Linked in
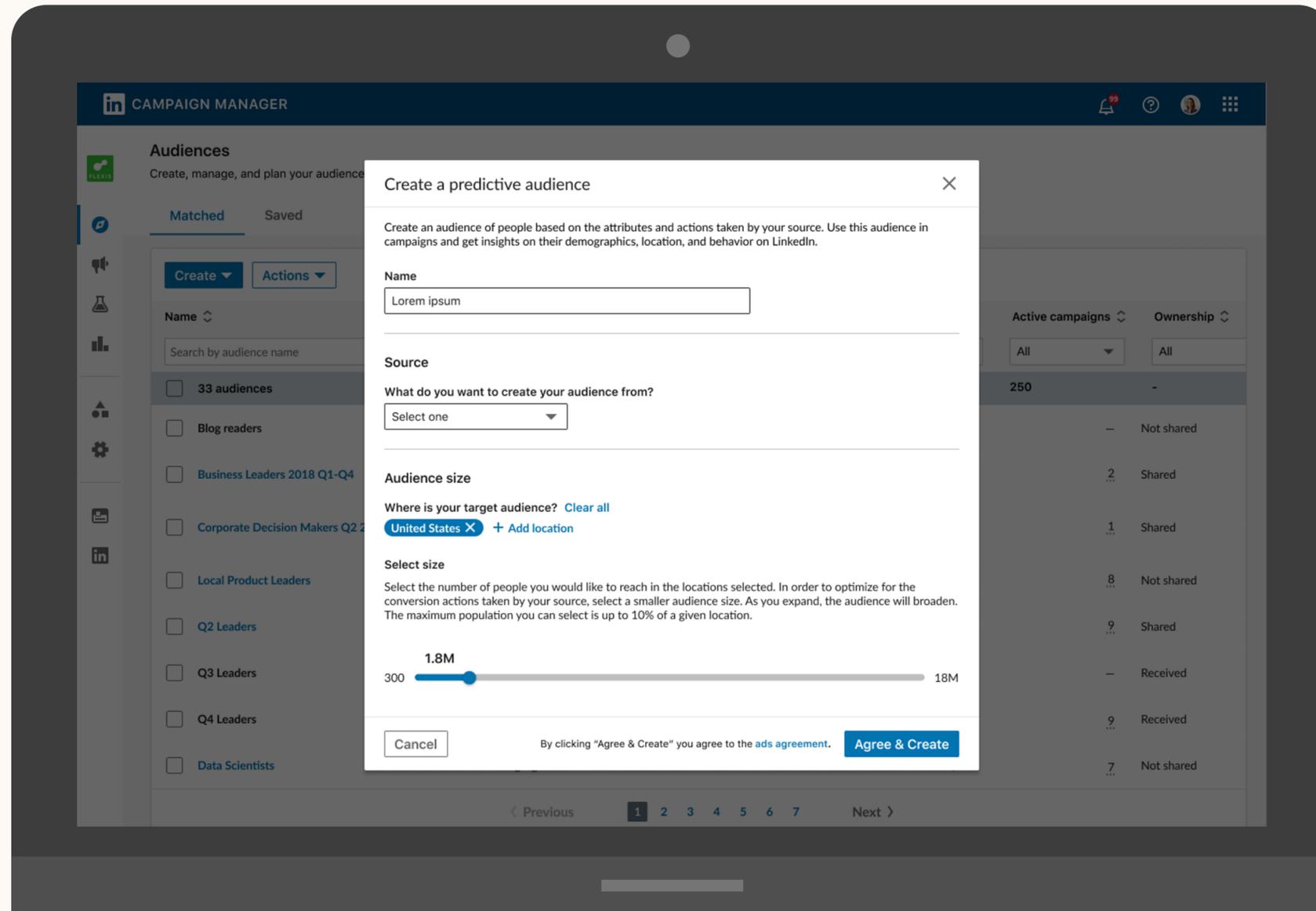
Getting Started with:

