



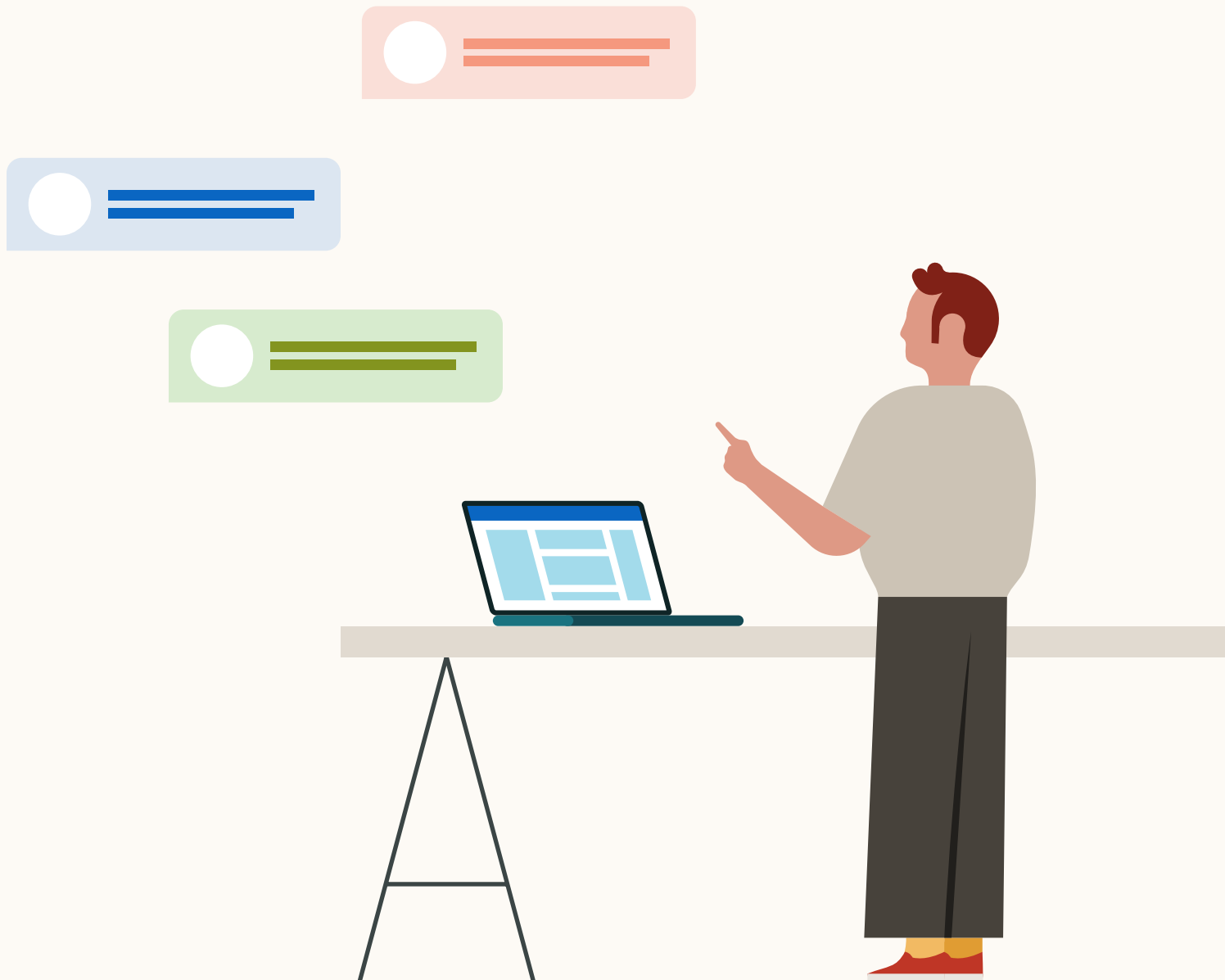
Ready to do business

# LinkedIn Targeting Options

Quick-start guide with definitions and visual examples

# Reach customers ready to do business

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.





# Meet 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

# Targeting options on LinkedIn



## Job Experience

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



## Education

Degrees, Fields of Study, and Member Schools



## Demographics

Age and Gender



## Company

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



## Interests and Traits

Member Interests, Member Groups, and Member Traits

# Get started in Campaign Manager

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.

