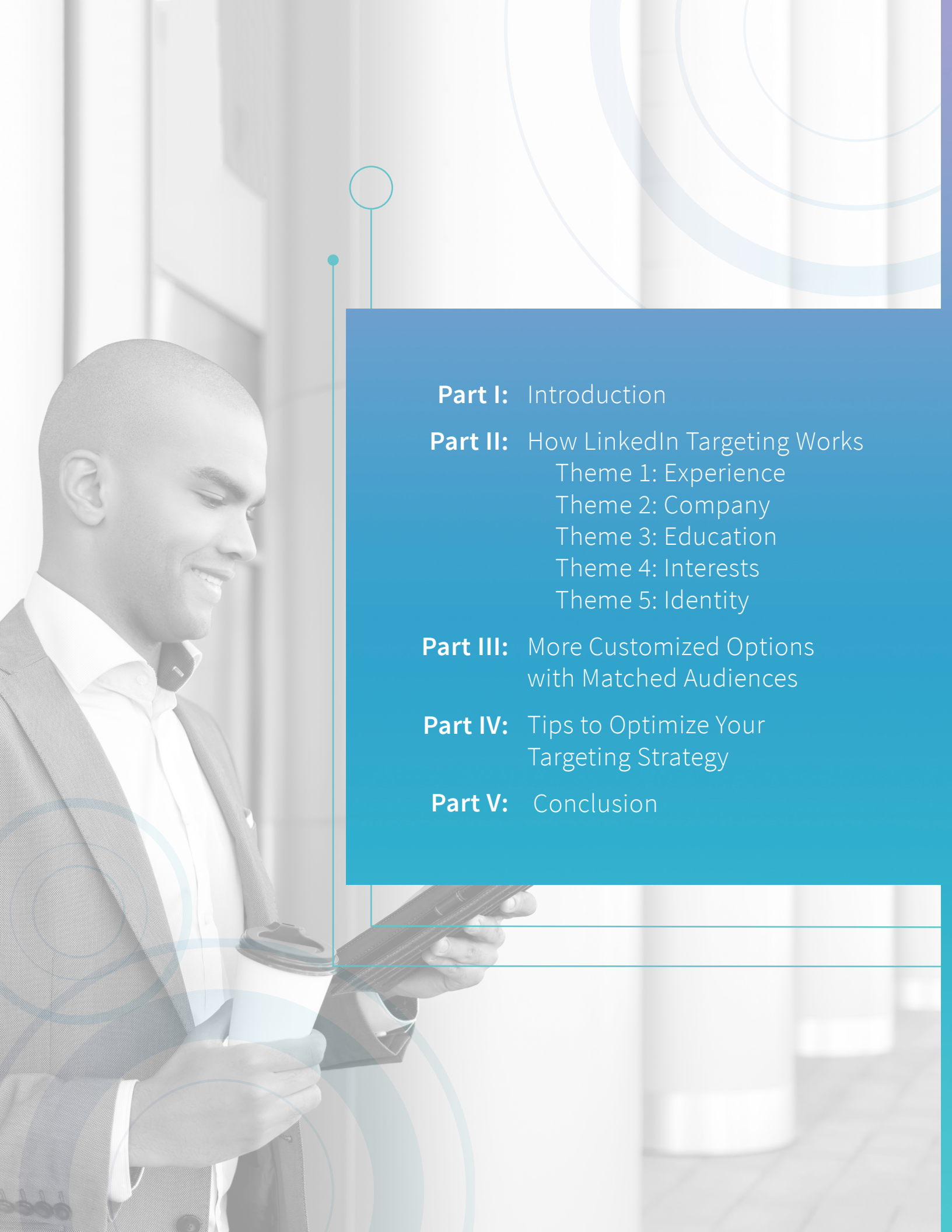




Unleashing
LinkedIn's
**Targeting
Capabilities**



Part I: Introduction

Part II: How LinkedIn Targeting Works

Theme 1: Experience

Theme 2: Company

Theme 3: Education

Theme 4: Interests

Theme 5: Identity

Part III: More Customized Options
with Matched Audiences

Part IV: Tips to Optimize Your
Targeting Strategy

Part V: Conclusion

Introduction

Targeting is a foundational element of running a successful LinkedIn advertising campaign -- Getting your targeting right leads to higher engagement, and ultimately, higher conversion rates.

By advertising on LinkedIn, you are getting your message in front of the right person when they are most engaged. You can reach a professional network nearly 500 million members strong with accurate first-party data, at scale.

In this guide, you'll learn how targeting on LinkedIn works and the different ways LinkedIn allows you to market to those who matter most to your business. You'll also learn targeting tips and best practices that you can immediately apply to your campaigns.

Let's find your targeting sweet spot on LinkedIn.



Raymond Hwang

Product Marketing
LinkedIn Marketing Solutions



Steve Kearns

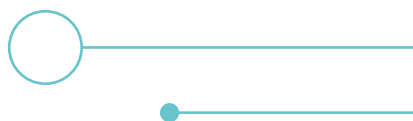
Content Marketing
LinkedIn Marketing Solutions

“With LinkedIn, we can get specific with whom we’re targeting – by account, title, industry, level, geography – all in one platform. I haven’t seen any other platform that granular.”



Lin Ling

Growth Marketer, Spigit



How LinkedIn Targeting Works

LinkedIn targeting is differentiated because members are incentivized to keep their profiles accurate and up-to-date for networking, personal branding, and job opportunities. With LinkedIn, you can reach a quality audience composed of influencers, decisions makers, and executives.

When members complete their LinkedIn profile, they provide information on their job experiences, company, skills, and more.

Danie

Location IP	○	Seattle, Washington USA
School Field of Study Degree Graduation - Age	○	Boston University Communication Bachelor of Science 2011, 25-34
Company Size Industry	○	Simply Measured 51-200 employees Internet
Job Title Function - Seniority	○	Senior Marketing Manager Marketing, Senior IC
Groups	○	CMA, LEWIS, Social Tools
Skills	○	SEO, Social Media, Digital Marketing, Blogging



This means you can target members using profile-based demographic information, re-target visitors from your website, or upload lists of contacts or companies for your account-based marketing efforts. On LinkedIn, you can reach members using the following demographic targeting facets:



Experience

Job Function
Job Title
Job Seniority
Years of Experience



Company

Company Name
Company Industry
Company Size



Education

Schools
Degrees
Fields of Study



Interests

Skills
Groups



Identity

Age
Gender
Location

PART II

In the following sections, we'll walk you through what each of these facets mean, how you can use them, and tips for pairing facets together to create highly effective targeting combinations.

To get started, log into Campaign Manager, LinkedIn's ad platform for creating and managing your ads. After you've built your Sponsored Content, Sponsored InMail, or Text Ads creative, your next step will be to define your target audience. Campaign Manager allows you to segment your audiences in several ways and combine different targeting facets to reach people that are most relevant for your content goals and your business.

In this section, learn about the different options within the Campaign Manager's audience selection screen.

