



Getting Started with: Predictive Audiences

April 2024



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Introducing Predictive Audiences

In this section, you will learn what a Predictive Audience is and what you can do with this tool.



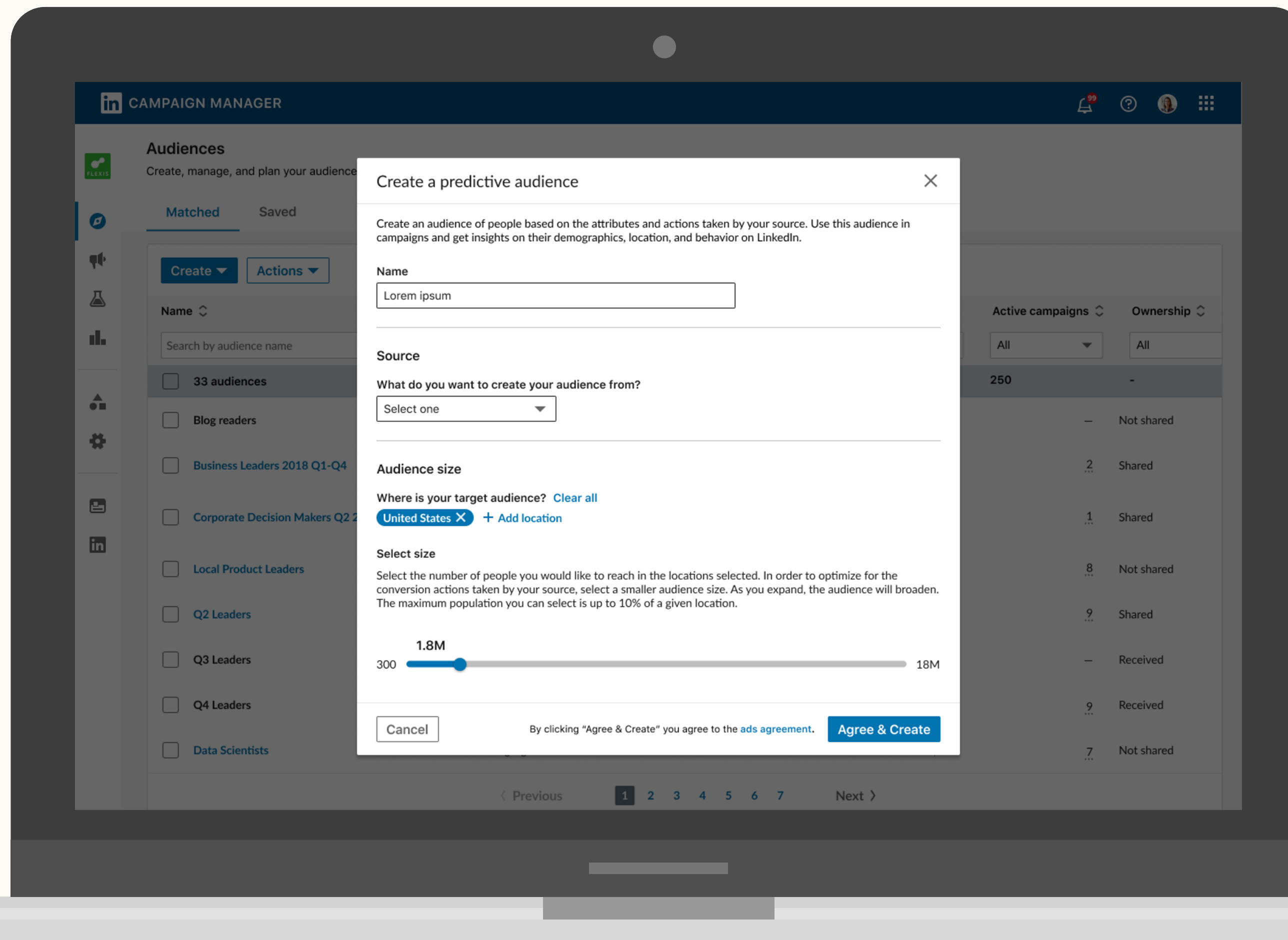
[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Why use Predictive Audiences?

We do all the hard work for you by using LinkedIn's AI to combine the millions of engagements we see on LinkedIn with your data to build and reach a high-intent audience that's tailored just for your business.

How?

Build an audience using your lead gen form, contact list, or online conversions as a source



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

With Predictive Audiences you can:



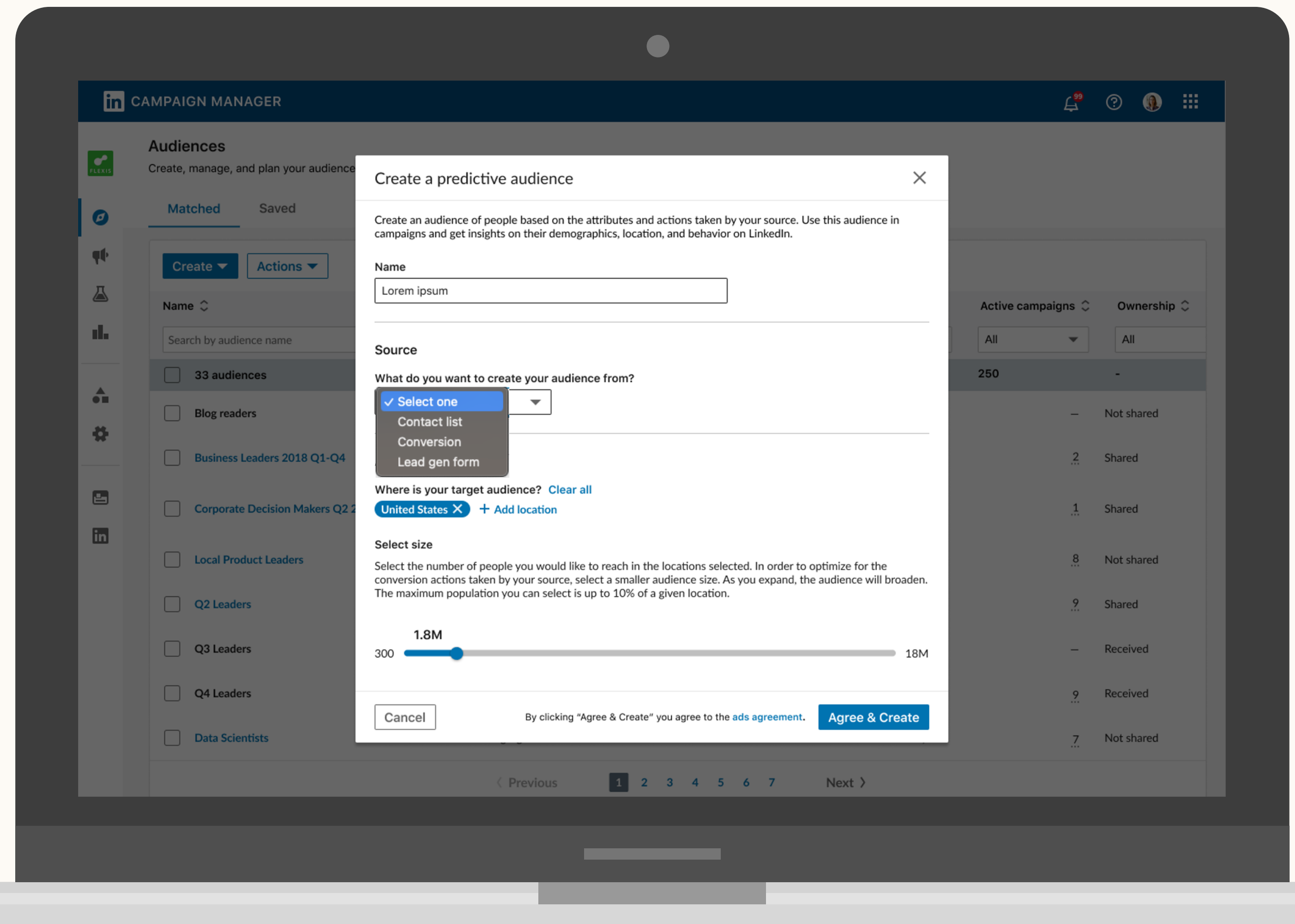
Confidently find and reach your high-intent audience at scale by leveraging LinkedIn's predictive AI modeling while preserving member privacy



Save time by taking away the guesswork on who your target audience is on LinkedIn



Drive ROI by reaching the people most likely to take an action based on similar characteristics and behaviors



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

How is Predictive Audience different from other audiences offered on LinkedIn?

Predictive Audiences uses LinkedIn's machine learning modeling to generate audiences that looks at behavioral and conversion propensity, going beyond those who "look like" your ideal audience.

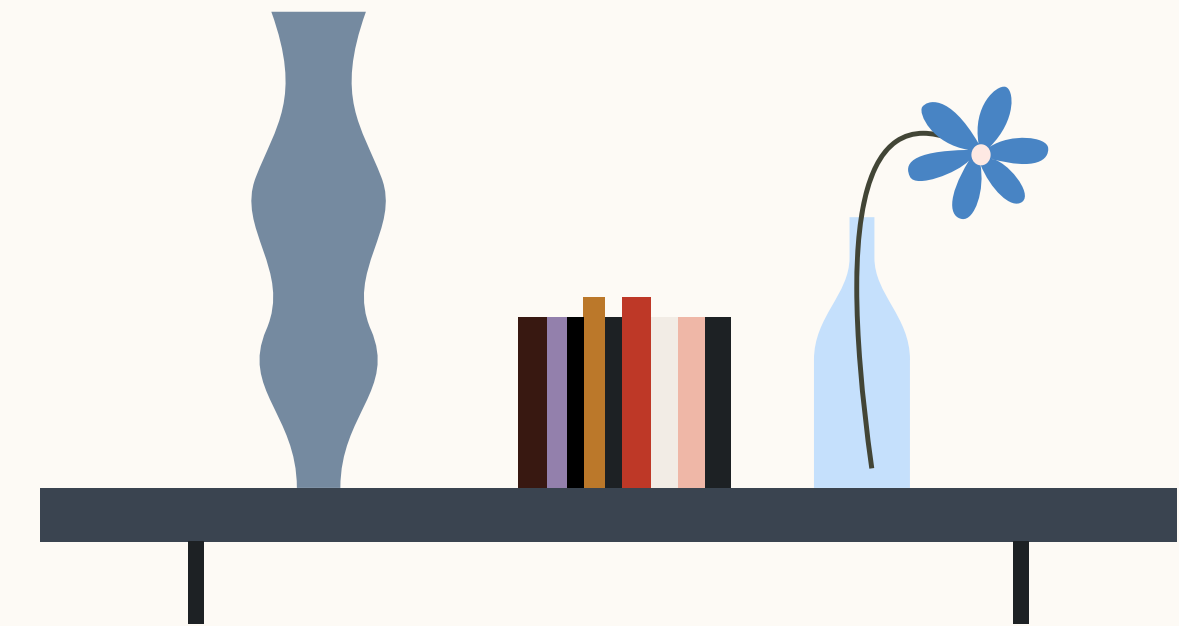


[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

You're ready to go

You now understand the basics of Predictive Audiences.