The screenshot shows the LinkedIn Campaign Manager interface for setting up a new campaign. The top navigation bar includes the LinkedIn logo, 'CAMPAIGN MANAGER', and user account information. The main content area is titled 'Untitled campaign' and is divided into three steps: 'Set up campaign', 'Set up ads', and 'Review & finish'. The 'Set up campaign' step is active, and the 'Objective' sub-step is selected. The objective selection screen is divided into three columns: 'Awareness' (with 'Brand awareness' selected), 'Consideration' (with 'Website visits', 'Engagement', and 'Video views' options), and 'Conversions' (with 'Lead generation', 'Website conversions', and 'Job applicants' options). Below the objective selection are fields for 'Audience', 'Ad Format', 'Placement', 'Budget & Schedule', and 'Conversion Tracking'. At the bottom right, there are two buttons: 'Save and exit' and 'Save and next'.

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**



# 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](#)

INCLUDE [United States](#) [+ Add Locations](#)

EXCLUDE people in other locations

Who is your target audience?

AND also have ANY of the following attributes

Q Search [Learn more about matched audiences](#)

- Audiences Use your data to retarget website visitors or reach known contacts and accounts
- Audience attributes Add targeting criteria like job title, industry, or skills

[+ 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](#)

[View audience summary](#) [Save as template](#)

**Forecasted Results**

Target audience size **560,000+**

Segment breakdown

Function [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**

30-day impressions **64,000 - 380,000**

CTR **0.48% - 0.72%**

30-day clicks **500 - 1,400** [Key Result](#)

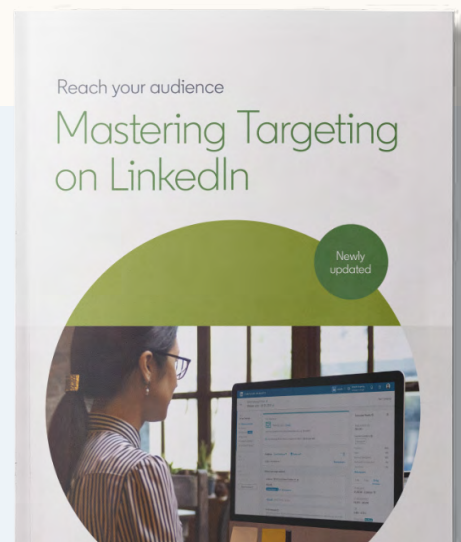
Forecasted results are directional estimates and do not guarantee performance. [Learn more](#)

Is this information helpful? [Yes](#) [No](#)

1. Estimated Audience Count
2. Segment Breakdown
3. Targeting Options
4. Matched Audiences
5. Audience Expansion
6. Templates



For information on Matched Audiences, Audience Expansion and Templates, download the full ebook [Mastering Targeting on LinkedIn](#)



# Estimating audience size

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. In order to launch your campaign, you must target at least 300 members.



### Forecasted Results ? ⚙️

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](#)

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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**

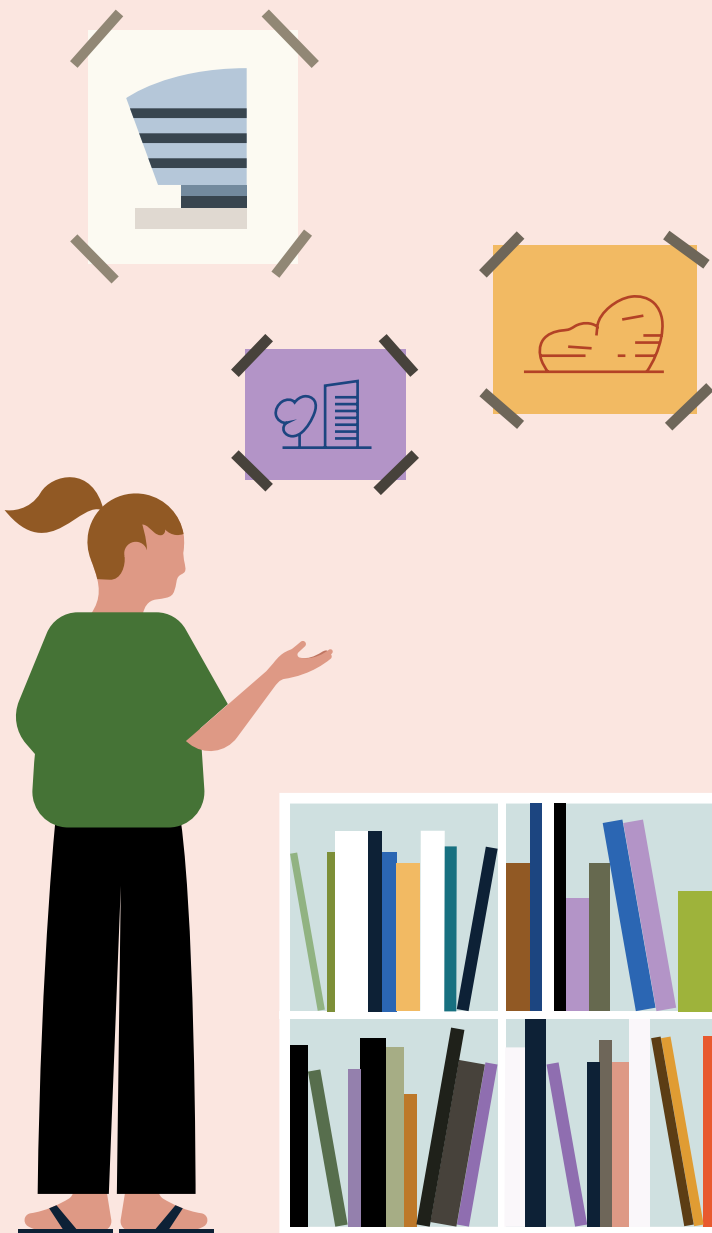
Forecasted results are estimates and do not guarantee actual performance. [Learn more](#)

