're bidding at the upper end of the suggested bid range to stay competitive.
4. Don't forget to launch your campaign.
 - If you proceed to set your campaign live, it will begin delivering automatically when (and only if) LinkedIn matches at least 100 members. You can also save your campaign as a draft until the audience builds up, then launch.