Reach your audience

Mastering Targeting on LinkedIn

Newly updated

Linkedin

Table of contents

Introduction

Targeting is a foundational element of running a successful 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, and you can reach a professional network of more than 690+ million members strong in over 200 countries and territories by leveraging accurate member-provided 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.

How LinkedIn targeting works

LinkedIn targeting is unique 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 consisting of leaders, influencers, decision makers, buyers, and executives.

When members spend time on LinkedIn sharing and consuming content, celebrating moments, and posting professional updates, they provide information on their job experiences, skills, interests, and more.

Danie

Location, IP	Seattle, Washington USA
School	Boston University
Field of Study	Communication
Degree	Bachelor of Science
Graduation, Age	2011, 25-34
Company	Simply Measured
Size	51-200 employees
Industry	Internet
Job Title	Senior Marketing Manager
Function, Seniority	Marketing, Senior Individual Contributor
Groups	CMA, LEWIS, Social Tools
Skills	SEO, Social Media, Digital Marketing, Blogging
Interests	B2B Marketing, Advertising Strategies, Digital Marketing

This means you can target members using profile-based professional attributes, re-target visitors from your website or based on ad engagement, and upload lists of contacts or companies for your account-based marketing efforts. On LinkedIn, you can reach members using these professional targeting options:

Job Experience
Job Functions, Job Seniority, Job Titles, Member Skills, and Years of Experience

Company
Company Name, Company Industry, Company Followers, Company Growth Rate, and Company Category, and Company Size

Education
Degrees, Fields of Study, and Member Schools

Interests and Traits
Member Interests, Member Groups, and Member Traits

Demographics
Age and Gender

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

To get started, log into Campaign Manager, LinkedIn's self-service platform for creating and managing your ads. You'll then be prompted to select the objective you'd like to accomplish with your ad campaign, as shown below.
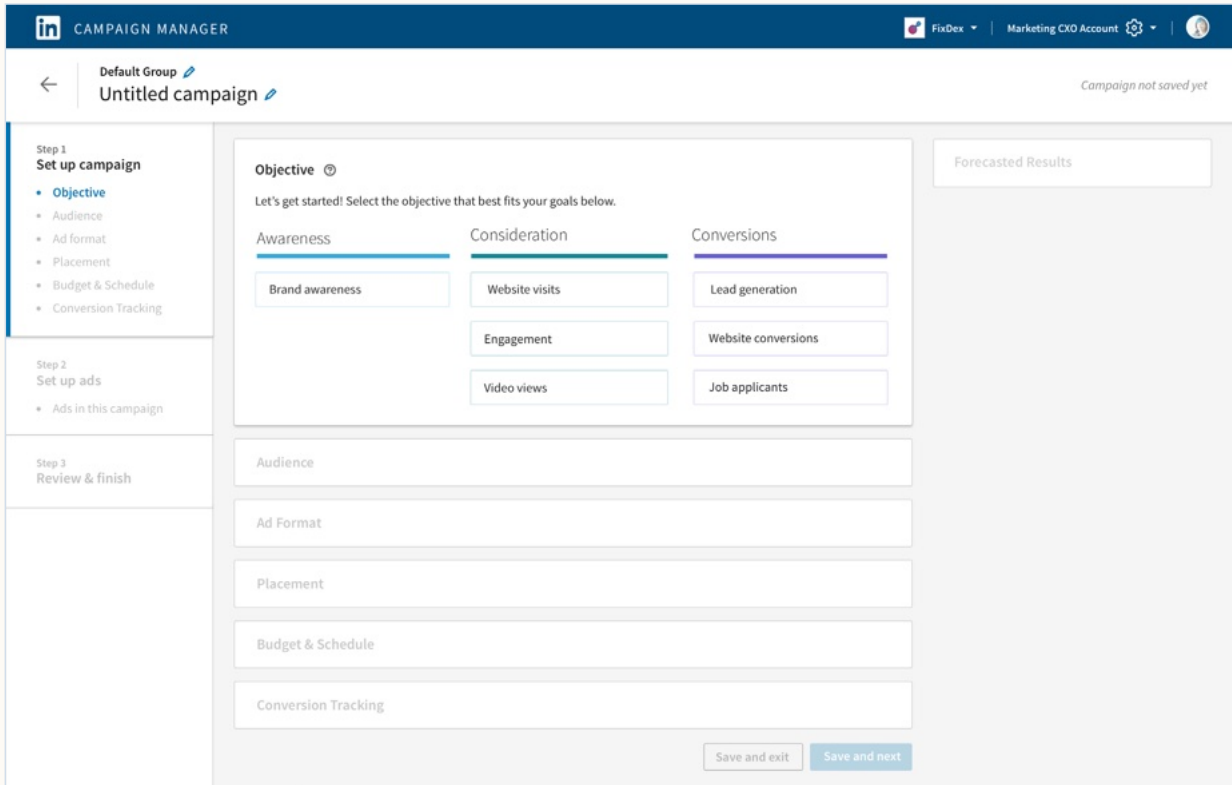
Once you select your objective, your next step will be to define the target audience you want to reach. Based on the objective and targeting options of your campaign, Campaign Manager will suggest the ads formats that can best help you reach your goals. Options include:

- **Sponsored Content:** Single Image, Video, Carousel Ads
- **Sponsored Messaging:** Message, Conversation Ads
- **Right-rail:** Text, Spotlight, Follower Ads
- **Lead Gen Forms**

Campaign Manager allows you to segment your audiences in several ways to reach member accounts that are most relevant for your content goals and business.