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Is this forecast helpful?    [Yes](#)    [No](#)

# Segment breakdown

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.





# Targeting options

## Language and Location

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.

The screenshot shows the LinkedIn targeting interface. At the top, it says "Profile language" with a help icon and a dropdown menu set to "English". Below that, it says "Locations" with a help icon and a dropdown menu set to "Recent or permanent location". Under the "INCLUDE" section, there is a blue pill button with a checkmark and the text "United States", followed by a plus sign and the text "Add Locations". Below the "INCLUDE" section, it says "Exclude people in other locations".

## 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.

The screenshot shows the LinkedIn Job Function targeting interface. At the top, it says "Job Experience" and "Job Function" with a search icon and a search bar. Below that, there is a list of job functions with checkboxes next to them: Accounting, Administrative, Arts and Design, Business Development, Community and Social Services, and Consulting.

## 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.

INCLUDE people who meet one or more of these criteria

Job Title **current** ▼

- ✓ Marketing Manager
- ✓ Marketing Director
- ✓ Marketing Executive
- ✓ Marketing Consultant
- ✓ Marketing Staff
- ✓ Vice President Marketing
- ✓ Head Of Marketing
- ✓ Chief Marketing Officer
- ✓ Marketing Communications Specialist
- ✓ Senior Marketing Manager
- ✓ Director Of Sales Marketing
- ✓ Marketing Associate
- ✓ Digital Marketing Specialist
- ✓ Marketing Officer
- ✓ Sales And Marketing Specialist
- ✓ Sales Marketing Manager

Job Title  x

- Marketing Specialist • Job Title ⓘ
- Sales And Marketing Specialist • Job Title
- Marketing Manager • Job Title
- Marketing Director • Job Title
- Marketing Assistant • Job Title
- Marketing Intern • Job Title

## 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

- Manager
- Director
- VP ⓘ
- CXO
- Owner
- Partner

## 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 ▼

## 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.

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.

**INCLUDE** people who meet one or more of these criteria

**Member Skills**

✓ Marketing

Member Skills  X

<input checked="" type="checkbox"/> Marketing • Member Skills ?	<b>Suggestions for Member Skills (10)</b> <a href="#">Select all</a> Integrated Marketing Direct Marketing Email Marketing Brand Management
<input type="checkbox"/> Marketing Strategy • Member Skills	
<input type="checkbox"/> Social Media Marketing • Member Skills	
<input type="checkbox"/> Digital Marketing • Member Skills	
<input type="checkbox"/> Online Marketing • Member Skills	

## Company Information

### ✓ Name

INCLUDE people who meet one or more of these criteria  
Company Name based on **current jobs**

LinkedIn  Microsoft

Company Name

LinkedIn  Microsoft

**Suggestions for Company Name (10)**  
[Select all](#)

- Persistent Systems
- Cloudera
- RealNetworks
- Intuit

### ✓ Industry

Home > Company > Company Industry > Corporate Services

<input type="checkbox"/> Agriculture	<input type="checkbox"/> Accounting
<input type="checkbox"/> Arts	<input type="checkbox"/> Business Supplies & Equipment
<input type="checkbox"/> Construction	<input type="checkbox"/> Environmental Services
<input type="checkbox"/> Consumer Goods	<input type="checkbox"/> Events Services
<input checked="" type="checkbox"/> Corporate Services	<input type="checkbox"/> Executive Office
<input type="checkbox"/> Design	<input type="checkbox"/> Facilities Services