Predictive Audiences

Jan 2025

Introducing
Predictive Audiences

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

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
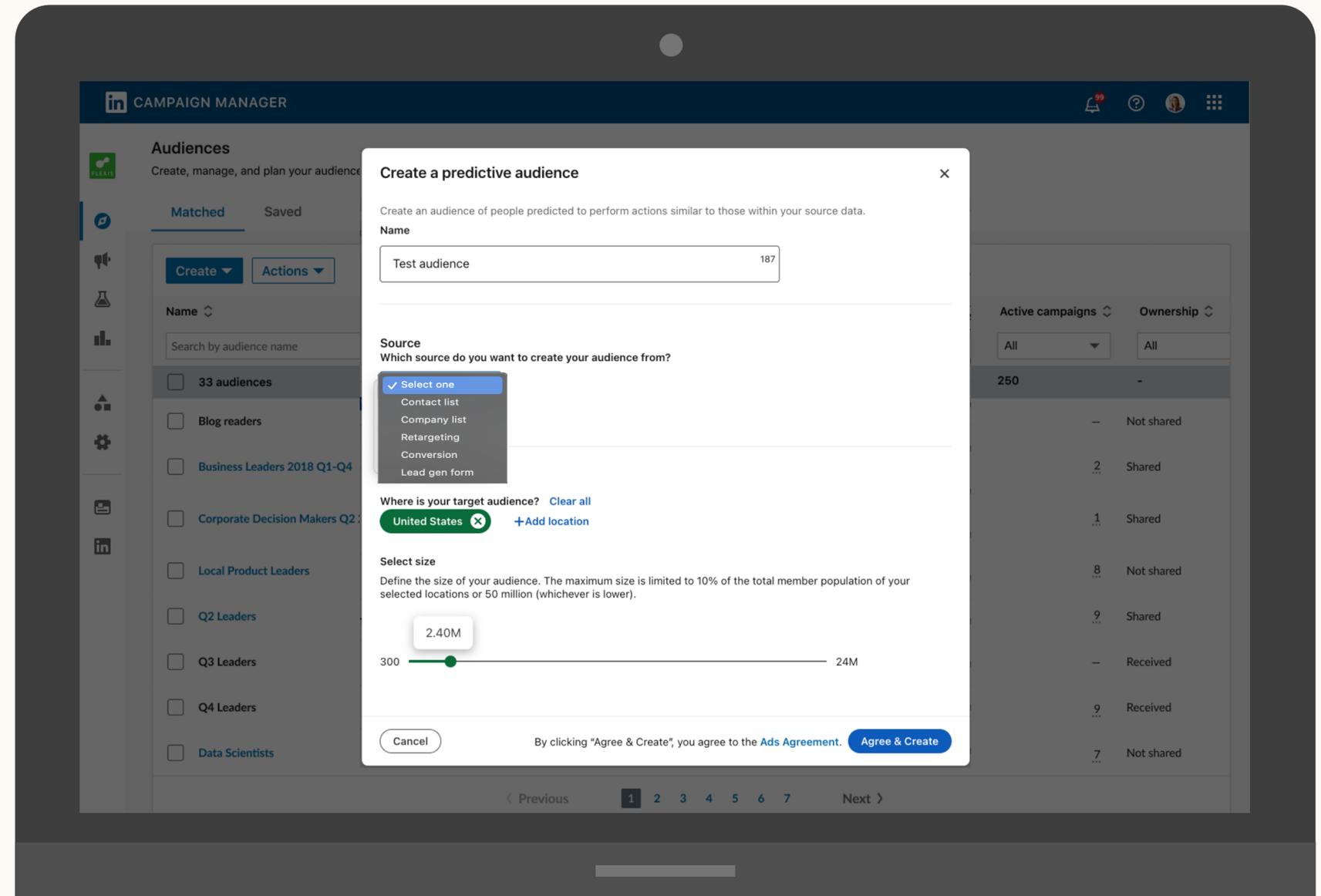
With Predictive Audiences you can:

✓ Confidently find and reach your 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

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.
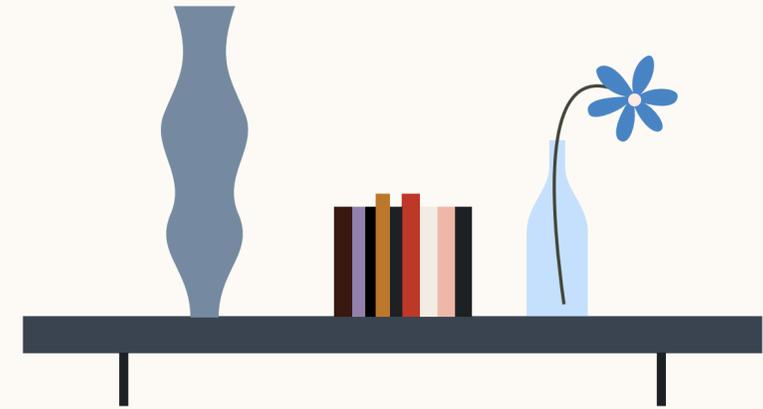
You're ready to go

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 contact / company list or create a lead gen form or conversion audience in Campaign Manager.

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

CAMPAIGN MANAGER

MA test
503774336 **On hold**

Plan

Audiences

Block lists

Advertise

Test

Analyze

Assets

Account settings

Company page

		Create a lookalike	Share a copy	Delete	Add to Campaign	Generate insights	

		Status	Source	Match rate	Active campaigns	Ownersh
ence name		All	All		All	All
	•••	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

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

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
		-	-	-	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 ›

Name your
Predictive Audience

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

CAMPAIGN MANAGER

Audiences
Create, manage, and plan your audiences

Matched   Saved

Create ▾   Actions ▾

Name ↕

Search by audience name

☐ 33 audiences

☐ Blog readers

☐ Business Leaders 2018 Q1-Q4

☐ Corporate Decision Makers Q2

☐ Local Product Leaders

☐ Q2 Leaders

☐ Q3 Leaders

☐ Q4 Leaders

☐ Data Scientists

Create a predictive audience   ✕

Create an audience of people predicted to perform actions similar to those within your source data.