Next, we will guide you through how to create and use Predictive Audiences



Getting Started: Predictive Audiences

In this section, we will walk you through the requirements to set up Predictive Audiences and where you can find it within Campaign Manager.



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Getting Started

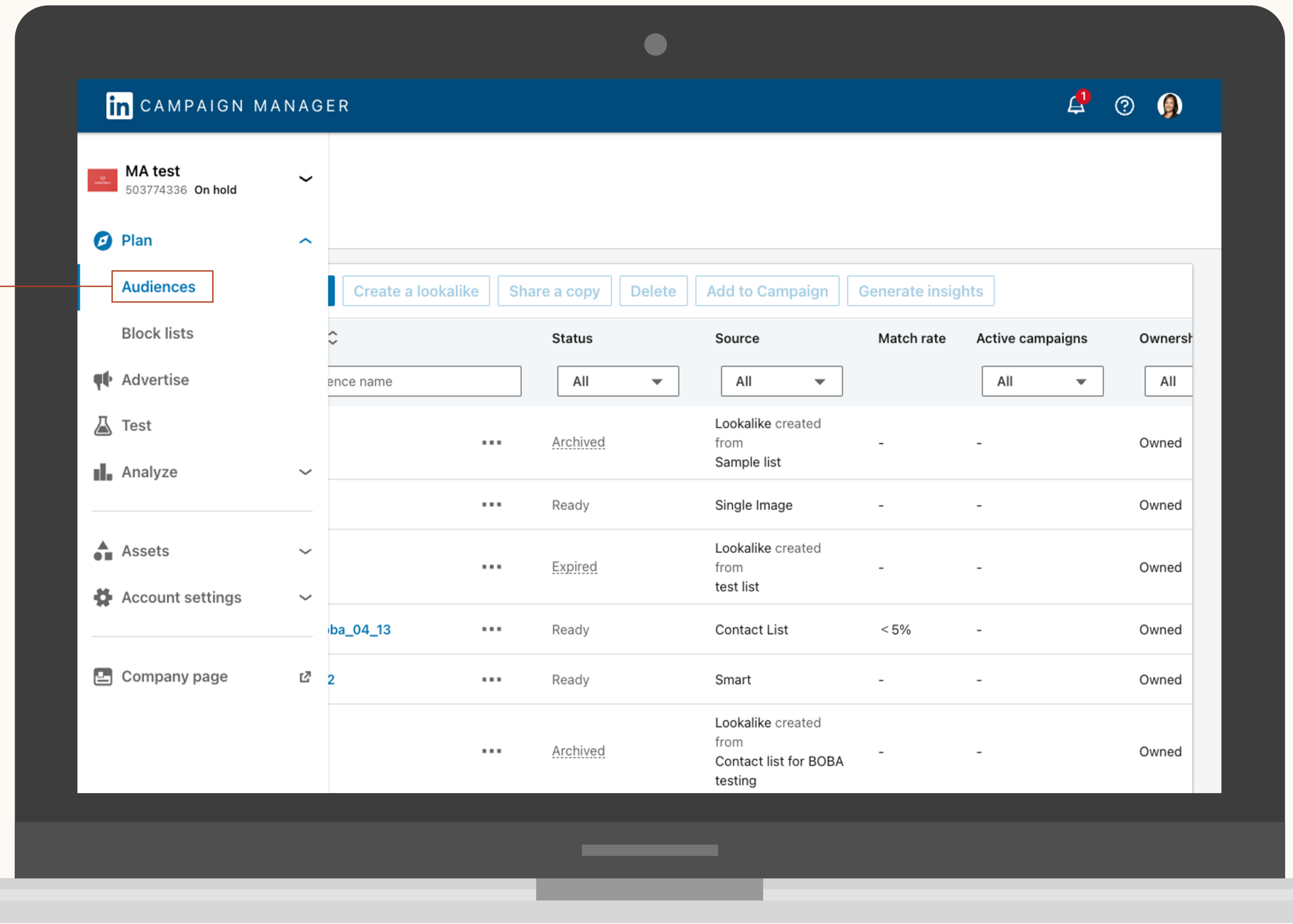
To create your Predictive Audience, you must have one of the following with a minimum total of 300 members:

- A contact list in "ready" status
- A lead gen form
- A conversion (LinkedIn Insight Tag, Website Actions, or Conversions API)

Don't have an audience created yet? Upload your [contact list](#) or create a [lead gen form](#) or [conversion](#) audience in Campaign Manager.

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

In campaign manager click
on Plan > **Audiences**



The screenshot shows the LinkedIn Campaign Manager interface. On the left sidebar, the 'Plan' section is expanded, and 'Audiences' is highlighted with a red box. A red line connects this box to the text 'Audiences' in the instruction on the left. The main content area displays a table of audiences. The table has columns for Audience name, Status, Source, Match rate, Active campaigns, and Ownership. The first row shows an audience named 'MA test' with ID '503774336' and status 'On hold'. Below it, there are several rows of audiences, including 'Lookalike created from Sample list', 'Single Image', 'Lookalike created from test list', 'Contact List', and 'Smart'. The 'Status' column shows various states like 'Archived', 'Ready', and 'Expired'. The 'Match rate' column shows values like '< 5%'. The 'Active campaigns' column shows '-' for all audiences. The 'Ownership' column shows 'Owned' for all audiences.