🔍 **Tip**   To track the performance for each audience, set up separate campaigns with a unique audience in each campaign.

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

Your objective is:

Website visits Change

I want more people to visit a website destination site on or off LinkedIn.

⊘ Your campaign will be shown to people most likely to **click on your ads.**

Audience   Saved Audiences ▼ | 🔗 Audiences ▼   💡

Create a new audience   Reset audience

Where is your target audience?

Locations   Recent or permanent location ▼ ⑦

INCLUDE

United States ✕   **+ Add Locations**

EXCLUDE   people in other locations

Who is your target audience?

AND also have ANY of the following attributes

🔍 Search   Learn more about matched audiences

👥 **Audiences**   List upload
   Use your data to retarget website visitors or   Lead gen form
   reach known contacts and accounts
                                                           Lookalike
△ᵈᵇ **Audience attributes**   Third party
   Add targeting criteria like job title, industry, or   Video
   skills
                                                           Website

+ Exclude audience

LinkedIn tools may not be used to discriminate based on personal characteristics like gender, age, or actual or perceived race/ethnicity. **Learn more**

☑ Enable Audience Expansion ⑦   View audience summary   **Save as template**

Forecasted Results ⑦   ⚙

Target audience size
560,000+

Segment breakdown ⑦

Function ▼

Marketing   96%
Sales   11%
Business Development   10%
Media and Communication   8%
Operations   8%

Hide segments

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

30-day spend
$1,200.00 - $1,800.00 ⑦

30-day impressions
64,000 - 380,000

CTR
0.48% - 0.72%

30-day clicks Key Result
500 - 1,400

Forecasted results are directional estimates and do not guarantee performance. **Learn more**

Is this information helpful?   Yes   No

1.
Estimated Audience Count

2.
Segment Breakdown

3.
Targeting Options

4.
Matched Audiences

5.
Audience Expansion

6.
Templates

Estimating the size of your audience

As you set up targeting for your campaigns, you can discover more about your audiences using *Forecasted Results*. *Target audience size* displays the estimated total number of LinkedIn members that fit your targeting options. The dropdown under *Segment breakdown* displays professional attributes like job function, years of experience, company size, industries, and interest. These professional attributes are based on the information LinkedIn members provide in their profiles. As you adjust your targeting selections, your audience forecast will update accordingly to reflect your target audience.

In order to launch your campaign, you must target at least 300 members. 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 for single image and text ads and over 15,000 for message ads.

Forecasted Results ⑦   ⚙

Target audience size
30,000,000+

Segment breakdown   **New**

Industry	▼

Computer software	100%
Information technology & services	33%
Design	14%
Fundraising	4%
Philanthropy	12%

Hide Segments

1-day	7-day	30-day

1-day spend
$40 - $50

CTR
0.5% - 1.2%

1-day impressions
3,000 - 10,000

1-day clicks
3,000 - 10,000

1-day conversions   **Key Result**
3,000 - 10,000

🔍 Tip

By using LinkedIn's professional demographic reporting, you can discover aggregate information on the types of professionals clicking on your ads based on *Titles*, *Functions*, *Company Industries*, etc. Find out more on page 35.

Using different targeting options to reach your audience

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

🔍 Tip

When setting up your target audience, Campaign Manager will provide you the option to customize your audience using the **AND** or **OR** targeting criteria.

You can use the **AND** feature to further refine your targeting criteria by narrowing your audience. For example, you can target those with the job title of "Software Engineer" *AND* have 5+ years of experience.

You can use the **OR** feature to increase your audience to members who meet one criterion or another. For example, you can target those with the job title of "Software Engineer" *OR* skills in software engineering.

You can also use **AND/OR together** to reach your precise target audience. For example, you can target those with the job title of "Software Engineer" *OR* skills in software engineering AND have 5+ years of experience.

Location and Language

To get started, first define the *Location* and *Language* of the members you'd like to reach.

Location is the only mandatory field. A member's *Location* can be based on the *Location* included in their profile as well as their IP address.

A member's *Language* is based on the language used in a member's profile. Most often your ad copy should be in the language you select.

Once you've chosen your specific geographic *Location* and *Language*, we recommend you add no more than two additional options. This will improve the scale and reach of your campaign.

Profile language ⓘ

English ▾

Locations ⓘ Recent or permanent location ▾

INCLUDE

✓ United States   + Add Locations

Exclude people in other locations

Experience

Job Function

Job Functions are based on standardized groupings of the job titles entered by LinkedIn members.

For example, the *Medical* function includes doctors, nurses, veterinarians, surgeons, dentists, and other members with similar occupations.
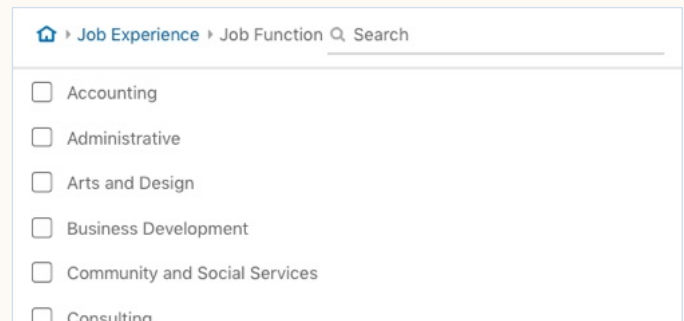
🔍 Tip

Combine the *Job Function* option with the *Seniority* option 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.

🔍 Tip

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 be of interest to your business. Do this by selecting *current* or *past* in the *Job Title* dropdown.

