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LinkedIn Matched Audiences and Tealium

Learn how Tealium partners with LinkedIn to help brands use omni-channel consented first-party data to better target, measure and optimize their B2B campaigns on the world's largest professional network.

Making B2B Everything it Can Be

B2C, relies on scale: reach as many people as possible, as often as possible. B2B requires focus; depends on smarter reach, finding the right people – in the right roles and industries, with the right decision making power – persuading them over time. It requires brands to think about bringing data from across the enterprise – online and offline – to discover, create and activate campaigns targeting both - individuals and companies.

What Does This Mean For Your Business?

The way in which advertising is informed by data will continue to fundamentally change over the coming years. To power privacy-centric advertising in a world without third-party cookies businesses need to start delivering a first-party driven approach.

The combination of Tealium's Customer Data Hub and LinkedIn Matched Audiences connector can help create audiences with omni-channel data from Tealium. B2B marketers can use data from offline events, call centers, POS, Salesforce and other B2B tools to target users or companies directly in the LinkedIn DMP - so they can add to or remove users or companies from existing audiences, and find new leads.

Key Benefits

Enable full-funnel visibility

Create and activate omni-channel audiences using your first-party consented data from across your enterprise.

Target the right audiences for your campaigns

Programmatically add or remove users from your LinkedIn DMP segments in real-time and always target the right audience.

Improve your ROAS

Increase your efficiency and ROAS by suppressing under-performing audiences.

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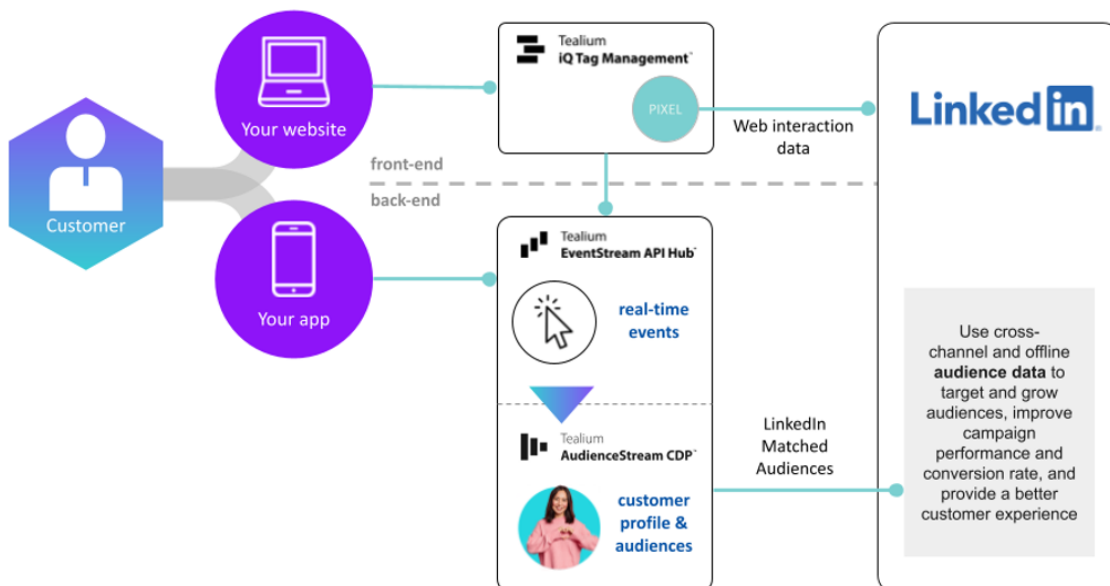
What is Linkedin Matched Audiences?

LinkedIn offers a centralized Data Management Platform (DMP) platform that aggregates LinkedIn advertiser data. DMP Segments take in user information from a third-party provider (Tealium), map them to LinkedIn member profiles, and output Ad Segments.

LinkedIn Matched Audiences allows B2B advertisers to (re-)engage with people they already know or reach out to new prospects that look similar to their best customers, by managing users and companies in the DMP segments. This is most commonly used for remarketing, reaching customers in long sales cycles, increasing the lead base, or excluding existing customers or companies from advertising campaigns.

Tealium and LinkedIn Matched Audiences

Tealium AudienceStream CDP helps companies manage, organize and activate their first-party customer data in a centralized cross-channel profile and use it to deliver great customer experiences. It allows B2B marketers to define audiences based on online and offline data by using rules as well as machine-learning.

Tealium AudienceStream CDP provides a built-in LinkedIn Matched Audiences Connector. This connector makes these audiences immediately available to use within LinkedIn's campaigns, whether it's for inclusion or exclusion. As a result, advertisers see better ROAS based on growing audiences and more targeted campaigns as well as improved customer satisfaction due to a frictionless cross-channel experience.

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01 **Optimize Integration Costs**

02 **Improve Omnichannel Audiences**

03 **Leverage Data in Real-Time**

04 **Increase Return on Ad Spend**

How Do I Get Started?

The LinkedIn Matched Audiences Connector is live and available out-of-the-box with Tealium AudienceStream CDP.

If you are already using AudienceStream CDP - you can setup the connector by following the LinkedIn Matched Audiences setup guide in the Tealium documentation.

If you need assistance or would like a demo, please reach out to your Tealium Customer Success Manager.

And for all other information, head over to Tealium.com

We Connect Data So You Can Connect With Your Customers

Tag Management · API Hub · Customer Data Platform and Machine Learning · Data Management

Tealium connects customer data– spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium's turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit **tealium.com**

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