Audience name	Status	Source	Match rate	Active campaigns	Ownership
MA test 503774336 On hold					
...	Archived	Lookalike created from Sample list	-	-	Owned
...	Ready	Single Image	-	-	Owned
...	Expired	Lookalike created from test list	-	-	Owned
ba_04_13	Ready	Contact List	< 5%	-	Owned
2	Ready	Smart	-	-	Owned
...	Archived	Lookalike created from Contact list for BOBA testing	-	-	Owned

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

In campaign manager
under the Audience's
section **click create** and
select **predictive
audiences**

LinkedIn CAMPAIGN MANAGER

Audiences
Create, manage, and plan your audiences. [Learn more](#)

Matched Saved

Create **Actions**

Predictive audience
Create an audience predicted to perform actions similar to those within your source data

Matched audience
Create an audience using your contact or company list, and retarget by engagement

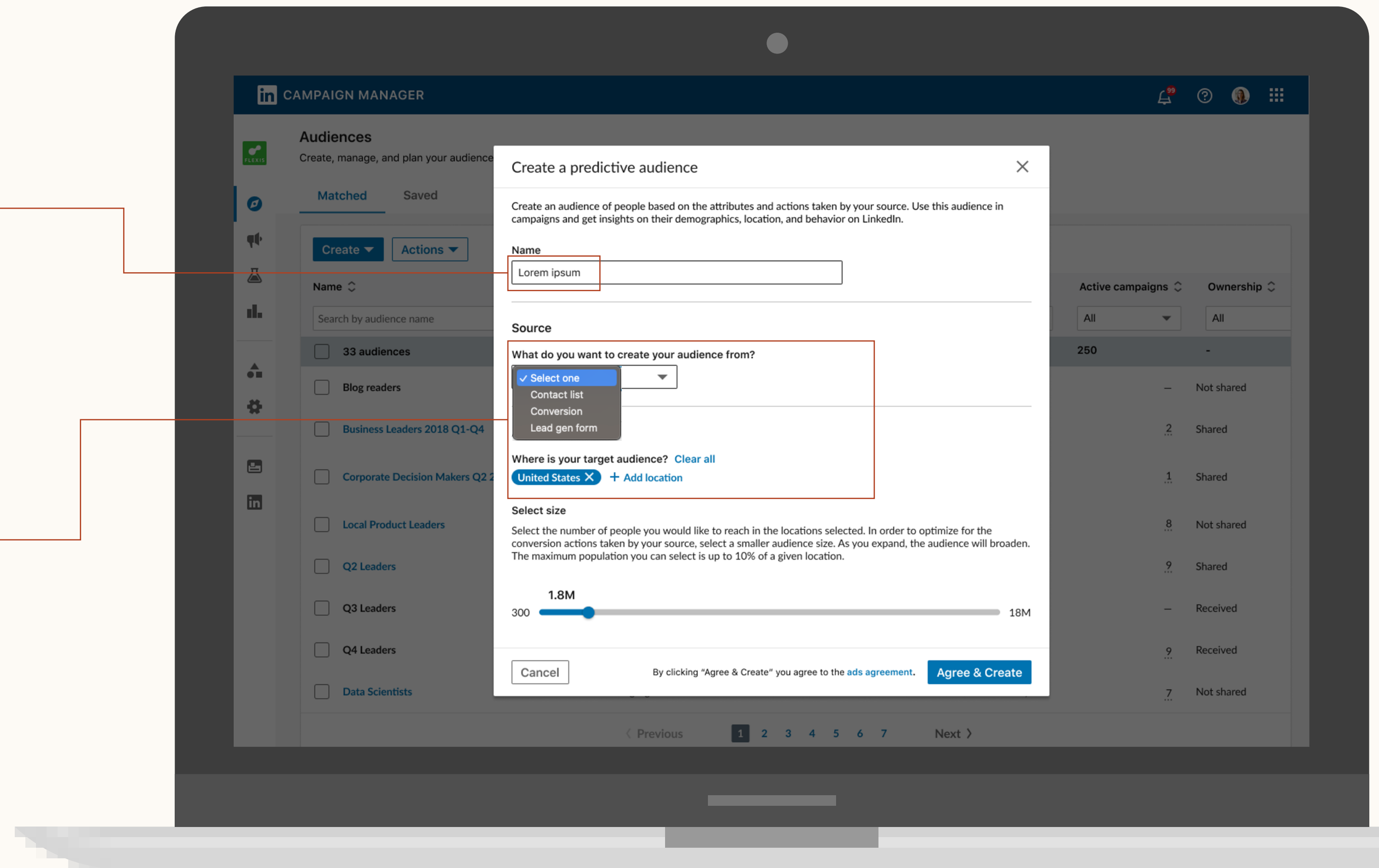
	Status	Source	Match rate	Audience count	Active campaigns	Ownership
	All	All	All	All	All	All
	-	-	-	1,200,000	250	-
☐ Blog readers	Processing	Contact list	-	-	-	Not shared
☐ Business Leaders 2018 Q1-Q4	Expired	Company list	95%	90,000	2	Shared
☐ Corporate Decision Makers Q2 2019	Ready	Lookalike created from Q4 Leaders	-	10,000	1	Shared
☐ Local Product Leaders	Expired	Contact list	97%	75,000	8	Not shared
☐ Q2 Leaders	Sending signal	Website	-	150,000	9	Shared
☐ Q3 Leaders	No signal	Website	-	-	-	Received
☐ Q4 Leaders	Failed	Company list	94%	-	9	Received
☐ Data Scientists	Sending signal	Website	-	2,000	7	Not shared

