

Discover Professional Traits of Your Website Visitors

For B2B marketers, knowing your ideal audience is critical to driving ROI. But a key challenge is understanding whether you've created the right content for the right people so you aren't wasting your marketing budget.

LinkedIn Website Demographics is a free reporting tool that lets you see what types of professionals are coming to your website, giving you a powerful way to tune your marketing to those visitors, and develop better targeting and content for your campaigns.

Found within LinkedIn Campaign Manager, Website Demographics lets you filter your website audience by 8 individual professional dimensions, including:

- **Job title**
- **Job seniority**
- **Company**
- **Location**
- **Industry**
- **Job function**
- **Company size**
- **Country**

Website Demographics also allows you to filter by date range to understand whether that recent marketing campaign boosted traffic from your desired audience segments. You can now see if you have attracted new pools of prospects to your website. With these insights, you can craft new marketing content designed to better resonate with that audience.

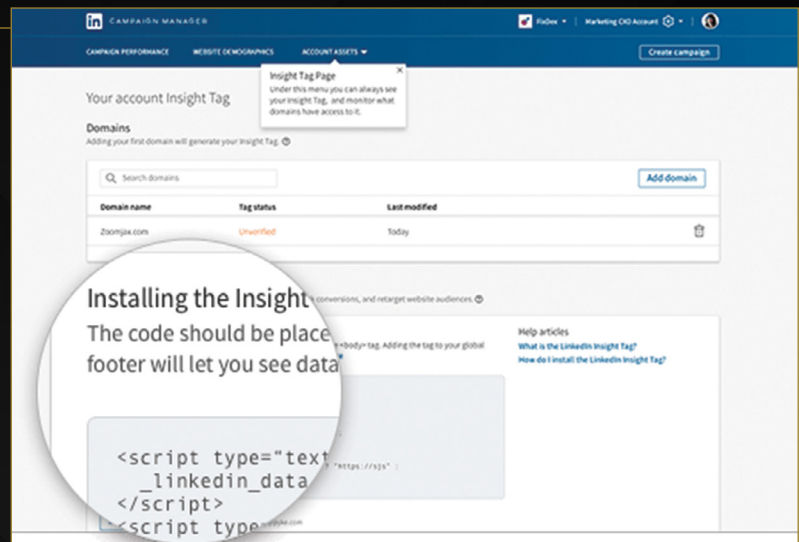
"Website Demographics is giving us some really useful insights about the different segments of our international websites. It's helping us clearly understand if we're reaching the right audience with our web marketing strategies and also providing clarity about our web audiences throughout the entire customer lifecycle."

Bhanu Chawla - Head of Digital Strategy, Cornerstone OnDemand

Get Started in 3 Steps

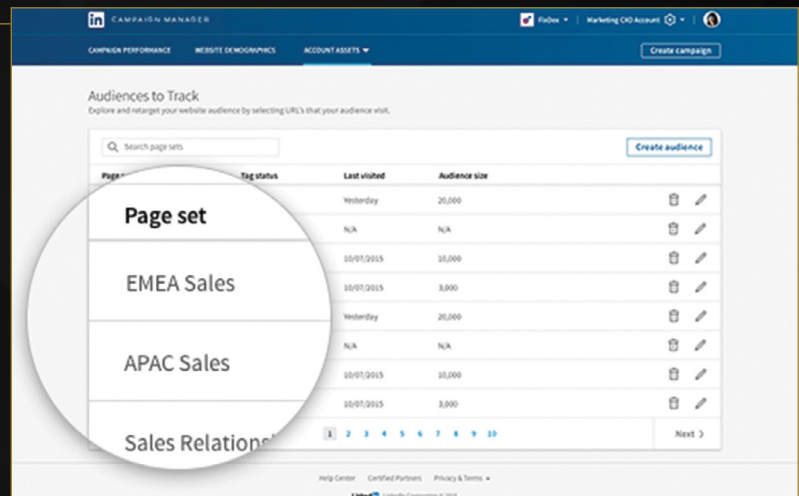
1. Add the LinkedIn Insight Tag to Your Site.

Once added, sign in to **Campaign Manager** (the advertising platform on LinkedIn), click on **Account Assets**, and choose **Insight Tag**. Your website will be listed as **Verified** if your tag is added properly.



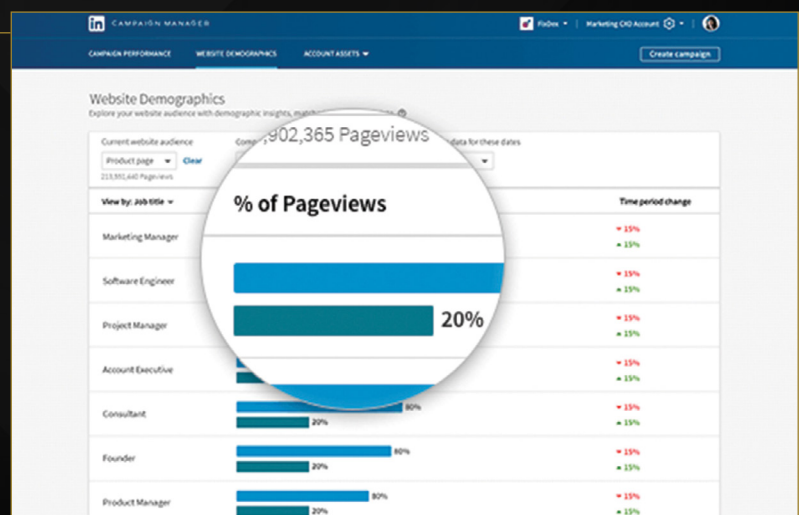
2. Create Audiences to Track.

Once you're on the audience creation page in Campaign Manager, click on **Create an audience**, and follow the setup steps to define **website audiences** for your campaigns.



3. Apply Audience Insights to Your Marketing Strategy.

Create ads tailored to the people you want to engage, and target the specific audience segment for each ad.



5 PRO TIPS FOR GETTING THE BEST INSIGHTS FROM WEBSITE DEMOGRAPHICS

1. Set up demographics for your whole domain.

Create an audience for your top-level domain (e.g. linkedin.com vs. linkedin.com/blog) to gain insight into the professional makeup of your entire website.

With this data, you can take action to ensure you're attracting the audiences you want.

3. Filter by date range after you run a marketing campaign.

Adjust by date in Website Demographics to see who visited your pages over a time period. Imagine if you ran a marketing campaign to a page in the last 2 months.

By comparing the audience by a certain date range, you can gauge whether the campaign actually worked to bring the right people to a site.

5. Validate audiences from different ad channels.

The tool can help you confirm if your ad channels are sending the right demographics of visitors to your site. For example, using "Contains" and "source=linkedin" in your audience creation, you can highlight traffic that arrives from LinkedIn ads.

2. Create audiences by relevant themes.

Think of interesting pages that can be grouped together as an audience. For example, a "cloud products" audience that maps to every cloud product. Or a "Help center" audience that maps to every support page on your website.

By grouping audiences under themes, you can start to see similarities/differences of what professionals care about across certain pages.

4. See a snapshot of prospects in your marketing funnel.

Website Demographics can give you snapshots on your buyer's journey as they move around your site.

For example, if your traffic tends to follow a path: home page → product page → contact us page, you can create audiences for each page segment to see how your prospect's professional attributes change as they move from beginning to end.

Repeat this for every other ad channel (e.g. Facebook, Google, Twitter), and validate if ads you are running elsewhere are getting the prospects you actually want.

Website Demographics will help you measure the impact, so you can keep learning and optimizing your ROI.

Get Started