

## Getting Started with: Predictive Audiences







Introduction

Getting started

Reviewing your Results

## Introducing Predictive Audiences



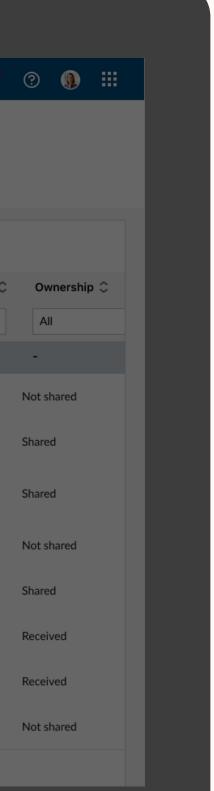
### In this section, you will learn what a Predictive Audience is and what you can do with this tool.





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in	Local Product Leaders	Select size Select the number of people you would like to reach in the locations selected. In order to optimize for the	
		conversion actions taken by your source, select a smaller audience size. As you expand, the audience will broaden. The maximum population you can select is up to 10% of a given location.	
	Q2 Leaders	1.8M	
	Q3 Leaders	300 <b>1</b> 8M	
	Q4 Leaders		
	Data Scientists	Cancel By clicking "Agree & Create" you agree to the ads agreement. Agree & Create	
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## 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, company list, retargeting, or conversions as a source



### With Predictive Audiences you can:



Confidently find and reach your highintent 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



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#### in CAMPAIGN MANAGER

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	Blog readers	Company list Retargeting		-	Not shared
<b>}</b>	Business Leaders 2018 Q1-Q4	Conversion Lead gen form		.2	Shared
	Corporate Decision Makers Q2 2	Where is your target audience?       Clear all         United States       +Add location		.1	Shared
	Local Product Leaders	<b>Select size</b> Define the size of your audience. The maximum size is limited to 10% of the total member population of your selected locations or 50 million (whichever is lower).		.8	Not shared
	Q2 Leaders	2.40M		.?.	Shared
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	Q4 Leaders			.9.	Received
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		<pre>     Previous     1 2 3 4 5 6 7 Next &gt; </pre>			





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.