1. Estimating the size of your audience
2. Using different targeting facets to reach your audience
3. Using audience expansion to reach similar audiences
4. Saving your audience as a template for other campaigns
5. Creating Matched Audience targeting segments

The screenshot shows the LinkedIn Campaign Manager audience selection interface. It features a header with the text "OK, now let's target your audience" and a sub-header "Reach the right people by selecting specific targeting criteria like job title, location and more." The main content area is divided into several sections: "Use a matched audience (optional)", "Retarget your website visitors", "Target a list of accounts or contacts", "Target by", "What location do you want to target?", "Select specific targeting criteria to zero in on your ideal audience:", and "Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion." The "Select specific targeting criteria" section lists various facets such as Company name, Company industry, Company size, Job title, Job function, Member schools, Fields of study, Degrees, Member skills, Member groups, Member gender, Member age, Custom segments, and Years of experience. The "Help my campaign reach new audiences" section has a checkbox that is checked. The "Save audience as template" section has buttons for "Save as new" and "Update existing". On the right side, there are callouts with numbers 1 through 5 pointing to specific elements: 1 points to the "Estimated Audience Count" section, 5 points to the "Matched Audiences" section, 2 points to the "Targeting Facets" section, 3 points to the "Audience Expansion" section, and 4 points to the "Audience Template" section.

1 Estimated Audience Count

5 Matched Audiences

2 Targeting Facets

3 Audience Expansion

4 Audience Template


1. Estimating the size of your audience


The *Estimated Audience Count* displays the total number of LinkedIn members that fit your targeting criteria. In order to launch your campaign, you must target at least 1,000 members or 300 if you are using *Matched Audiences*. If your audience size is too small, you will be notified with an *Audience Too Narrow* message which prevents you from saving your targeting and moving to the next step. However, to have optimal scale for your campaign, aim for an audience size of 50k or more.

Your estimated target audience

2,000,000+ LinkedIn members

[How do I target the right audience?](#)

 Greater Seattle Area

 Audience expansion: Enabled

Tip: When in doubt, start broad and then narrow down your audience after seeing what performs best. By using LinkedIn’s demographic reporting, you can discover anonymized information on who is clicking and converting on your ads based on titles, functions, company industries, etc. (find out more on page 25).

“LinkedIn gave us the kind of hyper-targeting capabilities we needed to get in front of well-qualified prospects.”



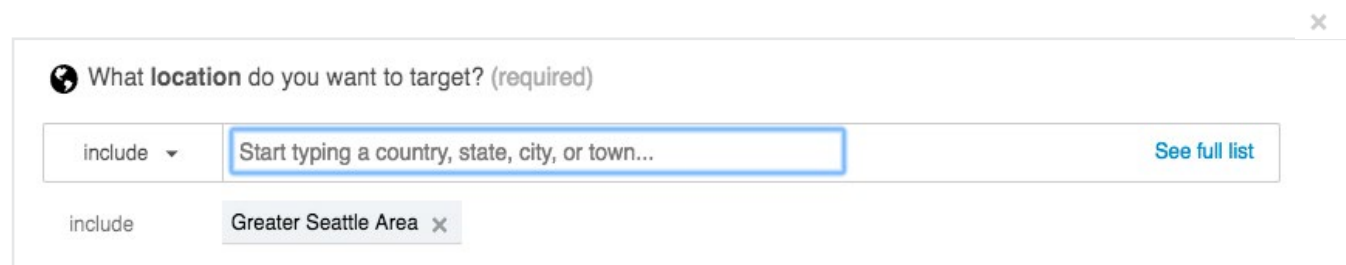
Lendora Johnson
Marketing Account Manager,
College of William & Mary’s
Raymond A. Mason School
of Business

2. Using different targeting facets to reach your audience

Let's dive deeper into the targeting facets you can use for your LinkedIn ad campaigns.

Location

To get started, first define the location of the members you'd like to reach. *Location* is the only mandatory field. This facet is based on both the location a member has included in their profile as well as their IP address. Once you've chosen your specific geographic location, we recommend you add no more than two of the targeting facets below. This will improve the scale and reach of your campaign.



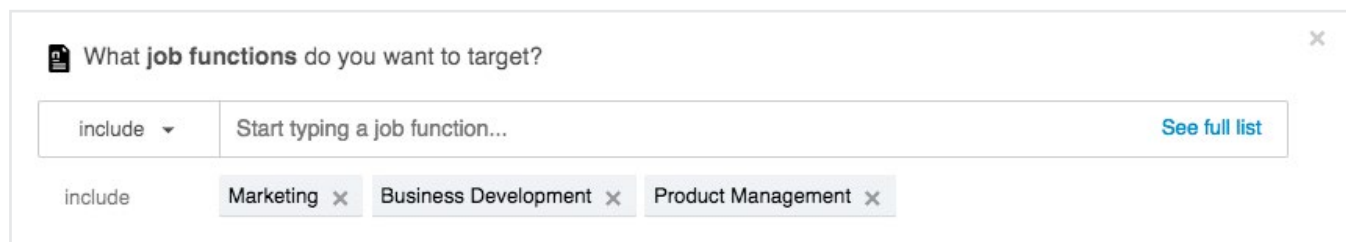
The screenshot shows a targeting dialog box titled "What location do you want to target? (required)". It features a search input field with a placeholder "Start typing a country, state, city, or town..." and a "See full list" link. Below the input field, there is a list of selected locations, with "Greater Seattle Area" currently selected and marked with an 'x' to indicate it can be removed.

Tip: When you choose multiple options within a targeting facet, for example, the seniority categories of *Senior* and *Director*, Campaign Manager will target members in either of those categories. When you choose options between targeting facets, for example a seniority of *Senior* and a job function of *Finance*, Campaign Manager will target only members who fall into both categories.

Theme 1: Experience

Job Function

Job Functions are based on standardized groupings of the job titles entered by LinkedIn members. For example, a doctor would fall under the *Medical* function along with members with similar occupations such as nurses, veterinarians, surgeons, and dentists.