< Previous 1 2 3 4 5 6 7 Next >

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Name your
Predictive Audience

Select **your source** from
the drop down menu



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Once created your new **Predictive Audience** will appear in your **Matched Audiences list** and can be applied to any campaign

The screenshot displays the LinkedIn Campaign Manager interface, specifically the 'Audiences' section. The left sidebar shows navigation options: MA test, Plan, Audiences (selected), Brand safety, Advertise, Test, Analyze, Recommendations (BETA), Assets, Account settings, Company page, and Business manager. The main content area is titled 'Audiences' and has tabs for 'Matched' and 'Saved'. Below the tabs are buttons: 'Create audience', 'Create a lookalike', 'Share a copy', 'Delete', 'Add to Campaign', and 'Insights'. A table lists various audiences with columns for Audience name, Status, Source, Match rate, Active campaigns, and Ownership. The 'Audience name' column has a search bar and a dropdown set to 'All'. The 'Source' column has a dropdown set to '3 selected'. The 'Active campaigns' column has a dropdown set to 'All'. The 'Ownership' column has a dropdown set to 'All'. The table contains 11 rows of audience data. The row for 'Lorem ipsum' is highlighted with a red box, and its 'Source' is 'Predictive'. A red line connects the text 'Predictive Audience' in the main text to this row.

Audience name	Status	Source	Match rate	Active campaigns	Ownership
jamie test building	Ready	Company List	> 90%	-	Owned
Lorem ipsum	Ready	Predictive	-	-	Owned
Sample list	Archived	Company List	> 90%	-	Owned
Test audience	Archived	Company List	> 90%	-	Owned
test-list-upload-04-04	Archived	Company List	> 90%	-	Owned
Jenns event test	Ready	Event	-	-	Owned
BB Event facet	Ready	Event	-	-	Owned
test list	Ready	Company List	85%	1	Owned
test delimiter	Archived	Company List	> 90%	-	Owned
test ; delimiter	Ready	Company List	> 90%	1	Owned

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Helpful tips to keep in mind

Identify people who model your current customer

- ✓ A list of customers emails uploaded from your CRM system (contact list)
- ✓ Website visitors who landed on a customer login page (conversion)
- ✓ Leads from an application or demo sign up (lead gen form)

Start with an audience that's pre-qualified

- ✓ A list of event attendees (contact list)
- ✓ Website visitors who landed on a gated piece of content or product page (conversion)
- ✓ Leads of those who downloaded an eBook or guide (lead gen form)

Leverage an audience vetted by sales

- ✓ A list of emails associated to an opportunity accepted by sales or closed won deals (contact list)
- ✓ A list of target contacts hand selected by sales (contact list)

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Best practices



Check that you have a minimum of 300+ members for your selected seed source



Use audience insights to understand the make-up of your audience and refine targeting



Tailor your content based on the highest indexing topic or product interest using audience insights > content tab



A/B test creative and content to find what resonates best



Test different audience sizes to find what performs best



Not sure if your selected audience size is too big? We recommend no more than 200x your seed source size



Disable audience expansion prior to saving your campaign to avoid an error



Exclude existing customers or those that have already converted



Consider using lead gen objective for optimal results

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Nice work!

You now know how to access and **set up Predictive Audiences.**

Next, we will guide you through how to review your Predictive Audience performance at the end



Reviewing your Results



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Reviewing campaign Performance

- Visit Reporting > “Campaigns” view
- To compare audience performance against other campaigns, select the desired campaigns and view “Key Results” or “Cost per Result”

The screenshot displays the LinkedIn Campaign Manager interface. At the top, the header includes the LinkedIn logo, 'CAMPAIGN MANAGER', and navigation icons. Below the header, the main content area shows a table of campaign performance data. The table has columns for Campaign Name, Status, Spent, Key Results, Cost Per Result, and Impressions. Two campaigns are selected, highlighted with red boxes: 'Predictive Test 3' and 'Predictive Test 4'. Both campaigns show 0 Leads and 0 Conversions. The 'Key Results' and 'Cost Per Result' columns are highlighted with red boxes. The interface also includes filters, columns, and a time range selector.

Campaign Name	Status	Spent	Key Results	Cost Per Result	Impressions
2 selected campaigns	-	\$0.00	-	-	0
☒ Predictive Test 3 ID: 208715823 · Sponsored Content	Draft	\$0.00	0 Leads	-	0
☒ Predictive Test 4 ID: 208715903 · Sponsored Content	Draft	\$0.00	0 Leads	-	0
☐ Predictive Test 2 ID: 208716563 · Sponsored Content	Draft	\$0.00	0 Conversions	-	0
☐ Predictive Test 1 ID: 208716643 · Sponsored Content	Draft	\$0.00	0 Conversions	-	0



Access A/B Reporting

- To view results of your A/B test, visit “Test” > View results
- Or Visit Reporting > “Campaigns” view > Click A/B Testing > View results
- At the end of test, both campaigns are automatically paused

The screenshot displays the LinkedIn Campaign Manager interface. At the top, there's a navigation bar with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below this, there are tabs for 'Campaign Groups' (3 total), 'Campaigns' (62 total), and 'Ads' (11 total). A sidebar on the left contains various icons for navigation. The main content area shows a list of campaigns with columns for 'Campaign Name', 'Status', 'Spent', 'Key Results', and 'Cost Per Result'. A modal window titled 'A/B Test Results' is open, showing a table with columns: Name, Status, Campaign A, Campaign B, Test Metric, Winning campaign, P-value, Start Date, and End Date. The table lists two tests: 'Predictive Audiences Test (Aug 2022)' and 'Predictive Test 2'. The first test is paused, and the second is a draft. Both tests show '0 Conversions' and a cost of '\$0.00'. A red box highlights the 'View Results' button in the modal.