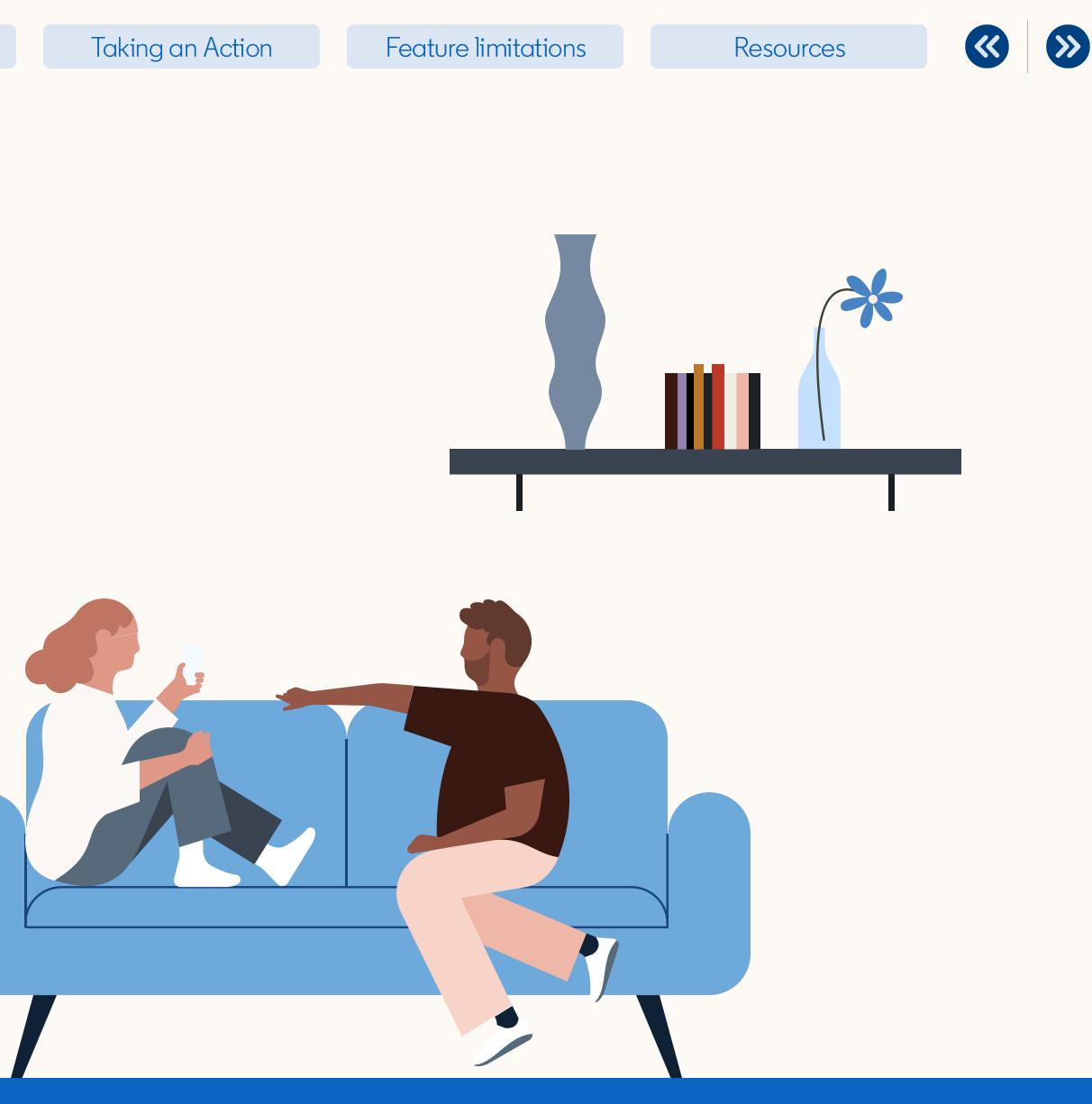


### You're ready to go

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.





# Getting Started



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

- A contact list or company list in "ready" status
- A lead gen form
- A retargeting audience (website visits or engagement on LinkedIn)
- A conversion (LinkedIn Insight Tag, Website Actions, or Conversions API)

Don't have an audience created yet? Upload your <u>contact / company list</u> or create a <u>lead gen form</u> or <u>conversion</u> audience in Campaign Manager.



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

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

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### Name your Predictive Audience

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



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in CAMPAIGN MANAGER

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<b>••</b>	Create  Actions	Test audience 187			
<u> </u>	Name 🗘		Active campaig	gns 🗘	Ownership 🗘
d.	Search by audience name	Source Which source do you want to create your audience from?	All	•	All
	33 audiences	✓ Select one	250		-
	Blog readers	Contact list Company list Retargeting		-	Not shared
	Business Leaders 2018 Q1-Q4	Conversion Lead gen form		.2	Shared
e in	Corporate Decision Makers Q2	Where is your target audience? Clear all United States A +Add location		.1	Shared
	Local Product Leaders	<b>Select size</b> Define the size of your audience. The maximum size is limited to 10% of the total member population of your selected locations or 50 million (whichever is lower).		.8	Not shared
	Q2 Leaders	2.40M		. <u>.</u>	Shared
	Q3 Leaders	300 <b>—</b> 24M		-	Received
	Q4 Leaders				Received
	Data Scientists	Cancel         By clicking "Agree & Create", you agree to the Ads Agreement.         Agree & Create		.7.	Not shared
		〈 Previous 1 2 3 4 5 6 7 Next 〉			





# Select the audience from selected source

Multiples of the same source may be selected

Click create to build your **Predictive Audience** 



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#### in CAMPAIGN MANAGER

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in		Matched Audience name	75,000	8/7/2020		
	Local Product Leaders	Matched Audience name	75,000	8/7/2020	.8	Not shared
	Q2 Leaders	Matched Audience name	75,000	8/7/2020	.9.	Shared
	Q3 Leaders	Matched Audience name	75,000	8/7/2020	-	Received
	Q4 Leaders	Matched Audience name	75,000	8/7/2020	.9	Received
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# Select your target audience's geo

Use the slider to **select the size** of your audience

Click 'Agree & Create' to build your **Predictive Audience** 



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FLEXIS	Create, manage, and plan your audience	Create a predictive audience ×		
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4 4	Blog readers	Select one	-	Not shared
	Business Leaders 2018 Q1-Q4	Audience size	.2	Shared
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in	Local Product Leaders	Select size Select the number of people you would like to reach in the locations selected. In order to optimize for the conversion actions taken by your source, select a smaller audience size. As you expand, the audience will broaden.	.8.	Not shared
	Q2 Leaders	The maximum population you can select is up to 10% of a given location.		Shared
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	Q4 Leaders	Cancel By clicking "Agree & Create" you agree to the ads agreement. Agree & Create		Received
	Data Scientists			Not shared
		〈 Previous 1 2 3 4 5 6 7 Next 〉		







Introduction

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

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## 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)

 $\checkmark$ 

 $\checkmark$ 

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Website visitors who landed on a customer login page (conversion)