### ✓ Growth Rate

AND also have ANY of the following attributes

Home > Company > Company Growth Rate

- Negative growth companies
- 0% - 3% company growth
- 3% - 10% company growth
- 10% - 20% company growth
- 20%+ company growth

### ✓ Category

AND also have ANY of the following attributes

Home > Company > Company Category

- Forbes World's Most Innovative Companies
- Fortune 100 Fast Growing Companies (Worldwide)
- Fortune 500 (US only)
- Fortune Global 500 (Worldwide)
- LinkedIn News Editors' Top Companies (Australia)
- LinkedIn News Editors' Top Companies (Brazil)

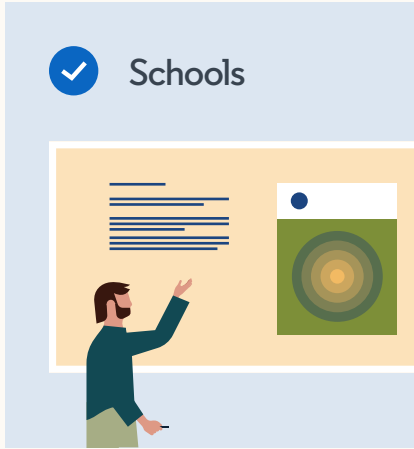
### ✓ Size

Home > Company > Company Size

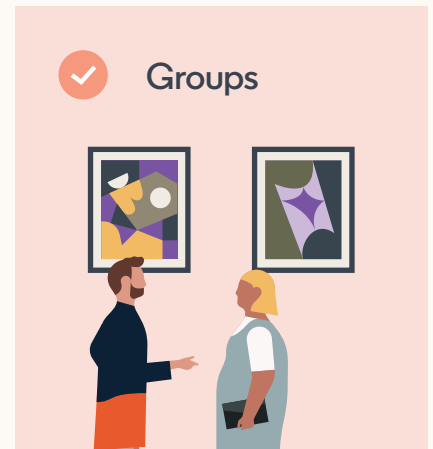
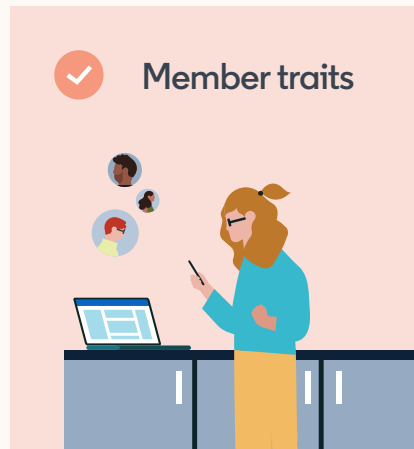
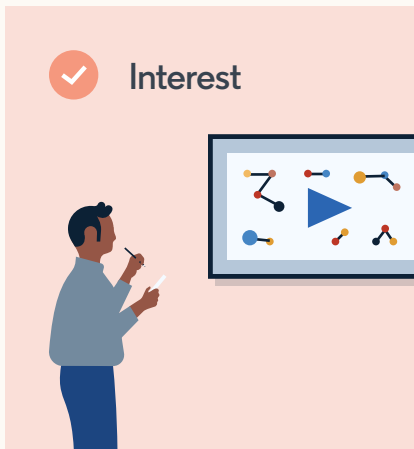
- Myself Only
- 2-10 employees
- 11-50 employees
- 51-200 employees
- 201-500 employees
- 501-1000 employees