Name

| Test audience | 187 |

Source
Which source do you want to create your audience from?

✓ Select one
Contact list
Company list
Retargeting
Conversion
Lead gen form

Where is your target audience?   Clear all

United States ✕   +Add location

Select size
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).

2.40M

300 ●————————————————————— 24M

Cancel   By clicking "Agree & Create", you agree to the Ads Agreement.   Agree & Create

‹ Previous   1 2 3 4 5 6 7   Next ›

Active campaigns ↕	Ownership ↕
All ▾	All
250	–
–	Not shared
2	Shared
1	Shared
8	Not shared
9	Shared
–	Received
9	Received
7	Not shared

Select the audience from
selected source

Multiples of the same source may be selected

Click create to build your
Predictive Audience
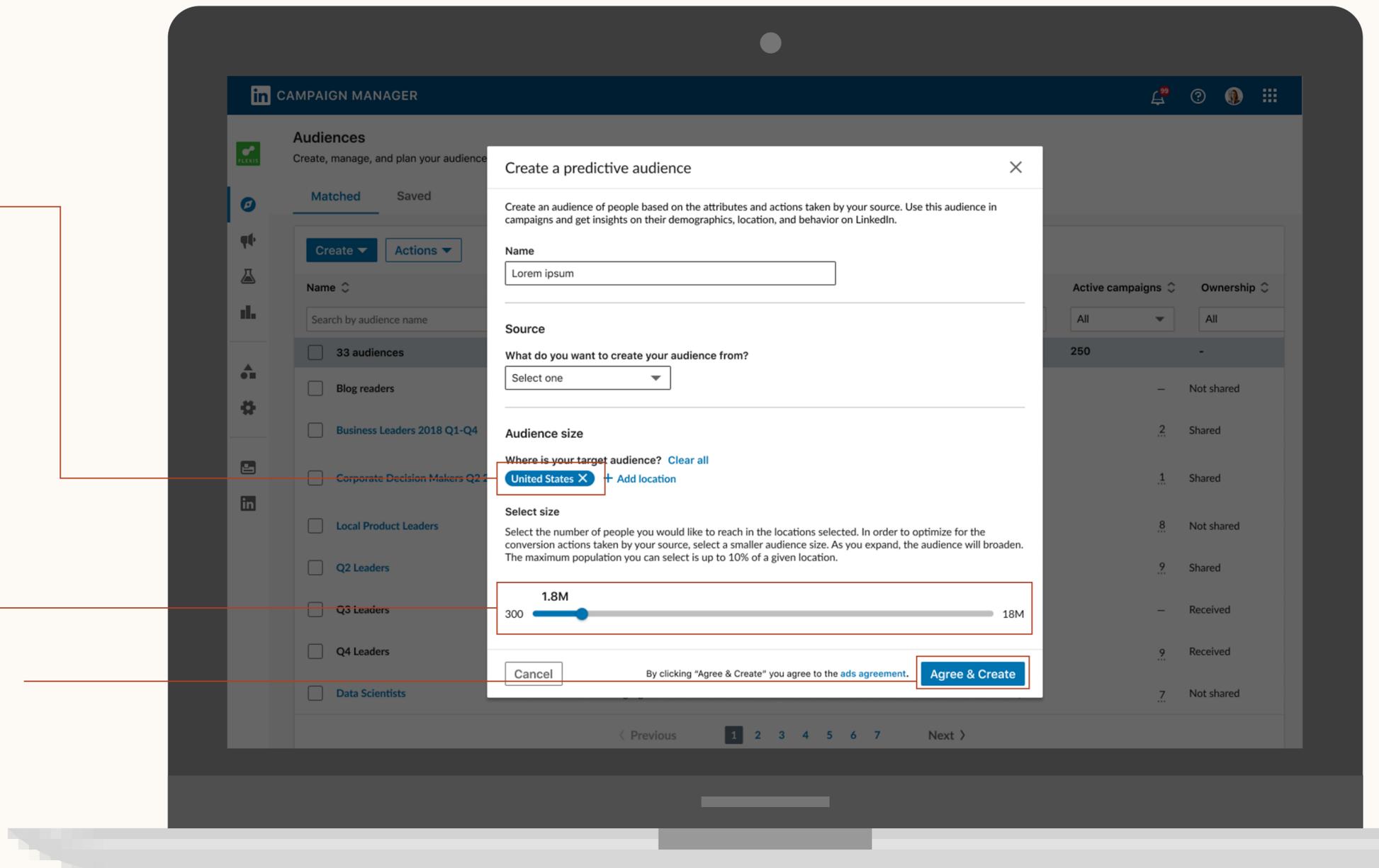
Select your
target audience's geo