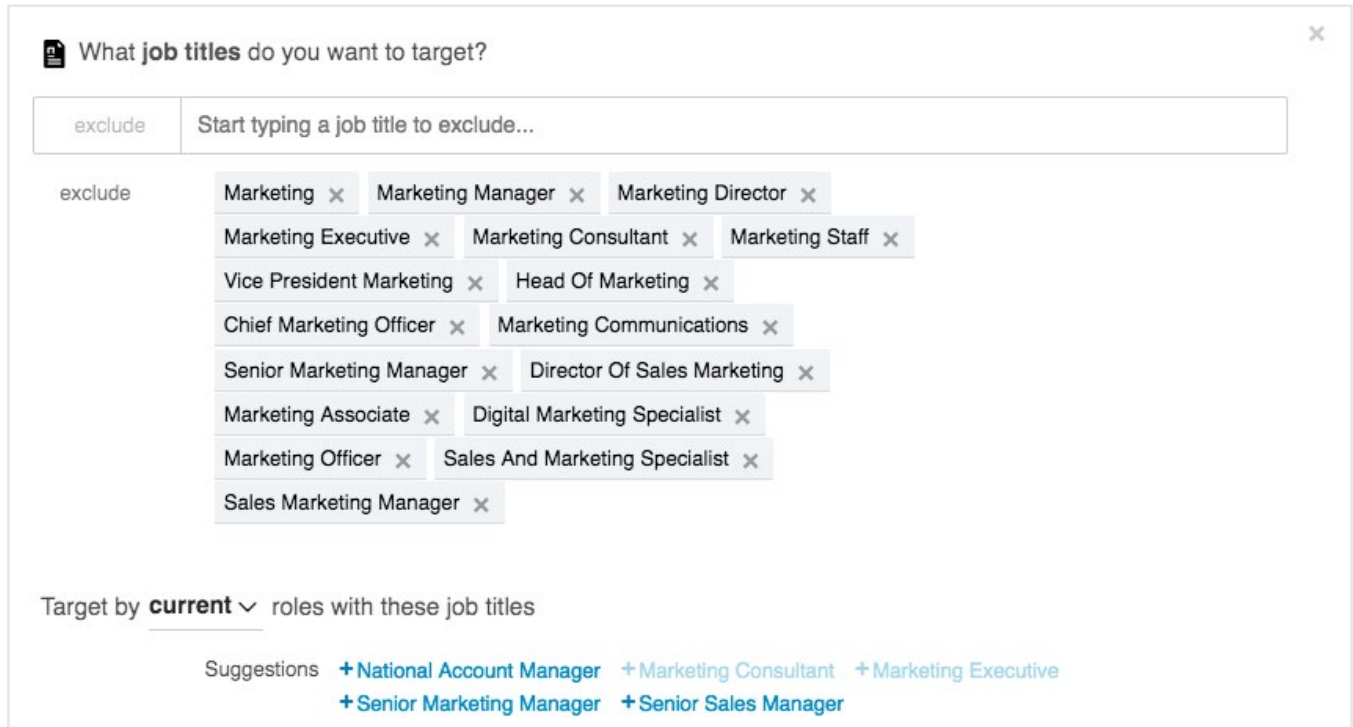


The screenshot shows a targeting dialog box titled "What job functions do you want to target?". It features a search input field with a placeholder "Start typing a job function..." and a "See full list" link. Below the input field, there is a list of selected job functions: "Marketing", "Business Development", and "Product Management", each marked with an 'x' to indicate it can be removed.

Tip: Combine the *Job Function* facet with the *Seniority* facet to reach decision makers with a specific expertise. For example, if you're looking to reach decision-makers in the *IT* function, try targeting the *Information Technology, Engineering, and Operations* functions and pairing that with a seniority targeting of *Senior, Manager, Director, VP, CXO, and Owner*.

Job Title

When members update their LinkedIn profile with a new role, these job titles are grouped by LinkedIn's algorithms and organized into standardized titles you can use for your campaign targeting. For example, though most engineers fall under the *Engineering* job function, you may want to target software engineers and petroleum drilling engineers differently given they have a different set of skills.



The screenshot shows a dialog box titled "What job titles do you want to target?". It features an "exclude" input field with the placeholder text "Start typing a job title to exclude...". Below this, a list of job titles is displayed, each with an "x" icon to remove it. The titles include: Marketing, Marketing Manager, Marketing Director, Marketing Executive, Marketing Consultant, Marketing Staff, Vice President Marketing, Head Of Marketing, Chief Marketing Officer, Marketing Communications, Senior Marketing Manager, Director Of Sales Marketing, Marketing Associate, Digital Marketing Specialist, Marketing Officer, Sales And Marketing Specialist, and Sales Marketing Manager. At the bottom, there is a "Target by" dropdown menu set to "current" and a "Suggestions" section with four blue buttons: "+ National Account Manager", "+ Marketing Consultant", "+ Marketing Executive", "+ Senior Marketing Manager", and "+ Senior Sales Manager".

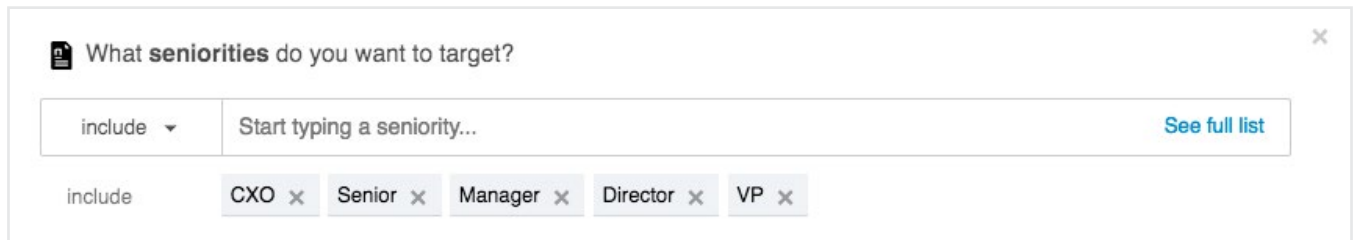
Tips: Avoid limiting your reach by targeting only a few titles. When you begin entering a title in the tool, Campaign Manager will auto-suggest other relevant job titles that you may want to add. Including all relevant titles will ensure your campaign has adequate reach.

In some cases, you can also broaden the scale of your campaign by targeting both current and past holders of a given job title. These members may have changed roles but still have a relevant skillset and may be interested in your offer. Do this by selecting *Current* and *Past* in the *Target by* dropdown.

PART II

Job Seniority

Job Seniority describes the rank and influence of a member's current role in their organization. This facet is determined by a member's job title. For some campaigns, targeting by seniority can be an effective way to reach those with influence over a buying decision. For example, a senior product marketing manager has a seniority of *Manager*, an associate consultant has a seniority of *Entry*, and a doctor or physician would be classified as *Senior*.



The screenshot shows a targeting dialog box titled "What seniorities do you want to target?". It features a search bar with the placeholder text "Start typing a seniority..." and a "See full list" link. Below the search bar, there is a list of selected seniority filters: "include", "CXO", "Senior", "Manager", "Director", and "VP". Each filter has a small 'x' icon to its right, indicating it can be removed.

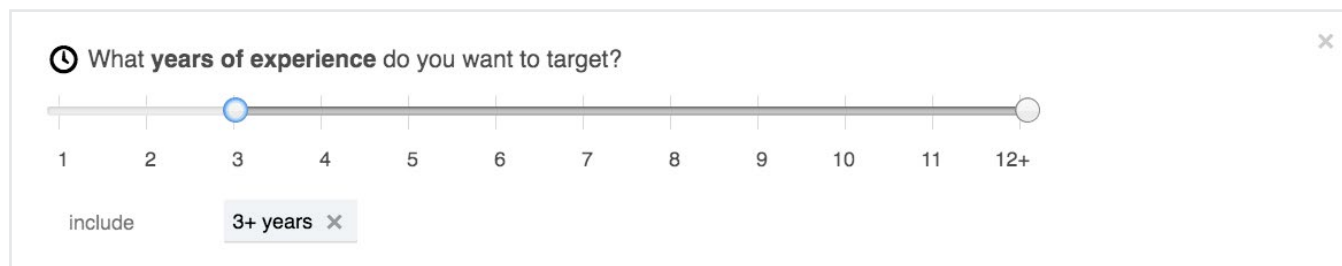
Tip: Consider targeting senior individual contributors (ICs). Increasingly, ICs have a large say in buying decisions. If you'd like to reach senior ICs with lots of experience, target them by choosing *Senior* and combine that with the *Years of Experience* facet.