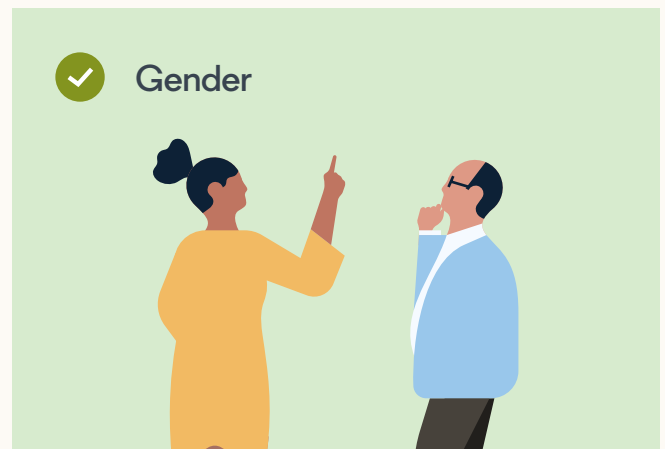
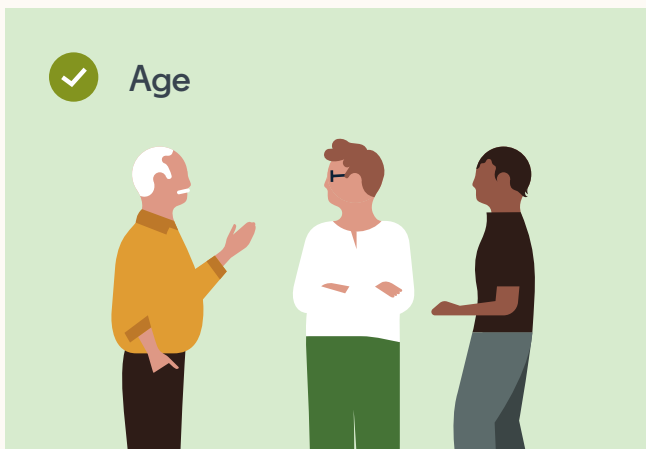
## Education



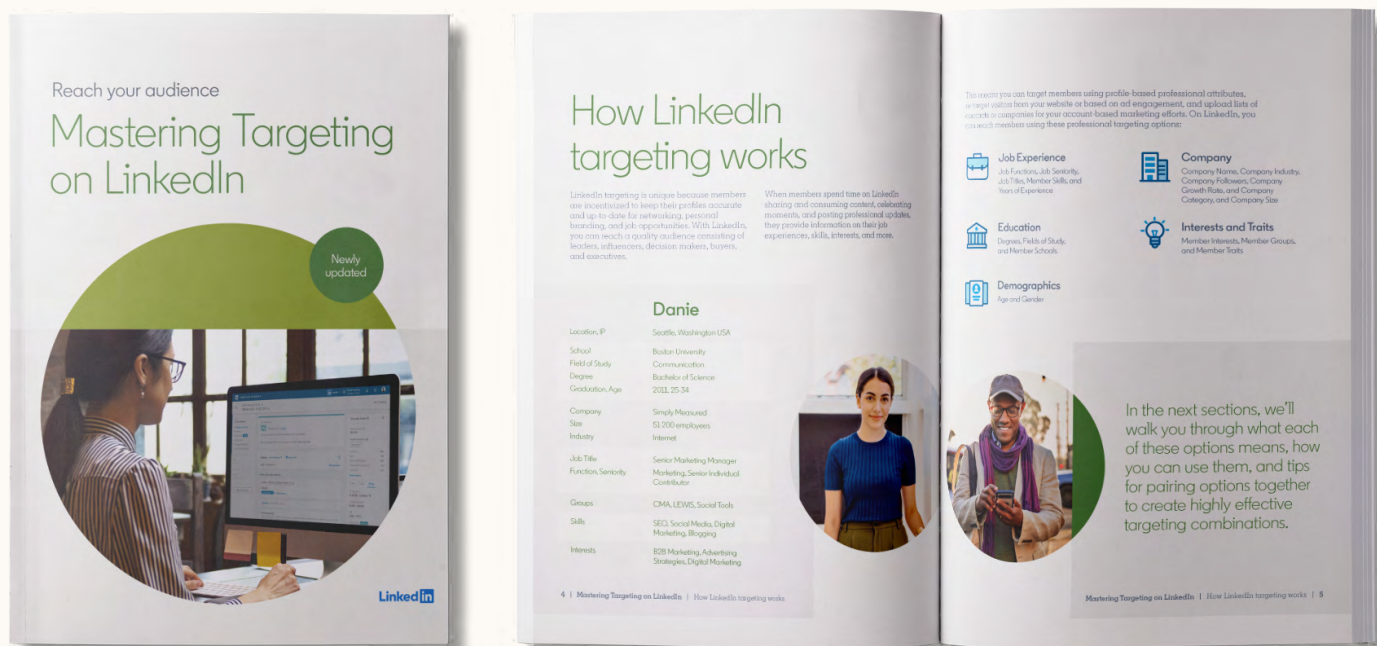
## Interest



## Demographics



For more on how LinkedIn Targeting works, download the full ebook [Mastering Targeting on LinkedIn](#).



**Do business where business is done**

Reach buyers, drive engagement, and build trust with LinkedIn Marketing Solutions.

Learn more