Job Seniority

Job Seniority describes the rank and influence of a member's current role in their organization. This option 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 a *Senior Individual Contributor*.

INCLUDE people who meet one or more of these criteria

Job Seniority

✓ CXO   ✓ Senior   ✓ Manager   ✓ Director   ✓ VP

Job Seniority 🔍 Search

☑ Manager
☑ Director
☑ VP ❓
☑ CXO
☐ Owner
☐ Partner

🔍 Tip

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

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	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

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.

INCLUDE people who meet one or more of these criteria

Years of Experience

✓ 3 years - 12+ years

Years of Experience

✓ Starting from 3 years ▼ up to 12+ years ▼

🔍 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

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 uses 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 your business sells Project Management Software, *Job Titles* may not be as effective given several roles may have a need for project management software. However, *Skills* targeting allows you to target specific competencies that may span a broad range of job titles.
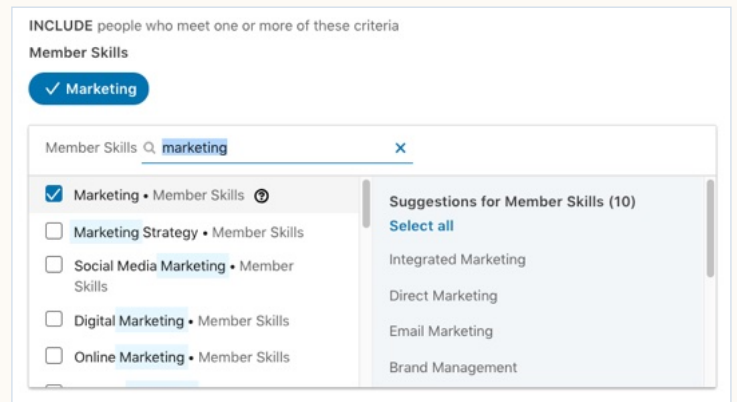
Tip

When using *Skills* targeting, consider pairing this with the *Function* or *Seniority* option. This helps focus the reach of your offer to a more relevant audience.

Company

Company Name

Company Name is the organization a member lists as his or her employer. These are based on LinkedIn 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 companies and reach decision makers across an organization.

⌕ Tip
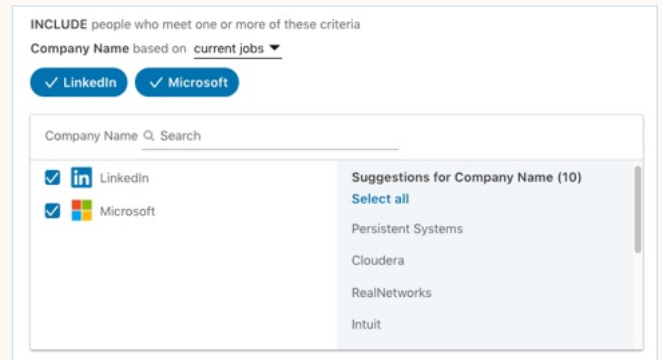
You can target up to 200 different companies, schools, organizations or non-profits using the *Company Name* option. If you'd like to target an even larger list, you can use *Matched Audiences* to upload a list of up to 300,000 companies. Find out more on .

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 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. However, when your offer is applicable across several industries, other targeting options may be more effective.

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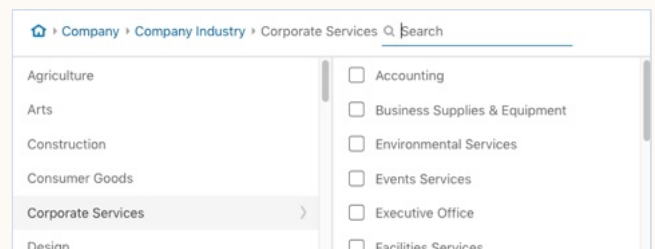
Before utilizing *Industry* targeting, look at LinkedIn Pages from a few companies that fit your options to see which industry they fall under. Consider including all relevant industries in your targeting.

Company Growth Rate

Company Growth Rate targets companies by their rate of growth year over year, determined by factors such as employee growth or inferred data from other similar companies within the same location and industry.

Company Category

Company Category targets a curated list from well-recognized publications and thought leaders like *Forbes*, *Fortune*, and *LinkedIn News Editors*. Using this option you can effectively identify the world's largest, most innovative, or fastest growing companies.

Tip

Use *Company Category* in combination with job seniority and functions to reach the precise buying committee.

Company Size

Company Size allows you to reach members based on the size of the organization at which they work as listed on their Page. *Company Size* comes from the total number of inferred 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 or 201–500 employees) as well as enterprise organizations (500+ employees).

⌂ ▸ Company ▸ Company Size

☐ Myself Only

☐ 2-10 employees

☐ 11-50 employees

☐ 51-200 employees

☐ 201-500 employees

☐ 501-1000 employees

🔍 Tip

Company Size is one of the options where excluding options works particularly well. For example, a startup that's making accounting software designed specifically with small businesses in mind could exclude 501–1000, 1001–5000, 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 LinkedIn Page are captured.

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.
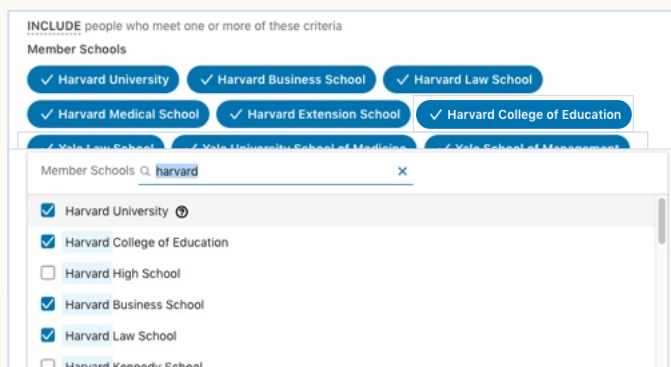
🔍 Tip

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 *Degrees* can sometimes limit your audience size as the *Degrees* field is not always populated by members.