Use the slider to
select the size of
your audience

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

CAMPAIGN MANAGER

Audiences
Create, manage, and plan your audience

Matched | Saved

Create ▾ | Actions ▾

Name ⌄

Search by audience name

☐ 33 audiences
☐ Blog readers
☐ Business Leaders 2018 Q1-Q4
☐ Corporate Decision Makers Q2 2
☐ Local Product Leaders
☐ Q2 Leaders
☐ Q3 Leaders
☐ Q4 Leaders
☐ Data Scientists

Active campaigns ⌄ | Ownership ⌄

All ▾ | All

250 | -
— | Not shared
2 | Shared
1 | Shared
8 | Not shared
9 | Shared
— | Received
9 | Received
7 | Not shared

‹ Previous   1 2 3 4 5 6 7   Next ›

Create a predictive audience   ✕

Create an audience of people based on the attributes and actions taken by your source. Use this audience in campaigns and get insights on their demographics, location, and behavior on LinkedIn.

Name
Lorem ipsum

Source
What do you want to create your audience from?
Select one ▾

Audience size
Where is your target audience? Clear all
United States ✕   + Add location

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.

1.8M
300 ●─────────────────────────── 18M

Cancel   By clicking "Agree & Create" you agree to the ads agreement.   Agree & Create
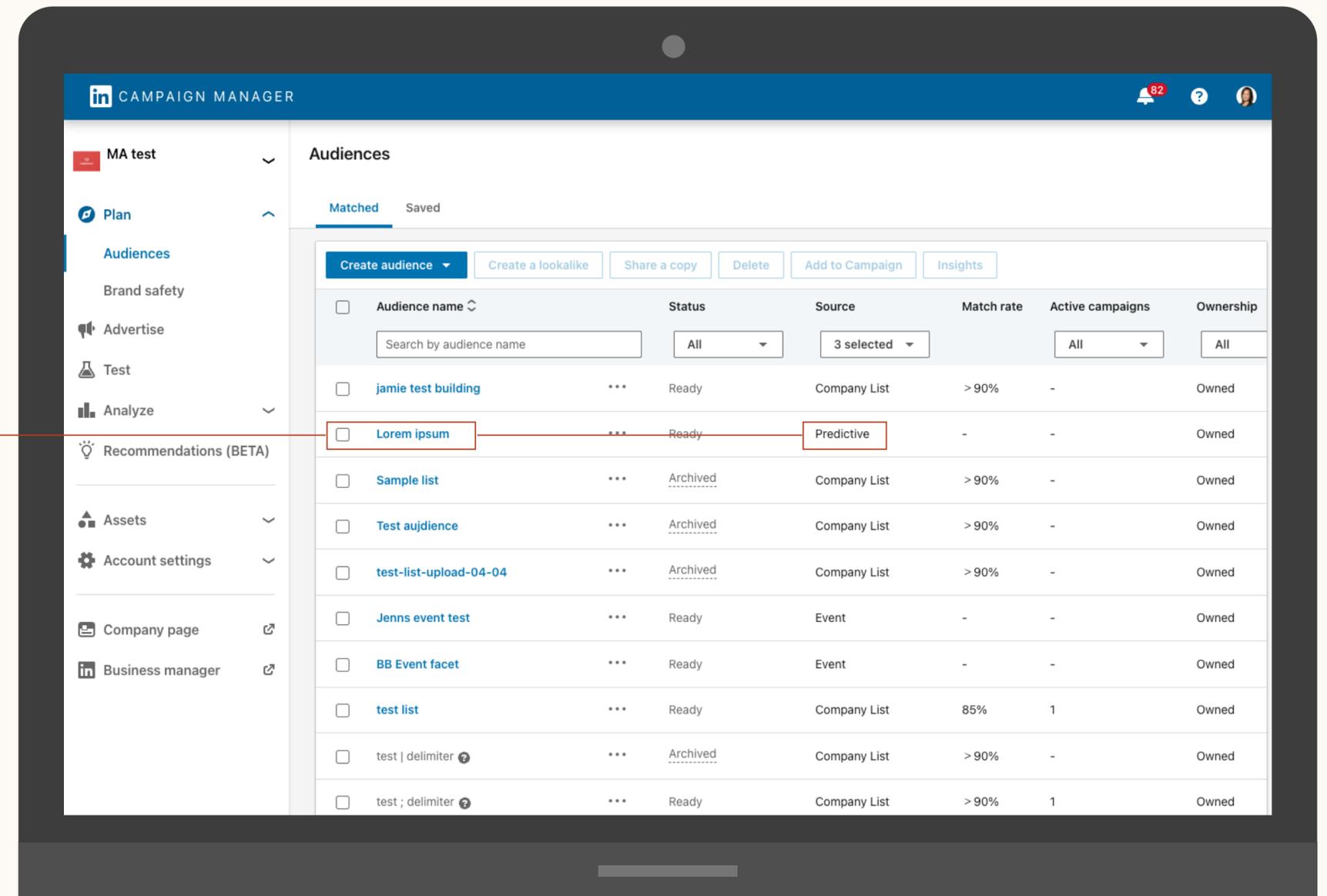
Once created your new **Predictive Audience** will appear in your **Matched Audiences list** and can be applied to any campaign