- Owner** — Has full or near full ownership of an organization
- Partner** — Has substantial partial ownership of an organization
- CXO** — Has direct reports and leadership responsibilities for the entire business function within an organization
- Vice President** — Executive management that has direct reports and leadership responsibilities for one business function or unit
- Director** — Multi-functional management that has direct reports and leadership responsibilities for multiple groups of individuals
- Manager** — Positions that have direct reports and leadership responsibilities for a single group of individuals
- Senior** — Individual contributor positions that do not have direct reports but have leadership responsibility, advanced knowledge, and do not require immediate guidance
- Entry** — Individual contributors that do not have direct reports, no leadership responsibility, no advanced expertise and contribute without immediate guidance
- Training** — Students, interns and trainee positions that need immediate guidance to individually contribute.
- Unpaid** — Includes volunteer positions and positions that do not refer to a job

PART II

Years of Experience

Years of Experience (YOE) allows you to reach a target audience based on the years of professional experience they've accumulated over their career. LinkedIn calculates *YOE* by adding together the duration of each individual job experience a member has listed. However, we exclude any gaps in experience and also do not double count overlapping positions.



The screenshot shows a targeting window titled "What years of experience do you want to target?". It features a horizontal slider with tick marks from 1 to 12+. A blue circle is positioned at the number 3, and another grey circle is at 12+. Below the slider, the text "include" is followed by a button that says "3+ years" with a close icon (X).

Tip: Consider pairing *Years of Experience* with a seniority level of *Senior* and above to reach experienced professionals with influence over the buying decision or prospects for an Executive MBA program. Other helpful combinations with *Years of Experience* include:

- *YOE + Degrees* = educated professionals who may be considering advanced degrees
- *YOE + Functions* = seasoned functional leaders
- *YOE + Skills* = skilled experts

Theme 2: Company

Company Name

Company Name is the organization a member lists as his or her employer. These are based on LinkedIn Company Pages, which are maintained by company employees. Whether your campaign goal is awareness or retention, company name targeting allows you to focus your campaign on high-value accounts and reach decision makers across an organization.

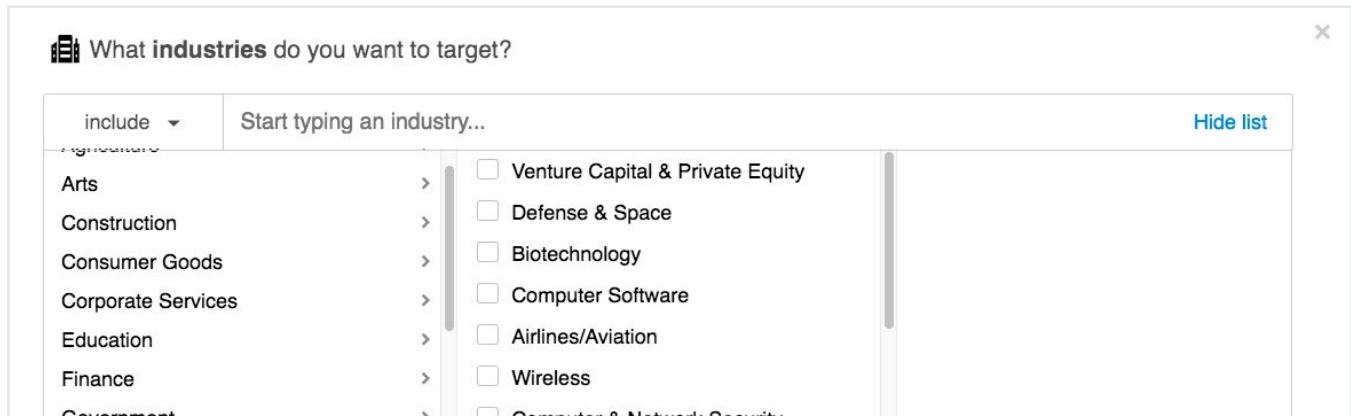


The screenshot shows a targeting window titled "What companies do you want to target?". It features a search bar with a dropdown menu set to "include". The search bar contains the text "LinkedIn". Below the search bar, a dropdown menu is open, showing a search result for "LinkedIn" with the LinkedIn logo and the text "Internet; 5001-10,000 employees".

Tip: You can target up to 100 different companies using the *Company Name* facet. For those who'd like to target an even larger list of companies, Matched Audiences allows you to upload a list of up to 300,000 companies. Find out more on page 20.

Company Industry

Company Industry is a company's primary industry of operation. An organization may operate in many industries, however only the primary industry of operation as listed on their LinkedIn Company Page will be recognized. Industry targeting allows you to narrow in on members who work in a particular sector. This is particularly effective if your offer is broadly applicable across an entire industry, for example, a piece of software geared towards the financial sector.

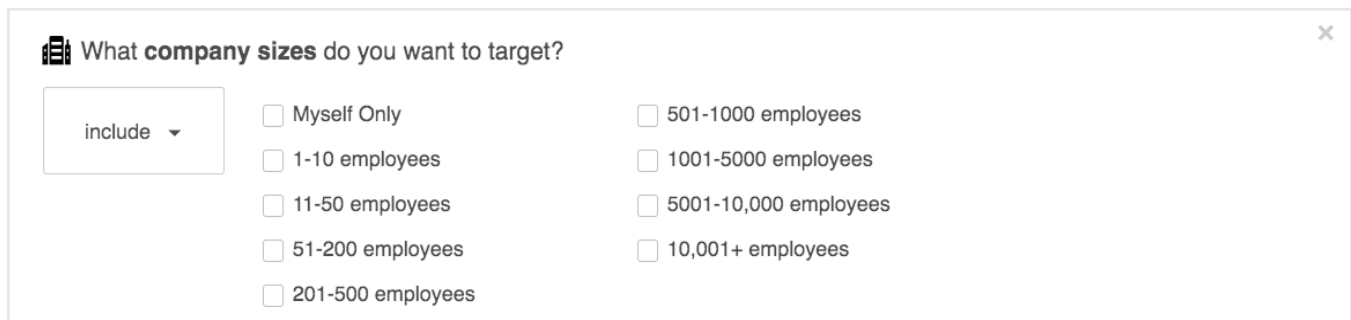


The screenshot shows a dialog box titled "What industries do you want to target?". It features a search bar with the placeholder text "Start typing an industry..." and a "Hide list" button. Below the search bar is a list of industries, each with a right-pointing chevron and a checkbox. The visible industries are: Arts, Construction, Consumer Goods, Corporate Services, Education, Finance, and Government. To the right of this list is another list of industries with checkboxes: Venture Capital & Private Equity, Defense & Space, Biotechnology, Computer Software, Airlines/Aviation, Wireless, and Computer & Network Security.

Tip: Before utilizing *Industry* targeting, look at the LinkedIn Company Pages from a few companies that fit your criteria to see which industry they fall under. Consider including all relevant industries in your targeting.

Company Size

Company Size allows you to reach members based on the size of the organization at which they work as listed on their Company Page. Company size comes from the total number of employees who work for an organization, not just the number of LinkedIn members who identify as working for a given company. Company size allows you to effectively identify small and medium-sized businesses (1-200 employees) as well as enterprise organizations (500+ employees).



The screenshot shows a dialog box titled "What company sizes do you want to target?". It features a search bar with the placeholder text "Start typing a company size..." and a "Hide list" button. Below the search bar is a list of company size ranges, each with a right-pointing chevron and a checkbox. The visible ranges are: Myself Only, 1-10 employees, 11-50 employees, 51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, and 10,001+ employees.