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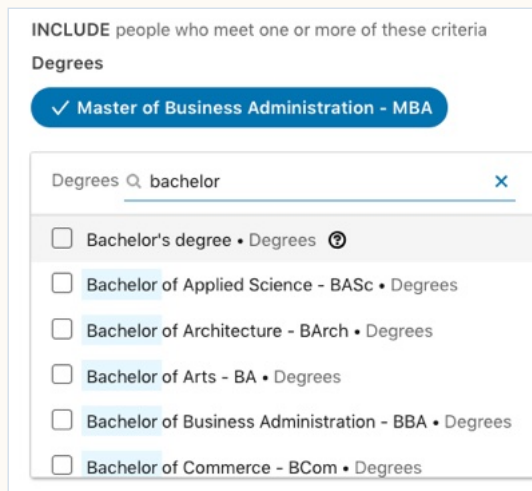
Education-based organizations can use *Degrees* targeting to reach members who might be interested in furthering their studies through additional courses or programs. For example, if you're advertising an enrollment offer for an advanced degree program, you could exclude those who already have a master's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

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.
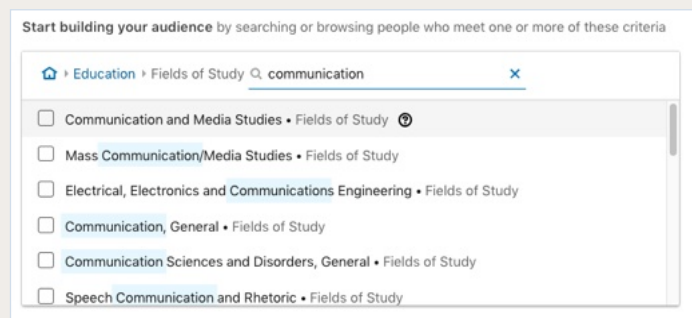
Interests

Interest

Interest categories reach people based on the content members engage with on LinkedIn and inferred based on attributes on a members profile.

Interest targeting is an effective way to reach a range of members based on topics or categories they're interested in most and is most effective for campaigns with awareness and consideration objectives.
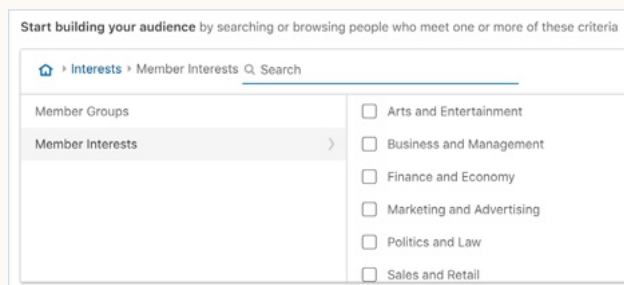
Interest targeting can also help you reach a unique set of audiences when other targeting options are too narrow.

For example, if you're looking to reach people with an *Interest* in *Business Travel*, *Skills* targeting may not be as effective — it would only reach those with that skill listed on their profile (e.g., Travel Agents). However, *Interest* targeting lets you reach audiences with an interest in the topic (e.g., executives or consultants who travel for work).

🔍 Tip

When using *Interest* targeting, consider pairing this with *Function* or *Seniority*. This helps focus your content to a more relevant audience.

Member traits

Member traits reach members based on their distinguishing characteristics such as frequent traveler, job seeker, open to education or the types of device they may use when spending time on LinkedIn.

Learn more about our [targeting options](#).

🔍 Tip
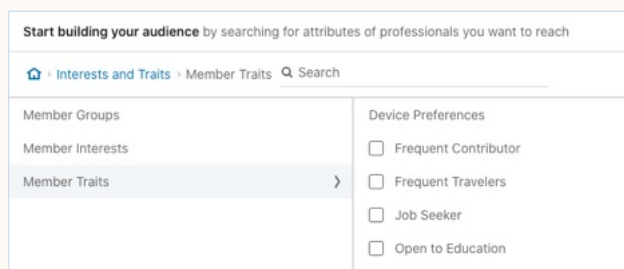
Member traits will typically represent a more narrow audience and may not need additional targeting criteria applied.

Groups

Groups on LinkedIn are places where members who share interests or professional associations can gather, discover new information, and ask questions. These *Groups* often times suggest expertise in a given area.
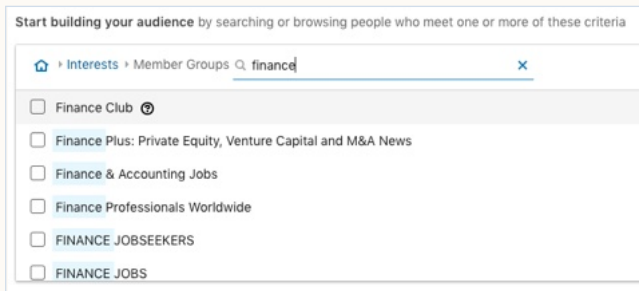
For example, for those looking to reach Finance professionals, relevant *Groups* may include the *Finance Club* (840,000+ professionals), *Banking Careers* (500,000+ professionals), or *Finance Plus: Private Equity*, *Venture Capital* and *M&A news* (440,000+ professionals).