CAMPAIGN MANAGER

MA test

Audiences

Matched | Saved

Plan
- Audiences
- Brand safety

Advertise

Test

Analyze

Recommendations (BETA)

Assets

Account settings

Company page

Business manager

Create audience | Create a lookalike | Share a copy | Delete | Add to Campaign | Insights

	Audience name		Status	Source	Match rate	Active campaigns	Ownership
	Search by audience name		All	3 selected			All
☐	jamie test building	•••	Ready	Company List	> 90%	-	Owned
☐	Lorem ipsum	•••	Ready	Predictive	-	-	Owned
☐	Sample list	•••	Archived	Company List	> 90%	-	Owned
☐	Test aujdience	•••	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

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)

✓ Prospects who clicked to learn more on your single-image ad (engagement retargeting)

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)

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

✓ 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

✓ Exclude existing customers or those that have already converted

✓ Consider using lead gen objective for optimal 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
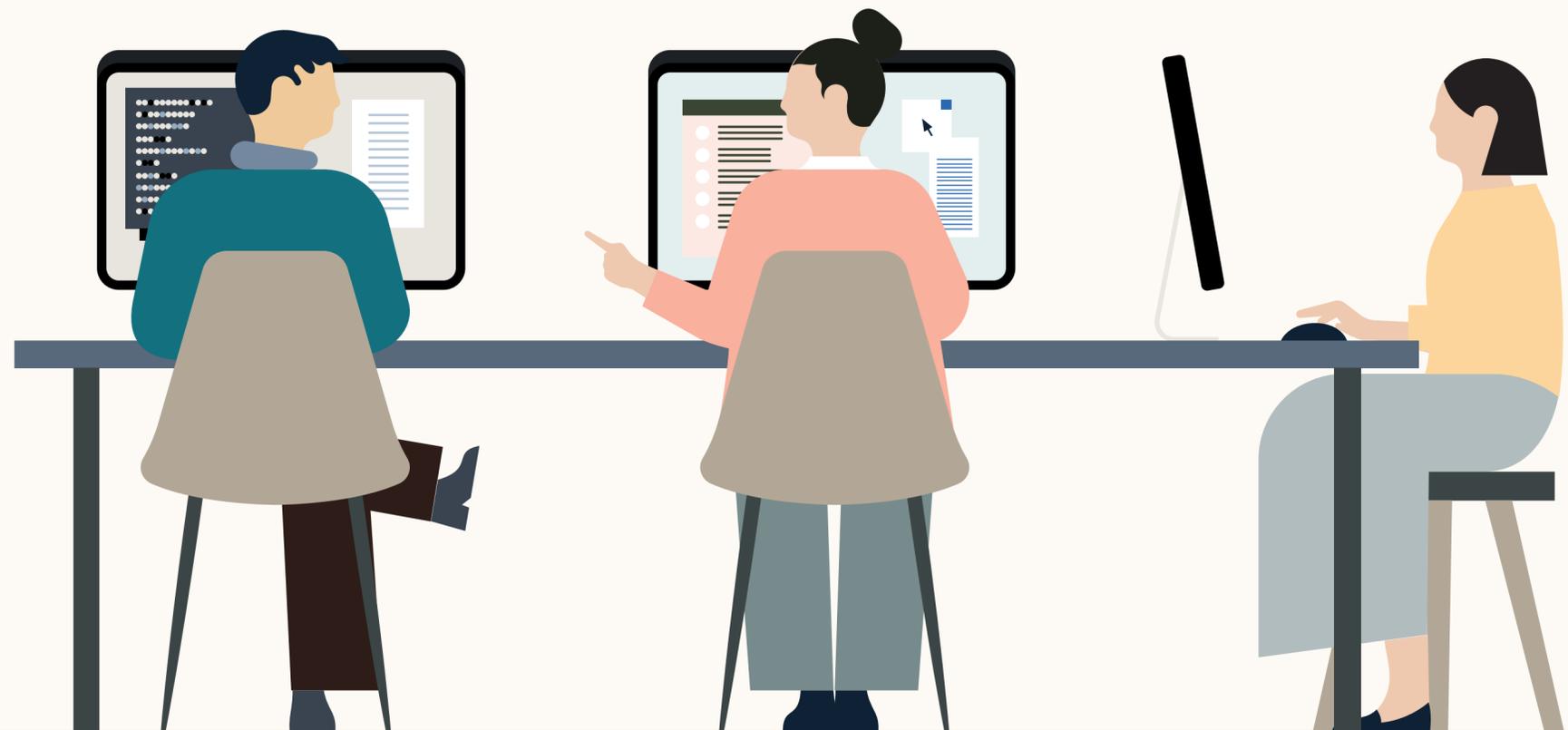
Reviewing your Results