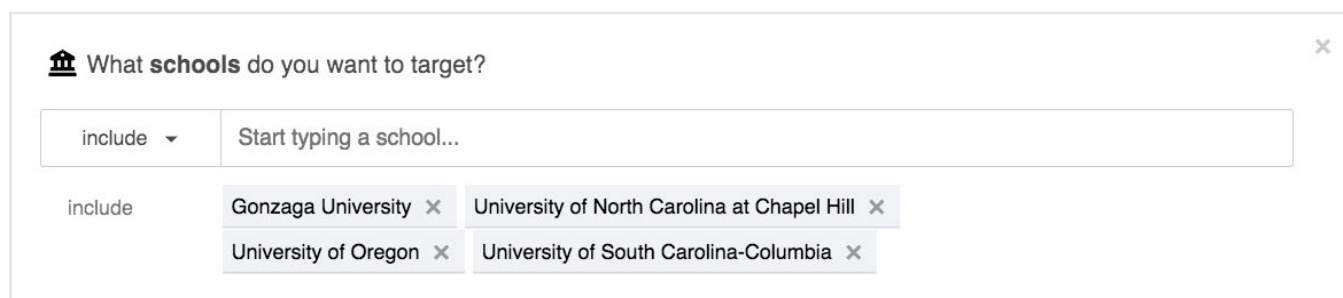
Tip: *Company Size* is one of the facets where excluding criteria works particularly well. For example, a startup that's making accounting software designed specifically with small businesses in mind could exclude 501-1000, 1001-500, 5001-10,000 and 10,001+ from their targeting. This ensures members who are on LinkedIn and work for an organization that has yet to create a company page are captured.

Theme 3: Education

Schools

You can target based on the school, college, university or other learning institution where a member completed a course. For example, an alumni association can use schools targeting to reach alumni who may be interested in joining their association or donating.

While schools targeting allows you to reach the right alumni or students at scale, targeting by school may also decrease your audience size since it isn't a required field when creating a LinkedIn profile. Check your *Estimated Audience Count* to determine if you'll reach enough members.

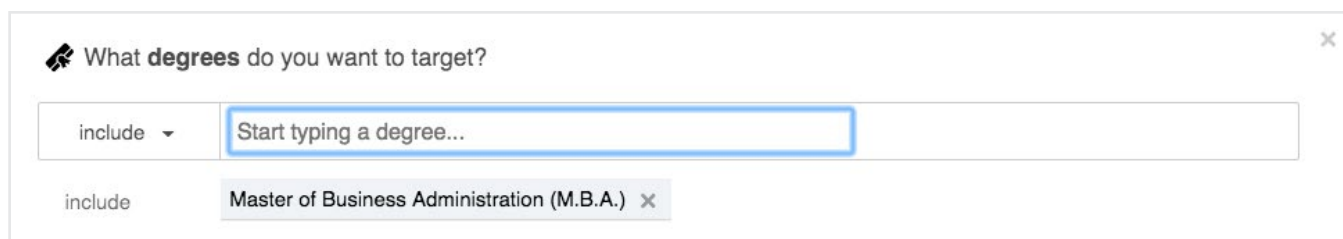


The screenshot shows a targeting dialog box titled "What schools do you want to target?". It features a search bar with a dropdown menu set to "include" and the placeholder text "Start typing a school...". Below the search bar, four school names are listed as selected items, each with a close button (X): "Gonzaga University", "University of North Carolina at Chapel Hill", "University of Oregon", and "University of South Carolina-Columbia".

Tip: Make sure you add all subsidiary schools when trying to reach an entire college or university. For example, when advertising to Harvard students, be sure to add *Harvard University*, *Harvard Business School*, *Harvard Law*, *Harvard Medical*, etc. as they have separate school pages.

Degrees

Degrees are recognized ranks granted by a college, university, or other learning institution. Degrees are grouped by LinkedIn algorithms and organized in standardized degrees you can use for your campaign targeting. Choosing to target by this facet can sometimes limit your audience size as the degrees field is not always populated by members.



The screenshot shows a targeting dialog box titled "What degrees do you want to target?". It features a search bar with a dropdown menu set to "include" and the placeholder text "Start typing a degree...". Below the search bar, one degree is listed as a selected item with a close button (X): "Master of Business Administration (M.B.A.)".

Tip: Education-based organizations can use degrees targeting to reach members who might be interested in furthering their studies through additional courses or programs. For example, if you're advertising an enrollment offer for an advanced degree program, you could exclude those who already have a master's degree. Layering degrees targeting with *Job Function* (ie. *Finance*, *Accounting*, *IT*) is a common way to reach audiences who would be most interested in a specific type of educational degree.

PART II

Fields of Study

Field of Study is the major or area of study within a member's degree. For example, those with a *Bachelor of Business Administration (BBA)* may have a major in either *Accounting* or *International Business*. For some campaigns, field of study can be used as a proxy for skills or expertise in a given field, especially for recent graduates.

The screenshot shows a targeting interface with the following elements:

- Title:** What fields of study do you want to target?
- Dropdown:** A dropdown menu with the text "include" and a downward arrow. The selected option is "Communication and Media Studies".
- Select specific target:** A list of target options with icons on the left:
 - Company name: Communication, General
 - Job seniority: Speech Communication and Rhetoric
 - Member groups: Digital Communication and Media/Multimedia
- Other filters:** Job title, Job function, Degrees, Member skills, and Years of experience.

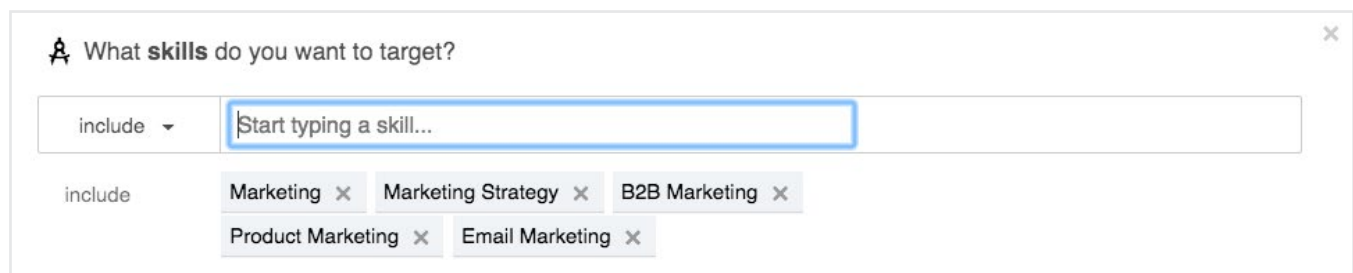


Theme 4: Professional Interests

Skills

Skills are highly relevant keywords found within a member's profile and skills section that indicate expertise in a particular area. Skills include those explicitly added by members in their skills section and also keywords and phrases mentioned throughout their profile and summary. LinkedIn also uses look-alike modeling to infer skills from a member's job title and job description. Skills targeting is an alternative way to reach professionals with a specialized expertise when job title targeting may not be as effective.

For example, if you're looking to reach members with a project management software offer, job titles may not be as effective given several roles require project management. However, skills targeting allows you to target specific competencies that may span a broad range of job titles.