🔍 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.

Demographics
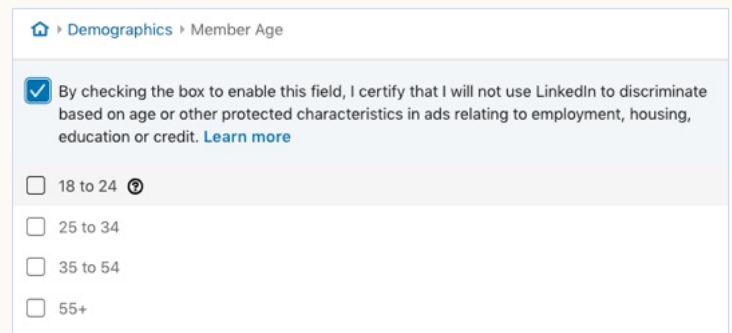
LinkedIn also offers *Professional Criteria* options such as *Age* and *Gender* which are inferred from a members profile and can only be used for equal opportunity advertising. These options may not be used to discriminate based on age or other protected characteristics in ads relating to employment, housing, education, or credit.

We find that for most customers using professional targeting options — like interests, member traits, skills, or functions — instead of age or gender leads to much stronger results for campaigns.

As an example, if you sell high-end luxury goods instead of targeting by age or gender you could target those who might log in to LinkedIn using an *iOS device* or who work in a *Senior* level or above role.

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.

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 option wherever appropriate.

Using Audience Expansion to reach similar audiences

Audience Expansion delivers your ads to members who are similar to your target audience in their professional attributes 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.

When to use Audience Expansion:

- When you are using professional targeting, Audience Expansion can help reach similar audiences to your selected options.

☑ **Enable Audience Expansion** ⊙
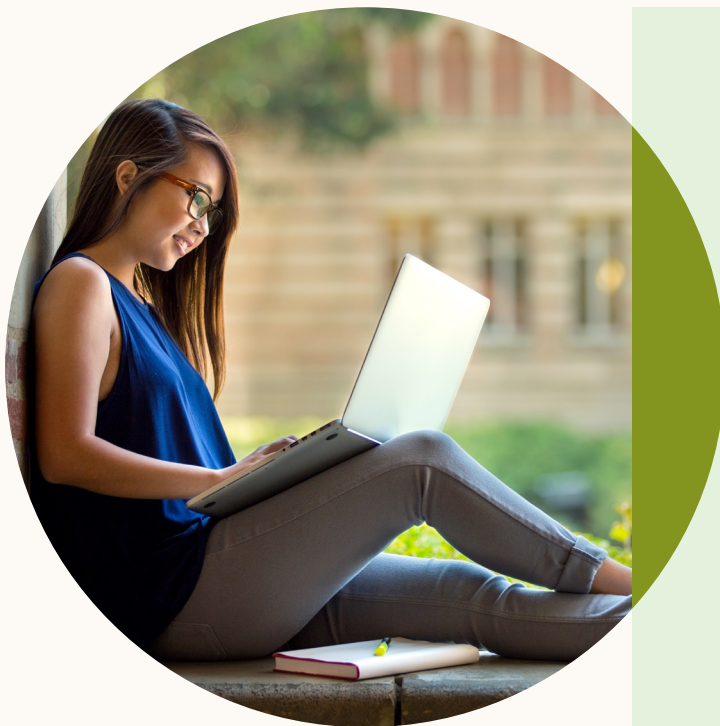
🔍 Tip

To avoid reaching a certain type of member while using Audience Expansion, you can exclude their targeting options. 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 are Unpaid.

Saving your audience as a template for other campaigns

Defining your audience takes time, especially for people who manage several campaigns. 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 companies.

Use a saved audience ▾ | Reset audience

Search for audiences

Manager, Marketing, 4+
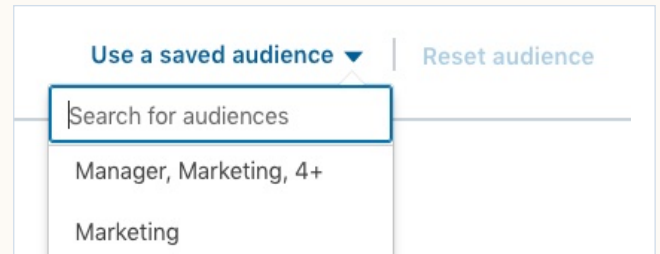
Marketing

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 option 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

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+

"LinkedIn for me has always been one of those weapons in your arsenal that you have to have. We didn't know we would be able to drive down to the pursuit marketing level to the degree that we did. There is something here that is extremely difficult for other platforms to replicate. They've been an amazing partner through all of this, extremely flexible, and a very powerful tool. I truly believe in my heart it's a no-brainer."

Nick Panayi
Head of Global Brand & Digital Marketing, DXC Technology

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

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

More customized options with Matched Audiences

Matched Audiences is a set of targeting capabilities that empowers you to reach your target audience, including people you already know using existing and past customer data, with:
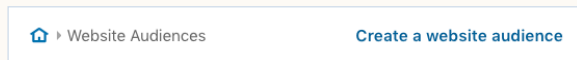
- Website Retargeting
- Retargeting by engagement
- Contact Targeting
- Company List Targeting

You can use *Matched Audiences* to retarget your website visitors, reach those who took an action with your Video Ads or Lead Gen Forms, market to your known contacts from your databases or marketing automation platforms, and reach decision makers at target companies for your account-based marketing programs.

