LinkedIn

Get started with Audiences on LinkedIn

Who is **your audience**

Use **professional characteristics** to define your audience

Reach key buyers and decision makers

61 million senior level influencers and **65 million** decision-makers are on LinkedIn.

Review a few member profiles for inspiration, paying special attention to endorsed skills, current and past positions and seniority levels.

Consider combining function or interests with seniority or use lookalike audiences.

For more focused targeting use skills, member traits or job title targeting.

Include **people who influence** the purchase

Influence the influencers

34% of young millennials (19-25) and 41% of older millennials (26-35) **have decision-making responsibilities.**

Consider targeting Senior individual contributors (ICs). Increasingly, **ICs have a large say in buying decisions.**

Utilize interest targeting **or** groups targeting to reach members with unique professional interests or expertise in areas relevant to your brand or product.

To reach senior ICs with lots of experience, target them by choosing Senior and combine that with the Years of Experience.

Consider **targeting your customer contacts,** key companies, website visitors or those who engaged with past ads

Increase consideration from a precise audience

Help your brand or business stand out with those most interested in your product or service.

Bring your customer data over to LinkedIn using one of our **data integration partners.**

Upload a list of contacts or companies to reach key buyers, influencers and decision makers.

Create an audience from those **who visited your website or engaged** with your Video Ads or Lead Gen Forms.

Expand your scope further by targeting audiences **similar to your existing customers**

Directly reach prospects similar to your existing customers, prospects or website visitors

Using lookalike audiences can **expand reach by 25-45%+***.

Build an audience from current customers, low funnel website visitors, or leads vetted by sales.

Use an uploaded list or website audience and create a lookalike audience which will identify **those who look like your current customers.**

*When compared to a matched audience alone

Checklist for finalizing a strategy

Validate your audience size is over 50k. A minimum of 300 members is required to launch a campaign.

Have a plan for experimenting, A/B testing, and optimization.

Leverage our targeting capabilities off-platform via LinkedIn Audience Network.

Tips & tricks

When launching, **start broad** and then narrow down your audience with insights from campaign demographics.

Check that your target audience is **over 50,000.** If your audience gets too small, you'll have to bid higher and spend more to reach & drive conversions.

Turn on Audience Expansion if your audience is less than 50k.

Experiment and **A/B test** the same ad creative with different audiences.

If running global campaigns, **segment by region** to maximize daily pacing.

To expand your audience use 'or'. To narrow your audience use 'and'.

Use the **search bar** to find targeting attributes that match what you're looking for.

Your audience is **on LinkedIn**

706M+
More than **706M professionals** worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter.

200+
With over **200 different characteristics** to choose from, you'll be able to find the right target audience needed to make your campaign successful.

Job experience

Job functions*
- Human Resources
- Marketing
- Information Technology
- Finance
- Legal
- Operations
- Real Estate
- Sales
- Support

Job Seniority
- Owner
- Partner
- CXO
- VP
- Director
- Manager
- Senior
- Training
- Unpaid

Job Titles*
- Human Resource Manager
- Marketing Manager
- Procurement Analyst
- Security Engineer
- Head of Information Technology
- Financial Advisors
- Medical Doctors
- Logistics Supply Chain Specialist
- Event Planner
- Financial Analyst

Member Skills*
- Microsoft Excel
- Project Coordination
- Program Management
- Risk Management
- Medicine
- Public Affairs
- Event Marketing
- Financial Modeling

Years of Experience
Select a custom range from 1 - 12+ years

Education

Degrees*
- PhD
- Masters of Business
- Masters of Science
- Master of Architecture
- Master of Computer Applications
- Master of Education
- Master of Engineering
- Master of Social Work
- Bachelor of Arts
- Bachelor of Business
- Bachelor of Science
- Bachelor of Laws
- Bachelor of Technology
- Bachelor of Science
- Associates

Fields of Study*
- Economics
- Social
- Computer Science
- Business
- Marketing
- Law
- Medicine

Member Schools
Includes schools, colleges, universities or other learning institutions where a member has completed a course

Matched audiences
- Website retargeting
- Contact targeting
- Account targeting
- Lookalike audiences
- Engagement retargeting
- Data integration partners

Firmographics

Company connections
Reach the first-degree connections of employees of a selected company (with over 500 members)

Company Followers
Reach followers of your company page

Company Industries*
- Real estate
- Software & IT
- Internet
- Consumer Goods
- Education
- Entertainment
- Finance
- Media and Communications

Company Name

Company Size
- Myself
- 1-10 employees
- 11-50 employees
- 51-200 employees
- 201-500 employees
- 501-1000 employees
- 1001-5000 employees
- 5001-10000 employees
- 10001+ employees

Company Categories

Company Growth

Demographics
- Age
- Gender

Interest*

Member Groups*
- Finance Club
- HR & Talent Management Executive
- Digital Marketing
- The Logistics & Supply Chain Networking Group

Member Interests*
- SMBs
- Corporate financial planning
- Employee onboarding
- Leadership development
- Agile project management
- Office design
- Retail banking
- Insurance (like Liability insurance)
- Global economy (like emerging markets)
- Tax compliance
- B2B Marketing
- Digital Marketing
- Customer retention
- Public relations
- Artificial Intelligence
- Machine learning
- Video game development
- Antivirus and Malware
- Quantum computing
- Sales and retail

Member Traits*
- Frequent Contributor
- Frequent Traveler
- Job Seeker
- Open to Education
- Recently promoted
- Recently relocated

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