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"

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
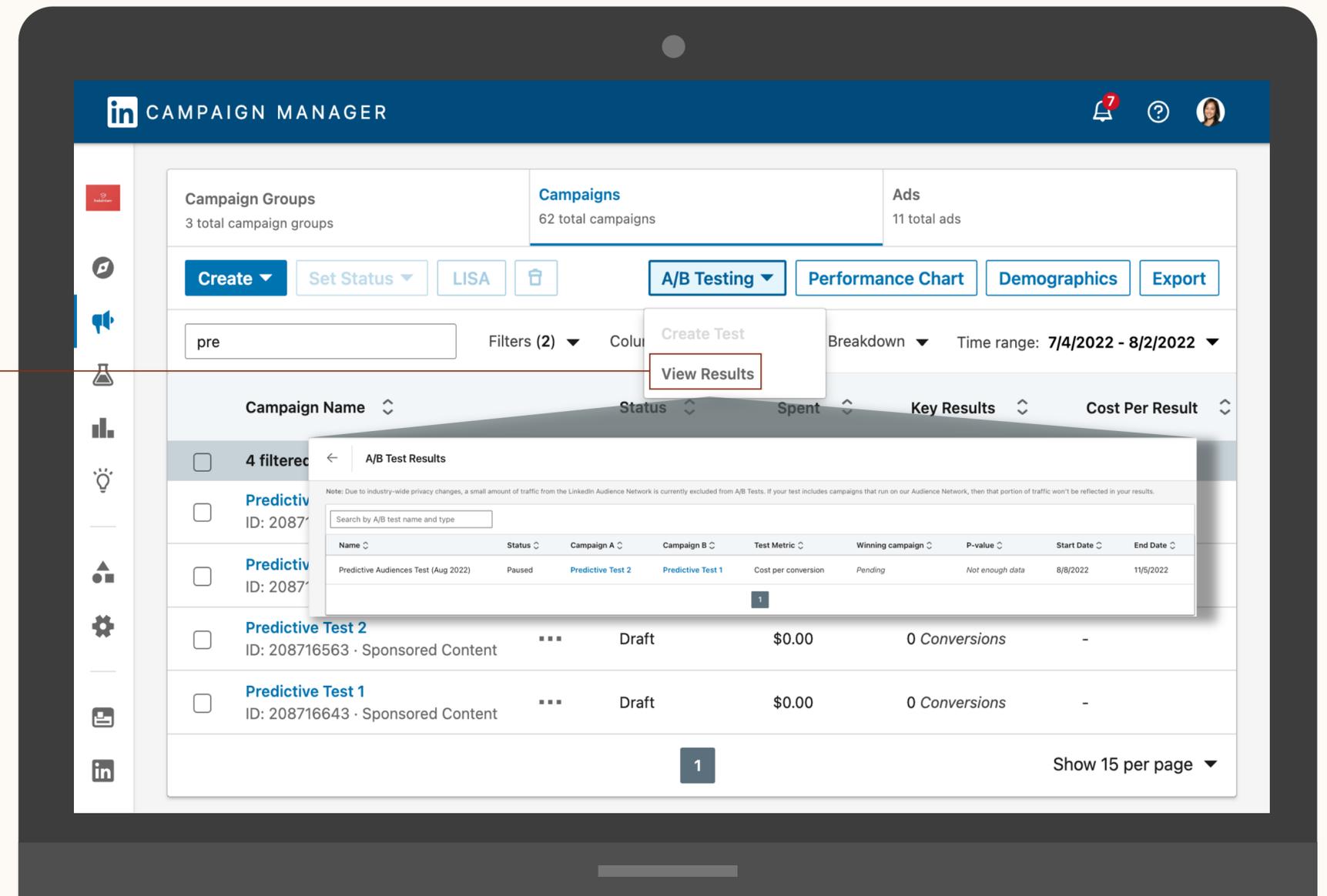
Feature limitations

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](#)