Name	Status	Campaign A	Campaign B	Test Metric	Winning campaign	P-value	Start Date	End Date
Predictive Audiences Test (Aug 2022)	Paused	Predictive Test 2	Predictive Test 1	Cost per conversion	Pending	Not enough data	8/8/2022	11/5/2022
Predictive Test 2	Draft							
Predictive Test 1	Draft							

Feature limitations





Predictive audiences limitations

- Contact List (.CSV), Conversion (Insight Tag, Website Actions, CAPI), or Lead Gen Form are the three data sources available to create a Predictive Audience
- Maximum creation of **100 Predictive Audiences per ad account** at any given time
- 300 minimum to 300K maximum rows for Contact List upload
- Contact List via data integration / 3rd party API is not available

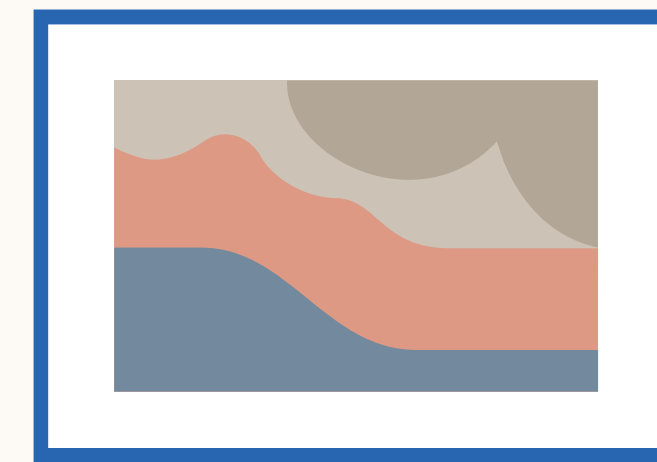
- A/B Testing will automatically pause both campaigns 90 days after activation
- Audiences cannot be shared with another ad account or through Business Manager

[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Congratulations!

You have now completed this
guide to Predictive Audiences.

Next, you'll find some helpful resources.



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Resources

- [How to get started with LinkedIn Contact Targeting](#)
- [Contact List Template](#)
- [How to upload your Contact List](#)
- [How to get started with LinkedIn Conversion Tracking](#)
- [Understanding and getting started with Website Actions](#)
- [How to get started with LinkedIn Lead Gen Forms](#)
- [How to set up A/B Testing](#)