Website Retargeting: Re-engage your website visitors

With *Website Retargeting*, you can create audiences based on the pages visited on your website and recapture your visitors' interest with content relevant to the pages viewed. To get started, add the LinkedIn Insight Tag to the global footer of your website.

🏠 ⏵ Website Audiences	Create a website audience

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

🔍 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.
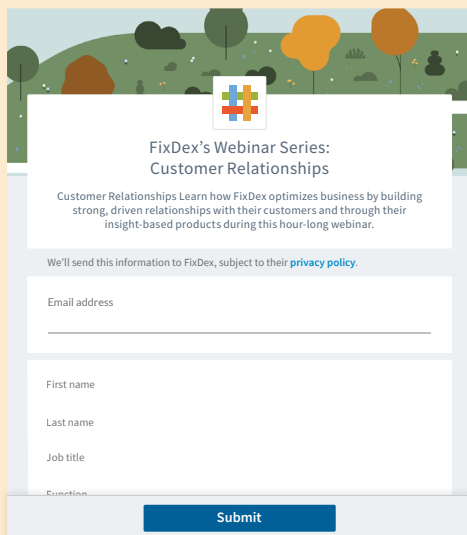
Retargeting by Video and Lead Gen Forms

With *Retargeting by Video* and *Lead Gen Forms* you can reach those taking an active interest in your brand based on the prior actions taken with your ads.

This means you can reach those who watched part or all of a 15 second video ad and serve them a more in depth content piece, like a whitepaper which opens a Lead Gen Form. You could also encourage a conversion by retargeting those who opened a Lead Gen Form from your Sponsored Content ad but didn't submit and take a more personalized approach with a Message Ad.

"Since using the new remarketing capabilities for Lead Gen Forms and videos our conversion rate has gone up by 20%, while our cost per conversion went down by 24%."

Marit van der Louw
International Content Marketer, TOPdesk
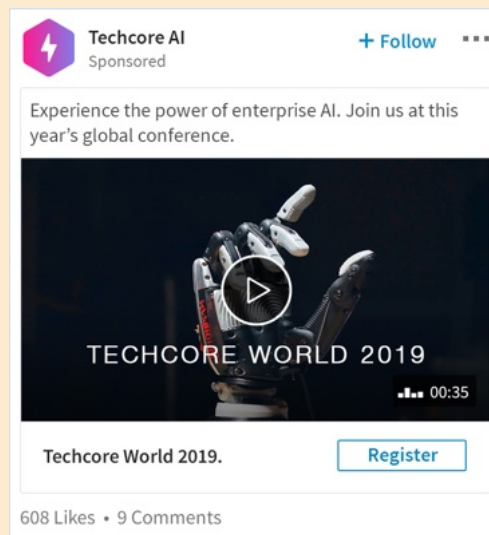
Learn more about
[Retargeting on LinkedIn](#).

Company Targeting: Reach decision makers at your target companies

With *Company Targeting* using *Matched Audiences*, you can run account-based marketing (ABM) campaigns by matching your list of target companies against the 8+ million LinkedIn Pages.

When uploading your lists for *Company Targeting*, ensure they adhere to LinkedIn's formatting guidelines. Before getting started we recommend you [download our template](#) and populate it with your own list of accounts. When uploading your list we recommend a list size of 1,000 companies or more (maximum 300,000).

We have also built seamless integrations with leading players in the ABM ecosystem like Bombora, Engagio, G2, Lattice, Madison Logic, Terminus, Demandbase, metadata. io, and Rollworks, with new partners added frequently.

⌂ ▸ Uploaded Lists	**Upload a list**
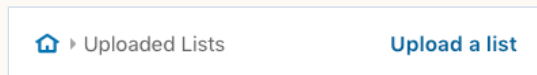
Learn how to get started with [Company Targeting](#).

🔍 Tip

Company Page URLs are an optional field but can help improve the accuracy and rate of matches.

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. LinkedIn has a growing ecosystem of marketing partners who have built audience integrations. A few of our audience partners include Marketo, Eloqua, Salesforce Ad Studio, HubSpot, LiveRamp, Adobe, and Microsoft Dynamics, with new partners added frequently. To see a full list of our audience partners visit our partner directory. Alternatively, you can upload a CSV file with a list of email addresses directly into Campaign Manager.

Upload a list ✕

Name this audience

| Prospect company list | 200 |

Select your company list or contact list

| Use the templates below to ensure successful upload. | Select list |

Download the **company list template**.

Download the **contact list template**.

After uploading, it can take up to 48 hours (on a rare occasion, longer) for your list to process and up to an additional 24 hours to start delivery. Include this audience to a campaign at any time and it will automatically start serving once ready. Tip: If excluding an audience, the audience must be fully processed for the exclusion to apply.

Cancel   **Upload**

By clicking "Upload", I agree to **these terms**.

Best practices

Company list
We recommend uploading at least 1,000 companies (maximum 300,000 companies). To match your list to companies, we require at least one of the following: (a) company name, (b) company website, (c) company email domain, (d) LinkedIn company page url, or (e) stock symbol. Including additional fields such as industry, city, state, country, or zip increases the accuracy of the match. Download the company list template to view all fields.

Contact list
We recommend uploading at least 10,000 contacts (maximum 300,000 contacts). To match your list to LinkedIn members, we require at least one of the following: (a) email address, (b) first and last name, (c) mobile device id, or (d) google user id. Including additional fields such as company, job title, or country increases the accuracy of the match. Download the contact list template to view all fields.

Learn how to get started with Contact Targeting.

🔍 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.

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 options 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.