Leads from an application or demo sign up (lead gen form)

Prospects who clicked to learn more on your singleimage ad (engagement retargeting)

that's pre-qualified

 $\checkmark$ 

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 $\checkmark$ 

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)



## Start with an audience

A list of event attendees (contact list)

### 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)



 $\checkmark$ 

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 $\checkmark$ 

## 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

 $\checkmark$ 

 $\checkmark$ 

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Where possible, align your data source with campaign objective: ex. lead gen form for lead gen campaigns

Test different audience sizes to find what performs best

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

Not sure if your selected audience size is too big? We recommend no more than 200x your seed source size and no more than 20x for company list



 $\checkmark$ 

Exclude existing customers or those that have already converted

 $\checkmark$ 

Consider using lead gen objective for optimal results



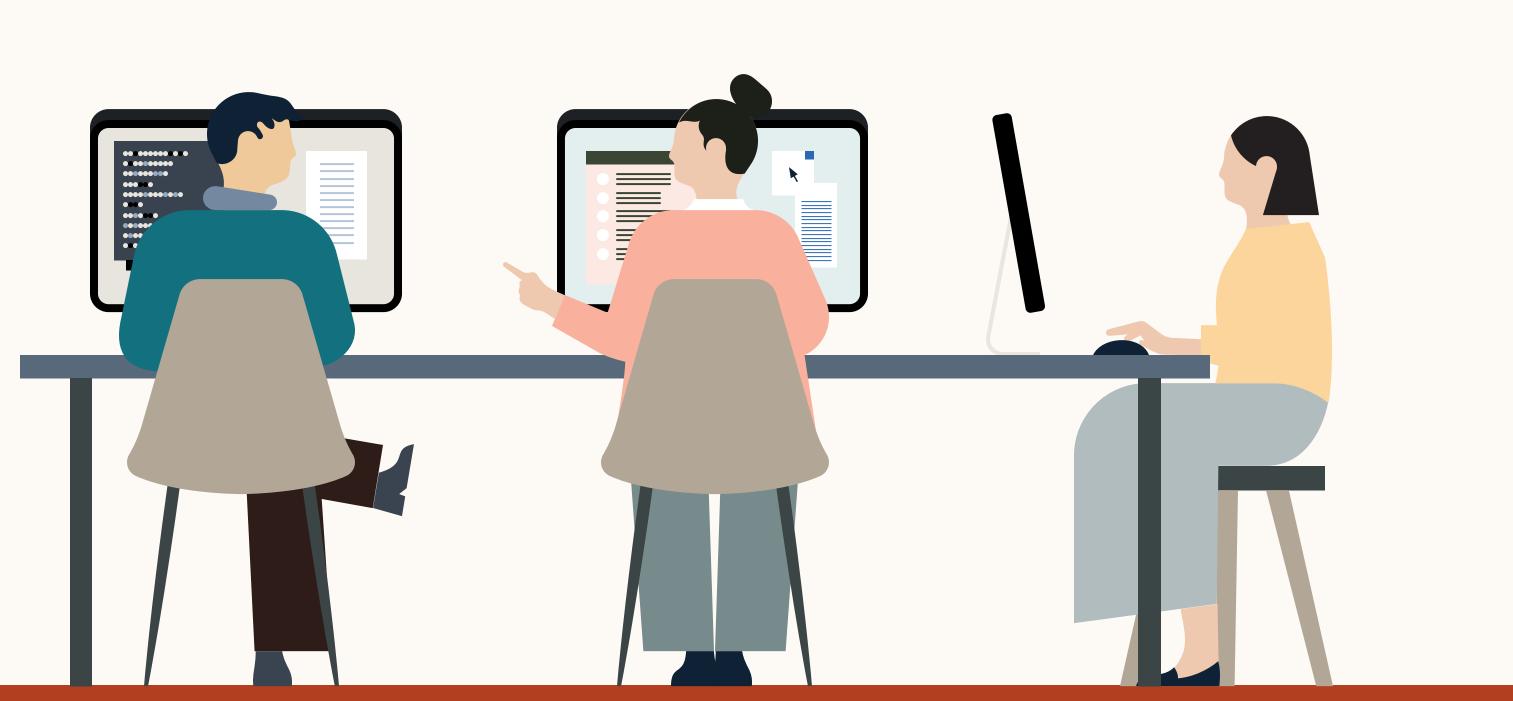
Getting started

Reviewing your Results

### 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



#### Feature limitations



## Reviewing your Results





### 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"



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	2 selected campaigns		-	\$0.00	-	-	0
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	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
				1		Show 2	15 per page 🔻