Thank you



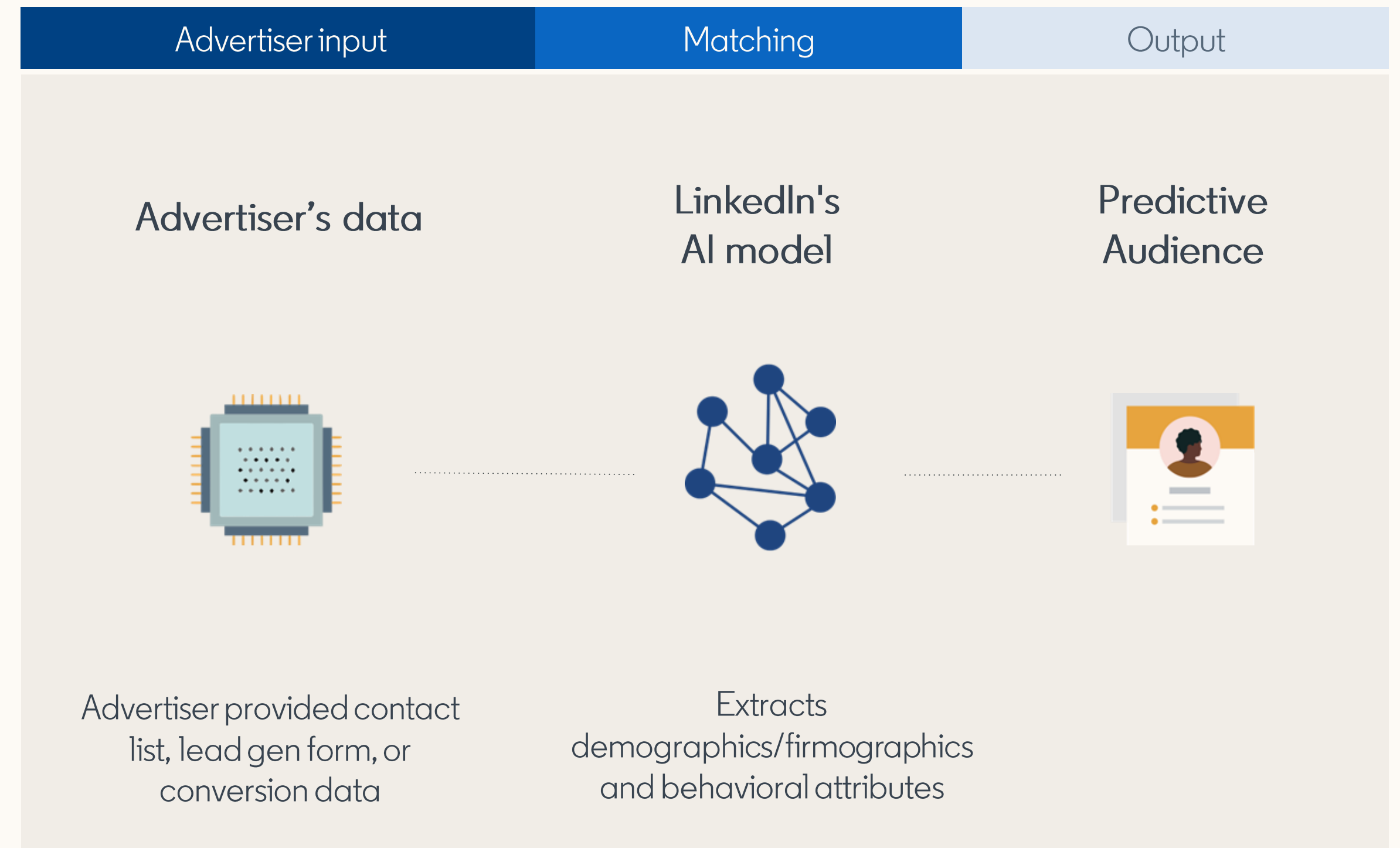
Appendix

How a Predictive Audience is created

To create a predictive audience, an advertiser must first provide high quality data. The seed data provided should align to a specific behavior they'd like to replicate in the resulting audience. LinkedIn then generates a tailored AI model trained to identify users who are predicted to be most likely to exhibit similar conversion behavior.

How does LinkedIn use your data?
Your data is used as input to our model to generate your audience and is isolated and used in a privacy-enhanced manner.

Predictive audience



How does Predictive Audience compare to Lookalike?

Let's use FixDex as an example. FixDex is a company that wants to reach decision makers looking for an HR solution.

LinkedIn has a wide audience ranging from those that are looking for an HR solution to those that are not, and people with diverse titles, seniority levels, and background.

Members on LinkedIn



"I want to find people looking for an HR solution"



SVP of HR
Looking for a solution



Co-Founder
Looking for a solution



HR Executive
Not looking for a solution



VP of HR
Not looking for a solution



SVP of Technology
Looking for a solution



HR Executive
Looking for a solution



CEO
Looking for a solution



Predictive audience vs. lookalikes

Based on FixDex's data source, selected geo location, and desired Predictive Audience size, LinkedIn's AI model will generate an audience that looks at behavioral and conversion propensity, going beyond those who "look like" their ideal audience.

A lookalike audience, which is built to contain people that look like HR professionals, may include people who are in or out of market for an HR Solution.



"I want to find people looking for an HR solution"