DO
Add only two or fewer additional targeting options in addition to the Location option

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
- **Message Ads:** 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 options, 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?
🌐 Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro Area	🌐 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
📄 Computer Hardware, Internet	📄 Marketing, Business Development, Product Management
👤 Audience expansion: Enabled	👤 Audience expansion: Enabled

Try testing *Interests* vs. *Job Titles*, *Industry* vs. *Function*, etc. Keep refining over time, and you'll find the audience that responds best to your content.
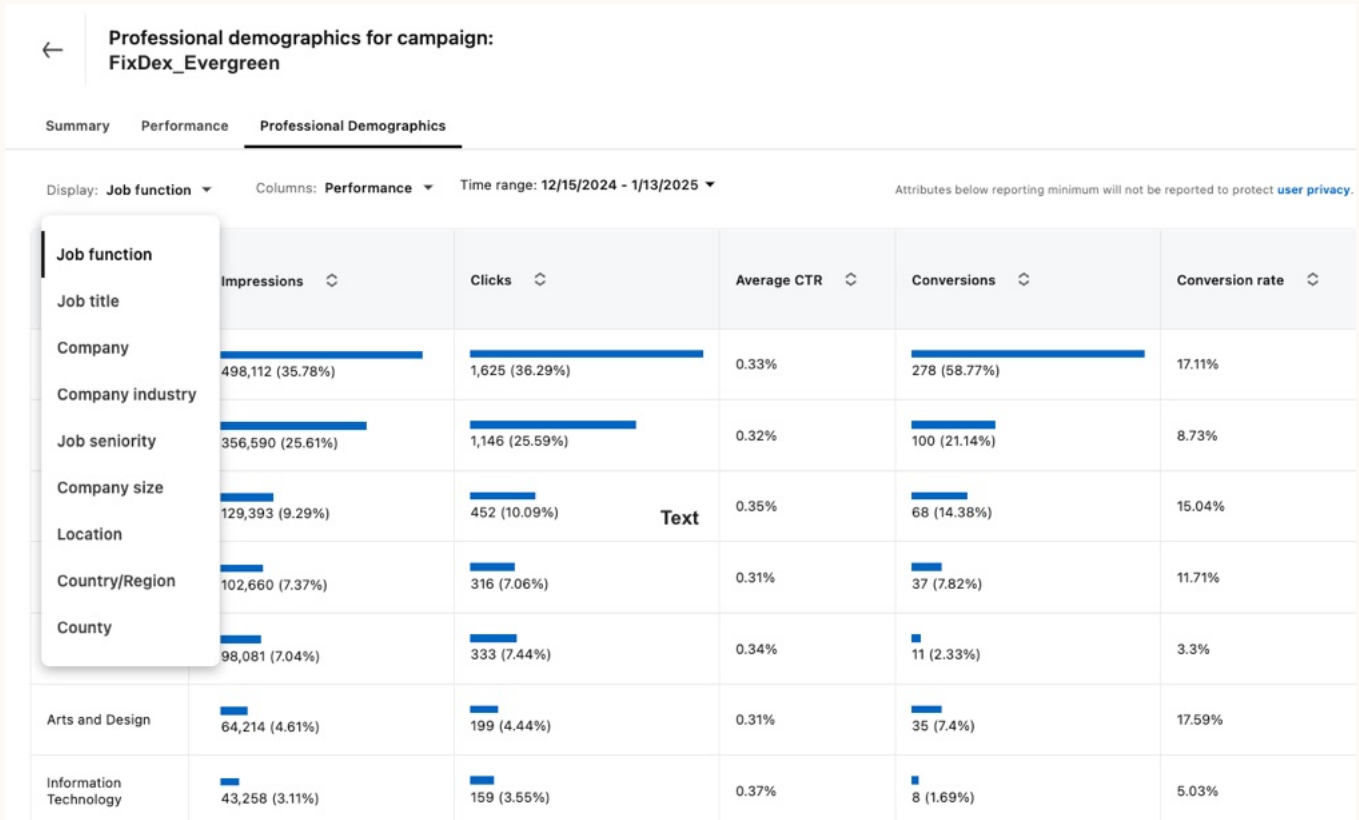
🔍 Tip:

Change only a few options at a time to isolate what part of your test impacted your campaign's performance.

Use professional demographics to analyze your audience

Available in your account dashboard, professional demographics reporting provides you information on the types of professionals engaging with your campaigns.