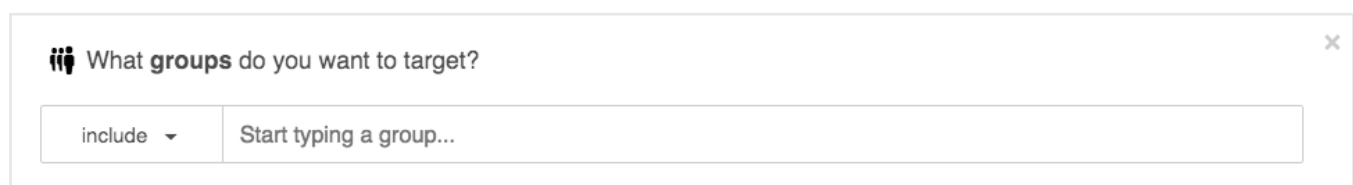
The screenshot shows a dialog box titled "What skills do you want to target?". It features a search bar with a dropdown menu set to "include" and a text input field containing "Start typing a skill...". Below the search bar, there is a list of selected skills: "Marketing", "Marketing Strategy", "B2B Marketing", "Product Marketing", and "Email Marketing", each with a small 'x' icon to remove it.

Tip: When using skills targeting, consider pairing this with the *Function* or *Seniority Facet*. This helps to focus the reach of your offer on a more relevant audience.

Groups

Groups on LinkedIn are places where members who share interests or professional associations can gather, discover new information, and ask questions. These groups oftentimes suggest interest or expertise in a given area.

For example, for those looking to reach Finance professionals, interesting groups may include the *Finance Club* (840,000+ professionals), *Banking Careers* (500,000+ professionals), or *Finance Plus: Private Equity, Venture Capital and M&A News* (440,000+ professionals).



The screenshot shows a dialog box titled "What groups do you want to target?". It features a search bar with a dropdown menu set to "include" and a text input field containing "Start typing a group...".

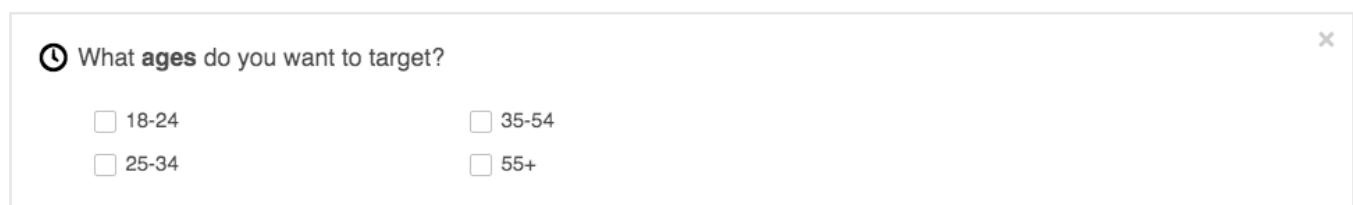
Tip: Use the search function on the LinkedIn homepage to find relevant groups. The larger and more active groups will typically appear at the top of the list.

Theme 5: Identity

LinkedIn's professional targeting facets make it easy to reach a high quality audience and can lead to much stronger results for your campaigns. However, LinkedIn also offers personal targeting facets such as *Age* and *Gender*.

Age

Age is an estimation of how old a member is likely to be based on their first graduation date. Not everyone on LinkedIn includes a graduation year on their profile and therefore including age may substantially reduce your audience size. *Years of Experience* can be used as a proxy for age in most cases.

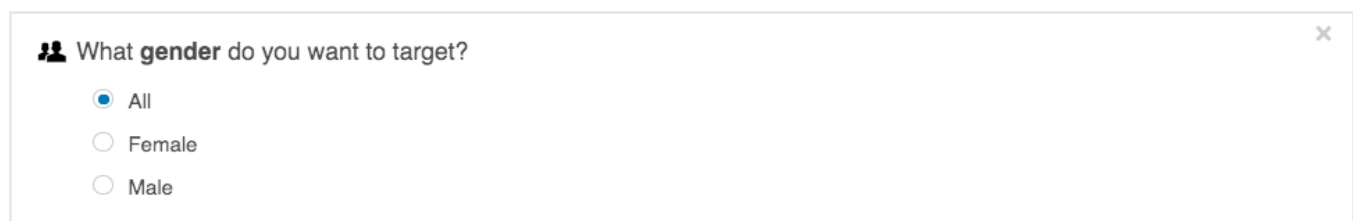


A screenshot of a LinkedIn targeting dialog box titled "What ages do you want to target?". It contains four checkboxes for age ranges: 18-24, 25-34, 35-54, and 55+.

Tip: Age targeting is more effective with exclusions. For example, if you want to reach people 34 years old or younger, instead of selecting the 18-34 options, exclude 35-54 and 55+.

Gender

Gender is a determination of whether a member is female or male and inferred based on a member's name. Similar to age, using gender targeting will also reduce your audience size by potentially 50% or more. As LinkedIn does not require members to disclose their gender, we recommend utilizing professional targeting facets wherever appropriate.



A screenshot of a LinkedIn targeting dialog box titled "What gender do you want to target?". It contains three radio button options: All (selected), Female, and Male.

3. Using Audience Expansion to reach similar audiences

Audience Expansion delivers your content to members who are similar to your target audience in their demographics and interests. This increases the scale and reach of your campaign by delivering your ad to additional members who may be interested in your content. Audience Expansion will never expand any criteria you set using *Location, Language, Gender, or Age*.

Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion. [?](#)

Tip: If you exclude any criteria, Audience Expansion will honor these exclusions. To avoid reaching a certain type of member while using Audience Expansion, be sure to exclude their targeting criteria. For example if you do not want to target the *Unpaid* seniority level, exclude *Unpaid* and Audience Expansion will ensure that no expanded audience members fit that criteria.

Audience Expansion may not be right for your campaign if your buyer persona is extremely specific. However, if that's not the case, Audience Expansion is a great way to reach similar audiences and still achieve strong results.

4. Saving your audience as a template for other campaigns

Defining your audience takes time, especially for people who manage several campaigns across accounts. Speed up this process by saving your audience as a template and then re-using your audience for another campaign later on. You can apply that template to future campaigns across any of your accounts.

Save audience as template (optional): [Save as new](#)

Piecing it all together

Let's now apply what you've learned to a real-world example. How would you use targeting on LinkedIn to reach a buyer persona represented by our savvy tech marketer, Marie?

Marie is a marketer in the technology industry at a small to mid sized company with marketing-related skills such as demand generation, SEO, social media, and project management.

There are several ways to reach members like Marie using LinkedIn's targeting options - the key is to be creative and adopt an "always testing" mindset. We recommend running a few campaigns with various targeting facet combinations to reach your audience. Again, we recommend starting broad and seeing what works for you. To reach Marie, consider some of the sample campaign targeting below.

Campaign 1: Targeting by Job Function and Seniority

Job Function: Marketing, Media & Communications

Seniority: Senior, Manager, Director, VP, CXO, Partner, Owner

The image shows two screenshots of the LinkedIn targeting interface. The top screenshot is titled "What job functions do you want to target?". It features a search bar with a dropdown menu set to "include" and the placeholder text "Start typing a job function...". Below the search bar, two filters are selected: "Marketing" and "Media and Communication", each with a close button (x). A "See full list" link is visible on the right. The bottom screenshot is titled "What seniorities do you want to target?". It has a similar search bar with the placeholder "Start typing a seniority...". Below it, seven filters are selected: "Senior", "Manager", "Director", "VP", "CXO", "Partner", and "Owner", each with a close button (x). A "See full list" link is also present on the right.