Predictive audience



HR Executive
Looking for a solution



VP of HR
Looking for a solution



Co-Founder
Looking for a solution



SVP of Technology
Looking for a solution

Lookalike audience



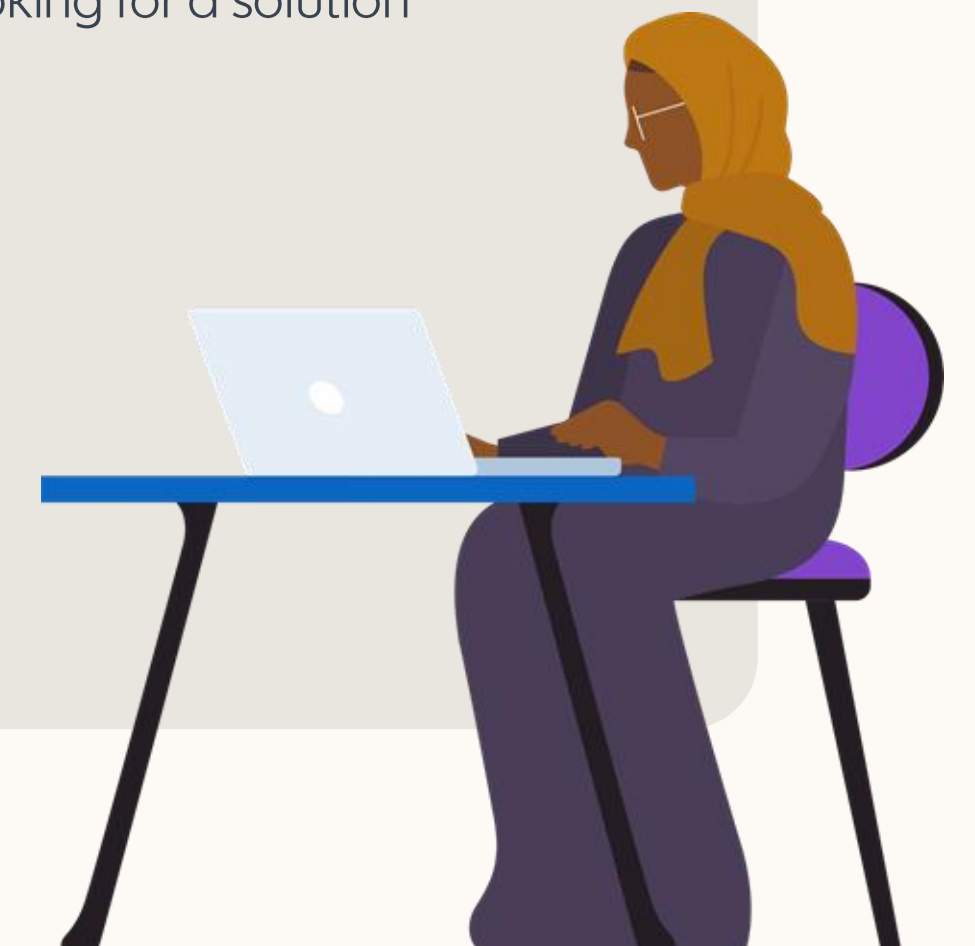
HR Executive
Not looking for a solution



VP of HR
Not looking for a solution



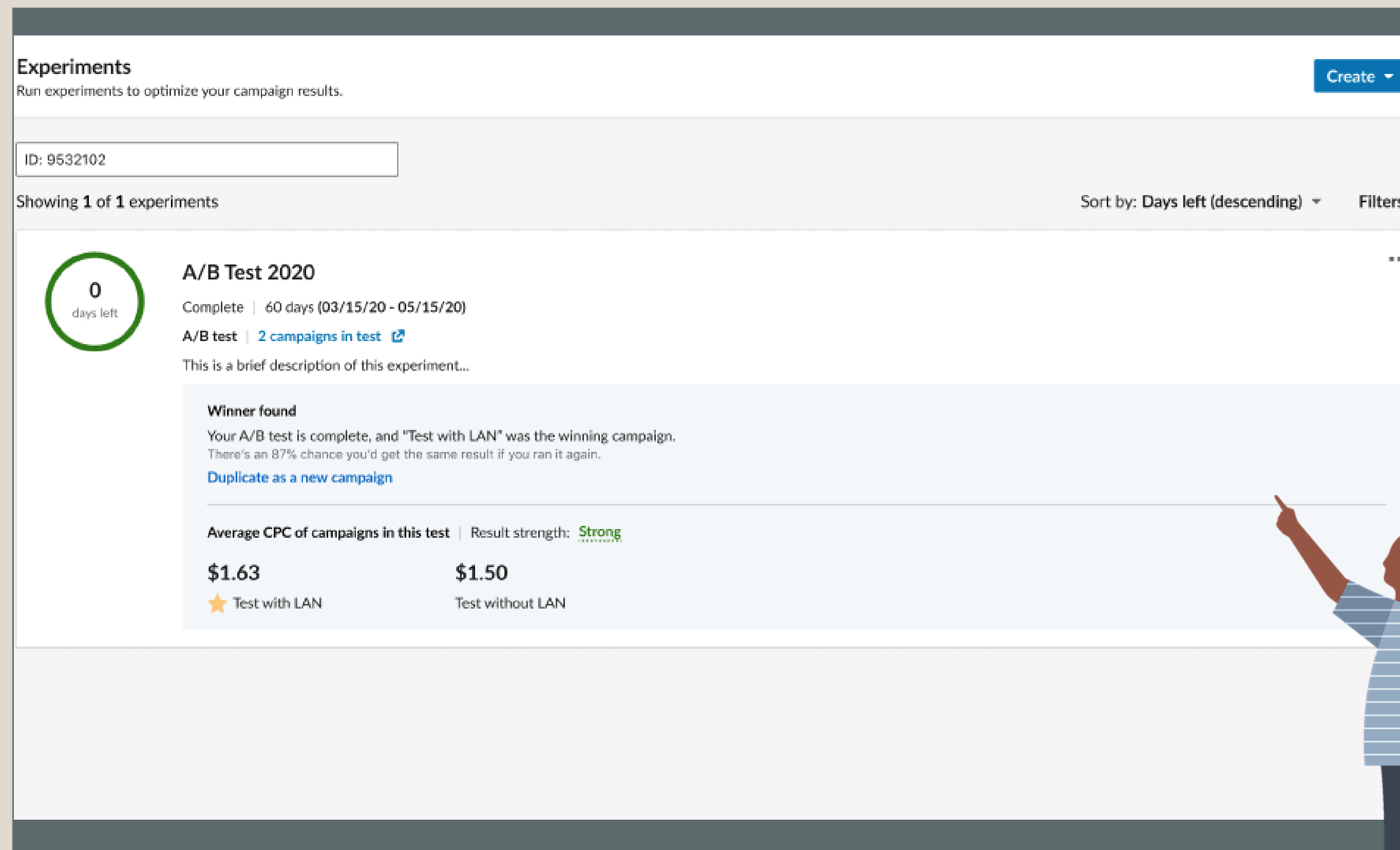
CEO
Looking for a solution



A/B Testing Result Scenarios

After your A/B test is completed, both campaigns will be paused, and there are **three possible results**:

- 1 **Winner Found** – the tested variable led to one campaign outperforming the other (*as pictured to the left*). You can duplicate this as a new campaign.
- 2 **Similar Performance** – the test scientifically concludes (low p-value) that the variable had no impact on performance.
- 3 **Inconclusive** – there was not enough data to determine if there was a winning campaign or similar performance between the variables. This may happen when the test setup was not optimal, for instance if the audience size was not large enough, the test was not long enough, or the budget was not large enough to collect the necessary key results.



[Introduction](#)[Getting started](#)[Reviewing your Results](#)[Taking an Action](#)[Feature limitations](#)[Resources](#)

Name your
Predictive Audience

Select **your source** from
the drop down menu