After you have accumulated enough campaign data, professional demographic reporting provides detailed insights about the professionals who have clicked on your LinkedIn ads broken down by *Job Title, Job Seniority, Company, Company Industry, Job Function, Company Size, and Location.*
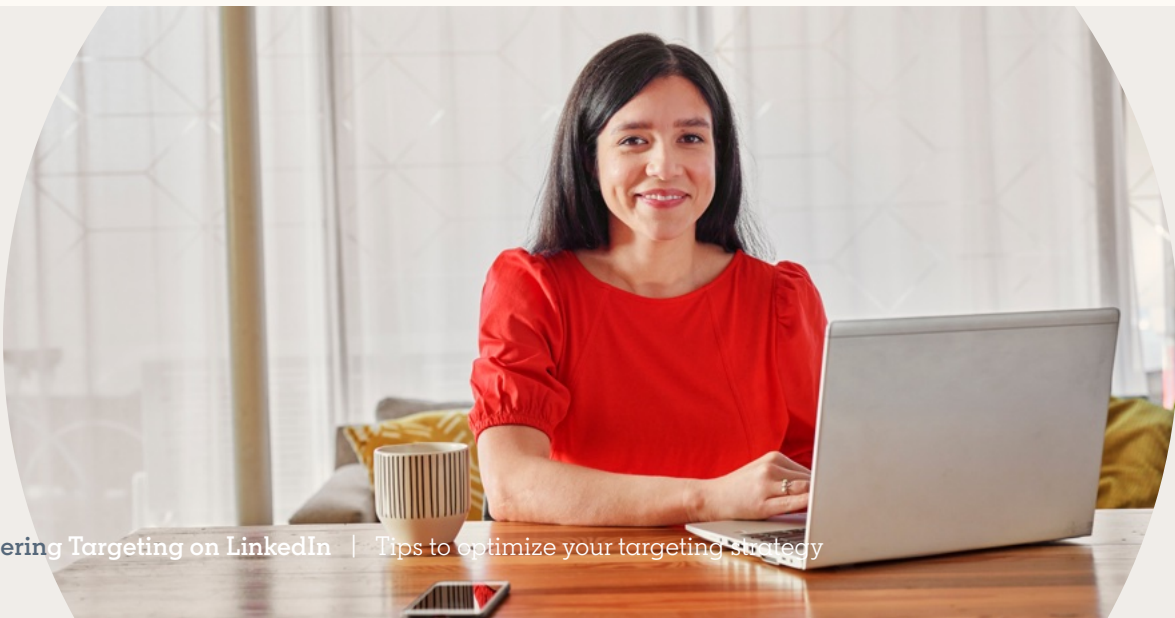
Conclusion

By utilizing LinkedIn's rich professional 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.
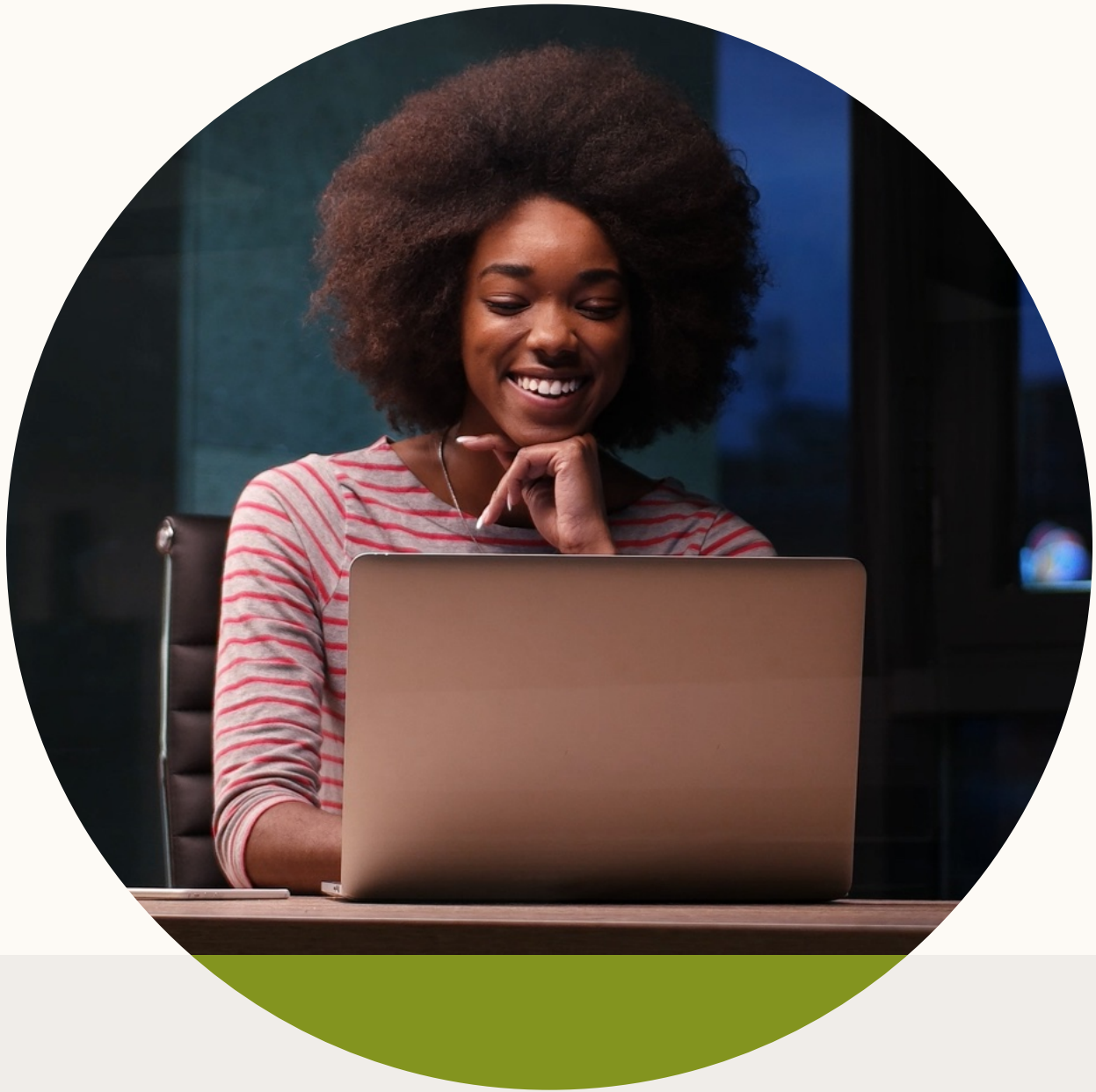
For the first time in the history of media, you can reach the world's professionals all in one place. More than 690 million members in over 200 countries and territories gather on LinkedIn to stay connected and informed, advance their careers, and work smarter. Together they comprise the largest global 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.

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