PART II

Campaign 2: Targeting by Company Industry and Company Size

Company Industry: Computer Software, Internet, Information Technology and Services, Computer Hardware, Marketing and Advertising

Company Size: Exclude: 201-500, 501-1000, 1001-5000, 5001-10,000, 10,000+

What industries do you want to target?

include ▾ Start typing an industry... [See full list](#)

include

- Computer Software ×
- Internet ×
- Information Technology and Services ×
- Computer Hardware ×
- Marketing and Advertising ×

Suggestions

- +Management Consulting
- +Mining & Metals
- +Publishing
- +Market Research
- +Public Relations & Communications
- +Design
- +Writing & Editing
- +Online Media
- +Media Production
- +Graphic Design

What company sizes do you want to target?

exclude ▾


<input type="checkbox"/> Myself Only	<input checked="" type="checkbox"/> 501-1000 employees
<input type="checkbox"/> 1-10 employees	<input checked="" type="checkbox"/> 1001-5000 employees
<input type="checkbox"/> 11-50 employees	<input checked="" type="checkbox"/> 5001-10,000 employees
<input type="checkbox"/> 51-200 employees	<input checked="" type="checkbox"/> 10,001+ employees
<input checked="" type="checkbox"/> 201-500 employees	



Campaign 3: Targeting by Job Function and Skills


Job Function: Marketing, Media & Communications

Skills: Digital Marketing, Lead Generation, Demand Generation, Social Media Marketing, Content Marketing, Online Marketing, Web Marketing Strategy, Email Marketing, Social Media, SEM, SEO, Marketing Automation, Integrated Marketing, Google Analytics

 What **job functions** do you want to target? ✕

include ▾ Start typing a job function... [See full list](#)

include Marketing ✕ Media and Communication ✕

 What **skills** do you want to target? ✕


include ▾ Start typing a skill...

include Digital Marketing ✕ Lead Generation ✕ Demand Generation ✕
Social Media Marketing ✕ Content Marketing ✕ Online Marketing ✕
Web Marketing Strategy ✕ Email Marketing ✕ Social Media ✕
Search Engine Marketing (SEM) ✕ Search Engine Optimization (SEO) ✕
Marketing Automation ✕ Integrated Marketing ✕ Google Analytics ✕

Suggestions [+Google Adwords](#) [+Link Building](#) [+Organic Search](#) [+Keyword Research](#)
[+Landing Page Optimization](#) [+Conversion Optimization](#) [+Yahoo Search Marketing](#)
[+MSN AdCenter](#) [+Search Analysis](#) [+Google Webmaster Tools](#)

Campaign 4: Targeting by Groups

Groups: Marketing Pros - Largest Marketers Group; Digital Inbound Social Media Content Search Email SEO Jobs; Tech Jobs: Telecoms, Developer, IoT, Cloud, Digital Marketing; B2B Technology Marketing Community

 What **groups** do you want to target? ✕

include ▾ Start typing a group...

include Marketing Pros - Largest Marketers Group: Digital Inbound Social Media Content Search Email SEO Jobs ✕
Tech Jobs: Telecoms, Developer, IoT, Cloud, Digital Marketing ✕
B2B Technology Marketing Community ✕

More Customized Options with Matched Audiences


In addition to rich demographic targeting, Matched Audiences helps you engage key accounts, prospects, and customers that matter most to your business with: *Website Retargeting*, *Contact Targeting*, and *Account Targeting*.

You can now use LinkedIn to retarget your website visitors, market to your known contacts from your databases and marketing automation platforms, and reach decision makers at target companies for your account-based marketing programs.

1. Website Retargeting

Re-engage your website visitors

Target your website visitors with LinkedIn ad campaigns by adding the LinkedIn insight tag to your web pages, such as your homepage or contact us page. With *Website Retargeting*, you can create audiences based on the pages they visit on your website and recapture your visitors' interest with content relevant to the pages they viewed.



Use a matched audience (optional) Hide

Use website traffic to create audiences for your ads.

Retarget your website visitors

Create a target audience based on your recent website visitors.

[Create an audience to retarget](#)

include ▾ Start typing to see your website traffic audiences [See full list](#)

Tip: *Website Retargeting* uses the same insight tag as LinkedIn Conversion Tracking. So if you already have an insight tag on your website, you can quickly get up and running.

Learn how to get started with [Website Retargeting](#).

2. Account Targeting:

Reach decision makers at your target accounts

With *Account Targeting*, you can run account-based marketing (ABM) campaigns by matching your target companies against the 8+ million Company Pages on LinkedIn. Combined with LinkedIn's demographic targeting, Account Targeting allows you to guide decision makers along their buying journey and ultimately drive sales and qualified leads.

Target a list of accounts or contacts

Upload a list of companies and/or email addresses.

[Create an audience](#)

include ▾

Start typing to see your company list audiences

[See full list](#)

Tip: When using *Account Targeting*, you can include filters for *Company Industry* or *Company Size* in order to segment your account list.

Learn how to get started with [Account Targeting](#).

“LinkedIn, with its massive professional network, was unique, as it offered an ABM program targeting IT and support functions, our core buyer personas.”



Bhavisha Oza
Director of Digital Marketing, Genesys

3. Contact Targeting: Integrate or import your contact lists

Contact Targeting allows you to build a customized audience by connecting your contact management platform or securely uploading a list of email addresses. At this time, LinkedIn supports data integrations with Marketo, Eloqua, and Liveramp, however new partners will be added in the near-future. Alternatively, you can upload a CSV file with a list of email addresses directly into Campaign Manager.

The screenshot shows the LinkedIn Campaign Manager interface. A modal dialog box titled "Target a list of accounts or contacts" is open. The dialog has a dark header with a close button (X). The main content area is white and contains the following sections:

- Audience name:** A text input field with the placeholder text "Example: 'Current customers'" and a blue "Next" button at the bottom right.
- Upload list:** Two radio button options: "Match based on a list of accounts" (unselected) and "Match based on a list of contacts" (selected).
- File guidelines:** A paragraph of text: "When uploading a CSV file, include only email addresses under the first column, adding one email per row. The first row header must read 'email'. We recommend at least 300 emails (maximum 300,000 rows). After uploading, your list may take up to 48 hours to process. [Learn more](#)".
- Agreement:** A line of text: "By clicking 'Upload file', I agree to these terms." followed by a blue "Upload file" button.

The background interface is dimmed. Visible elements include a "Use a matched audience (optional)" section with a "Hide" button, a "Retarget your website visitors" section with a "Create an audience to retarget" button, and a "Target a list of accounts or contacts" section with a "Create an audience" button. A "Target by" dropdown menu is also visible at the bottom left of the background interface.

Tip: With *Contact Targeting*, you can deliver ads to a list of leads based on their stage in your sales funnel. You can also exclude a list of current customers from your prospecting campaigns.

Learn how to get started with [Contact Targeting](#).

Tips to optimize your targeting strategy

Now that you've learned about the different ways you can target your ads in Campaign Manager, you'll want to know how you can optimize your targeting strategy to ensure you're getting the most out of your campaigns. Here are four important LinkedIn targeting do's and don'ts to get you started:

DON'T: Lump all of your buyer personas into one campaign.