- [A/B Testing and how to get started](#)
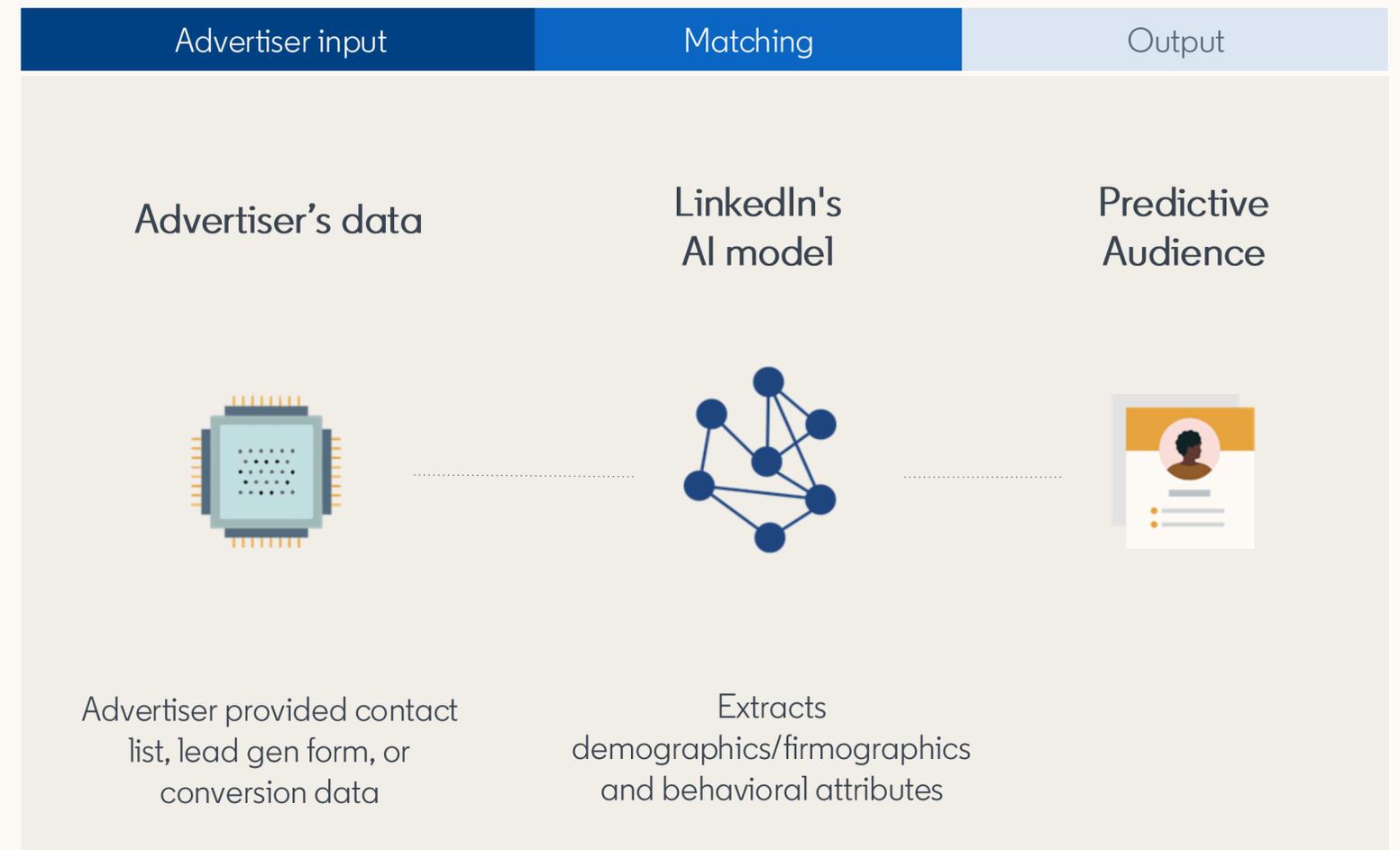
Thank you

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 input	Matching	Output
Advertiser's data	**LinkedIn's AI model**	**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

Fixdex

"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 vs. lookalikes

Fixdex

"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
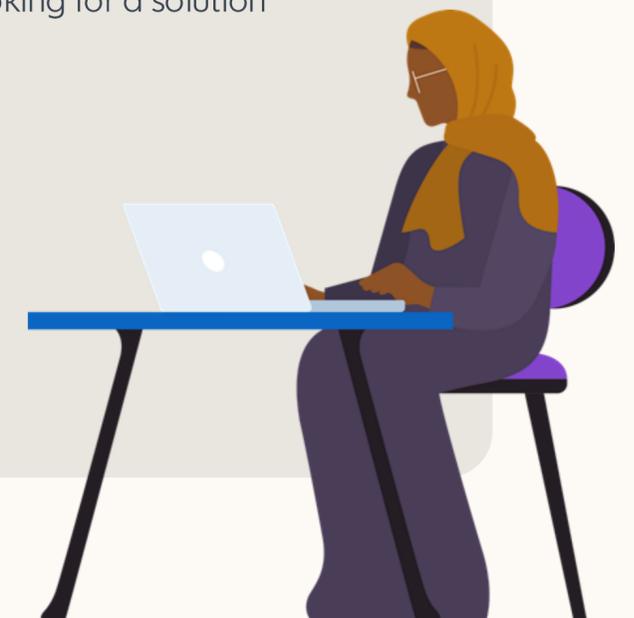Looking for a solution