### 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



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$\square$		Note: Due to industry-wide privacy changes, a small amount of t Search by A/B test name and type	raffic from the LinkedIn Audience Netw	ork is currently excluded from A/B Tests. If your te	est includes campaigns that run on our Audie	ice Network, then that portion of trai	ffic won't be reflected in	your results.
	ID: 2087'							
	Predictiv ID: 2087	Name C     Stat       Predictive Audiences Test (Aug 2022)     Paus		Campaign B C Test Metric Predictive Test 1 Cost per co		P-value C	Start Date ≎ 8/8/2022	End Date 3
	Predictiv ID: 2087 <sup>4</sup> Predictive	Predictive Audiences Test (Aug 2022) Paus		Predictive Test 1 Cost per co	onversion Pending			
	Predictiv ID: 2087 <sup>1</sup> Predictive ID: 208716 Predictive	Predictive Audiences Test (Aug 2022) Paus <b>Test 2</b> 5563 · Sponsored Content	sed Predictive Test 2	Predictive Test 1 Cost per co	00 Pending	Not enough data		



## Feature limitations





## Predictive audiences limitations

- Contact List, Company List, Conversion (Insight Tag, Website Actions, CAPI), Retargeting, or Lead Gen Form are the five 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



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



## Congratulations!

You have now completed this guide to Predictive Audiences.

Next, you'll find some helpful resources.







### Resources

- LinkedIn Lead Gen Forms and how to get started
- LinkedIn Contact Targeting and how to get started
- LinkedIn Company Targeting and how to get started
- LinkedIn Retargeting and how to get started
- LinkedIn Conversion Tracking and how to get started
- LinkedIn Website Actions and how to get started
- <u>A/B Testing and how to get started</u>

#### Feature limitations







# Thank you

### Linked in

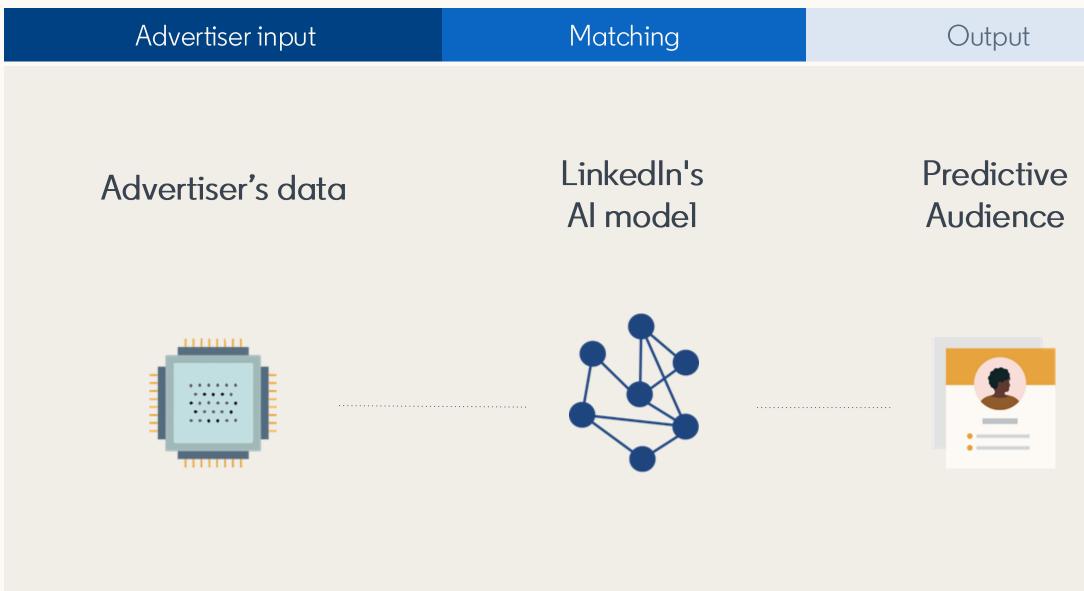
## Appendix

# 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



Advertiser provided contact list, lead gen form, or conversion data Extracts demographics/firmographics and behavioral attributes



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





### 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.



#### Predictive audience









Predictive audience vs. lookalikes

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

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

Run experiments to o	optimize your campaign results.		
ID: 9532102 Showing 1 of 1 exp	periments		Sort by: Day
0 days left	There's an 87% chance you'd g Duplicate as a new campaign	experiment ad "Test with LAN" was the winning campaign. et the same result if you ran it again.	
	\$1.63	\$1.50 Test without LAN	

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

> 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.



Create -

s left (descending)

Filters

**Similar Performance** – the test scientifically concludes (low p-value) that the variable had no impact on performance.



**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.