You'll likely see poor campaign performance if you use just one campaign to target professionals in different countries, from different continents, and in unrelated industries and functions. If your target audiences are all lumped together, you'll have trouble personalizing your content for each stakeholder group.

DO: Make sure your buyer personas are clear and well-defined.

Break out key personas into separate campaigns and group together the criteria that makes sense, including related industries, geographies and job functions. This will help you deliver the right messaging to a specific subset of LinkedIn members.

DON'T: Hyper-target your campaigns.

It's tempting to use every targeting feature possible. However, limited scale will hurt your campaigns.

The screenshot shows the LinkedIn Campaign Manager targeting interface. At the top, it says "OK, now let's target your audience" with a subtext "Reach the right people by selecting specific targeting criteria like job title, location and more." Below this, there's a section for "Use a matched audience (Optional)" with a "Select" button. The main targeting area is divided into three sections: "Target by" (set to "the audience below"), "What location do you want to target? (required)", and "What seniorities do you want to target?". The location section shows four selected areas: Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, and Washington D.C. Metro Area. The seniority section is currently empty. On the right side, a red warning message states "Your audience is too narrow" with a link "How do I target the right audience?". Below the warning, a list of suggested targeting criteria is shown, including "Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro Area", "CXO, Senior, Manager, Director, VP", "Computer Hardware, Internet", "Marketing, Business Development, Product Management", "Marketing Pros - Largest Marketers Group: Digital Inbound Social Media Content Search Email SEO Jobs", and "Audience expansion: Enabled".

DO: Add only two or fewer additional targeting facets in addition to the Location facet.

We recommend the following audience sizes for LinkedIn's advertising products. Keep in mind, there's no one size fits all recommendation which is why testing is crucial.

- Sponsored Content: 300,000+ members
- Text Ads: between 60,000 and 400,000 members
- Sponsored InMail: 100,000 or fewer members

A/B Testing Your Targeting

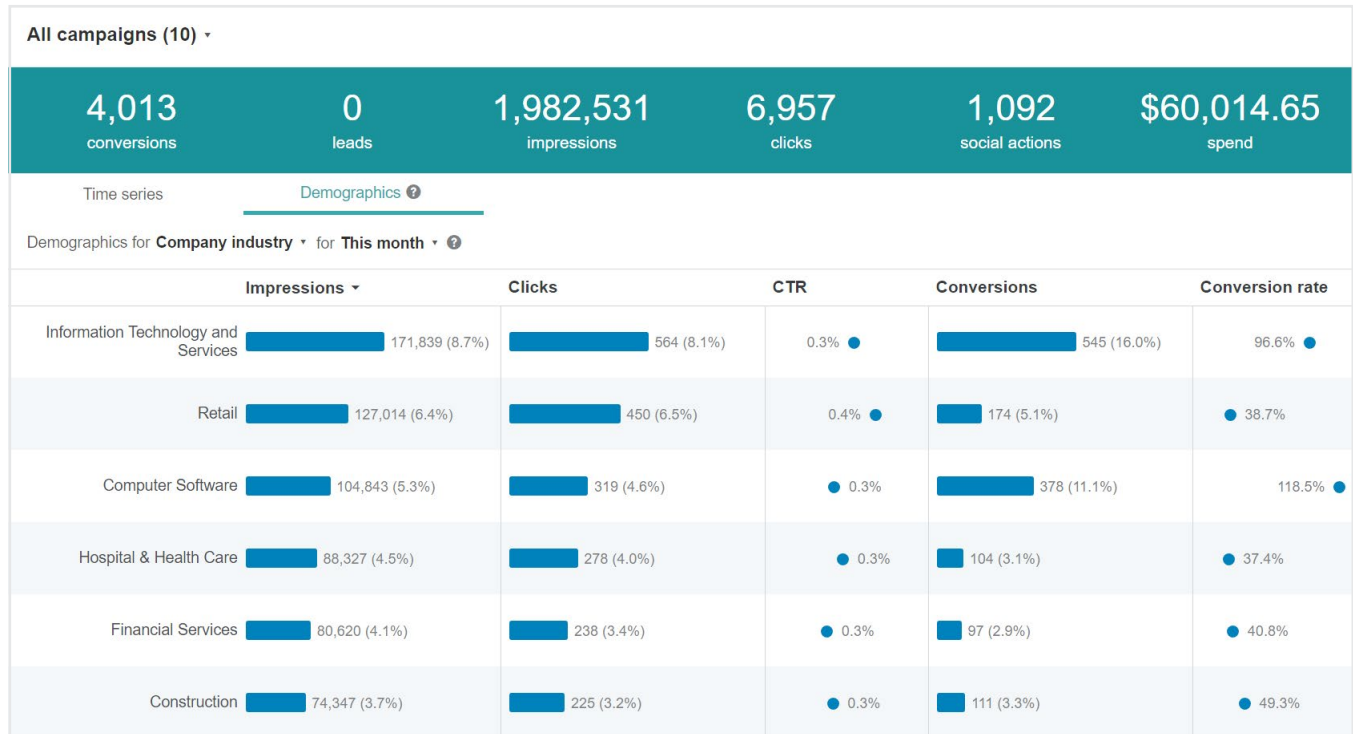
Once you've set a campaign live and you begin to see results, optimize your targeting to ensure you're reaching your audience most effectively. By testing two similar campaigns with one small variation in your targeting criteria, you can see which combination is more effective. To perform an A/B test on your targeting, create a campaign, duplicate it, and then slightly alter your targeting parameters.

Your estimated target audience	Your estimated target audience
230,000+ LinkedIn members	87,000+ LinkedIn members
How do I target the right audience?	How do I target the right audience?
<ul style="list-style-type: none">Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro AreaCXO, Senior, Manager, Director, VPComputer Hardware, InternetAudience expansion: Enabled	<ul style="list-style-type: none">Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro AreaComputer Hardware, InternetMarketing, Business Development, Product ManagementAudience expansion: Enabled

Tip: Change only a few criteria at a time to isolate what part of your test impacted your campaign's performance. Try testing skills versus job titles, industry versus function, etc. Keep refining over time, and you'll find the audience that responds best to your content.

Use demographics reporting to analyze your audience.

Available in your account dashboard, demographics reporting enables you to optimize the targeting of your campaigns with information on who's responding to your offer.



After you have accumulated enough campaign data, demographic reporting provides detailed insights about the professionals who have clicked on your LinkedIn ads broken down by job title, job seniority, company industry, job function, company size, and location. This will enable you to see how your content is performing with different subsets of your audience.



Conclusion

By utilizing LinkedIn's rich demographic data as well as your own data with Matched Audiences, you're better equipped to connect with those who matter most to your business.

Like all digital marketing, finding your sweet spot on LinkedIn takes experimentation. You'll need to test and optimize over time to find success.

Now that you've learned the fundamentals of targeting on LinkedIn, you're ready to start creating and optimizing your marketing campaigns. [Go to the LinkedIn Campaign Manager to get started.](#)





For the first time in the history of media, you can reach the world's professionals all in one place. More than 467M people worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global community of business professionals. These are the decision-makers, influencers, and the leaders of today and tomorrow—precisely the people you want to target.

For more information, visit marketing.linkedin.com.