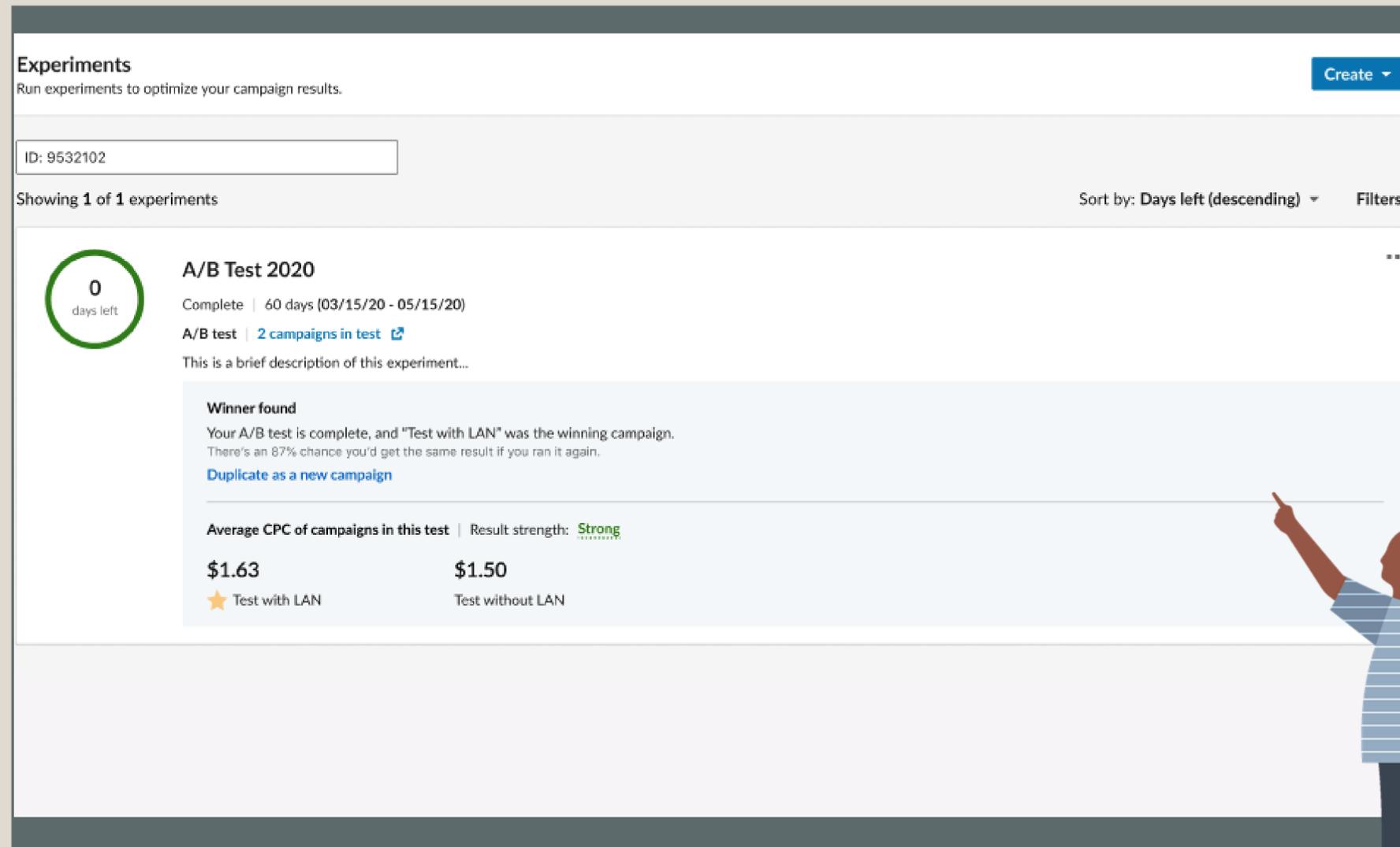### Lookalike audience

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.

Experiments
Run experiments to optimize your campaign results.

Create ▾

ID: 9532102

Showing **1** of **1** experiments

Sort by: **Days left (descending)** ▾   Filters

0
days left

A/B Test 2020
Complete | 60 days (03/15/20 - 05/15/20)
A/B test | 2 campaigns in test ⬈
This is a brief description of this experiment...

···

Winner found
Your A/B test is complete, and "Test with LAN" was the winning campaign.
There's an 87% chance you'd get the same result if you ran it again.
Duplicate as a new campaign

Average CPC of campaigns in this test | Result strength: Strong

$1.63 $1.50
⭐ Test with LAN   Test without LAN