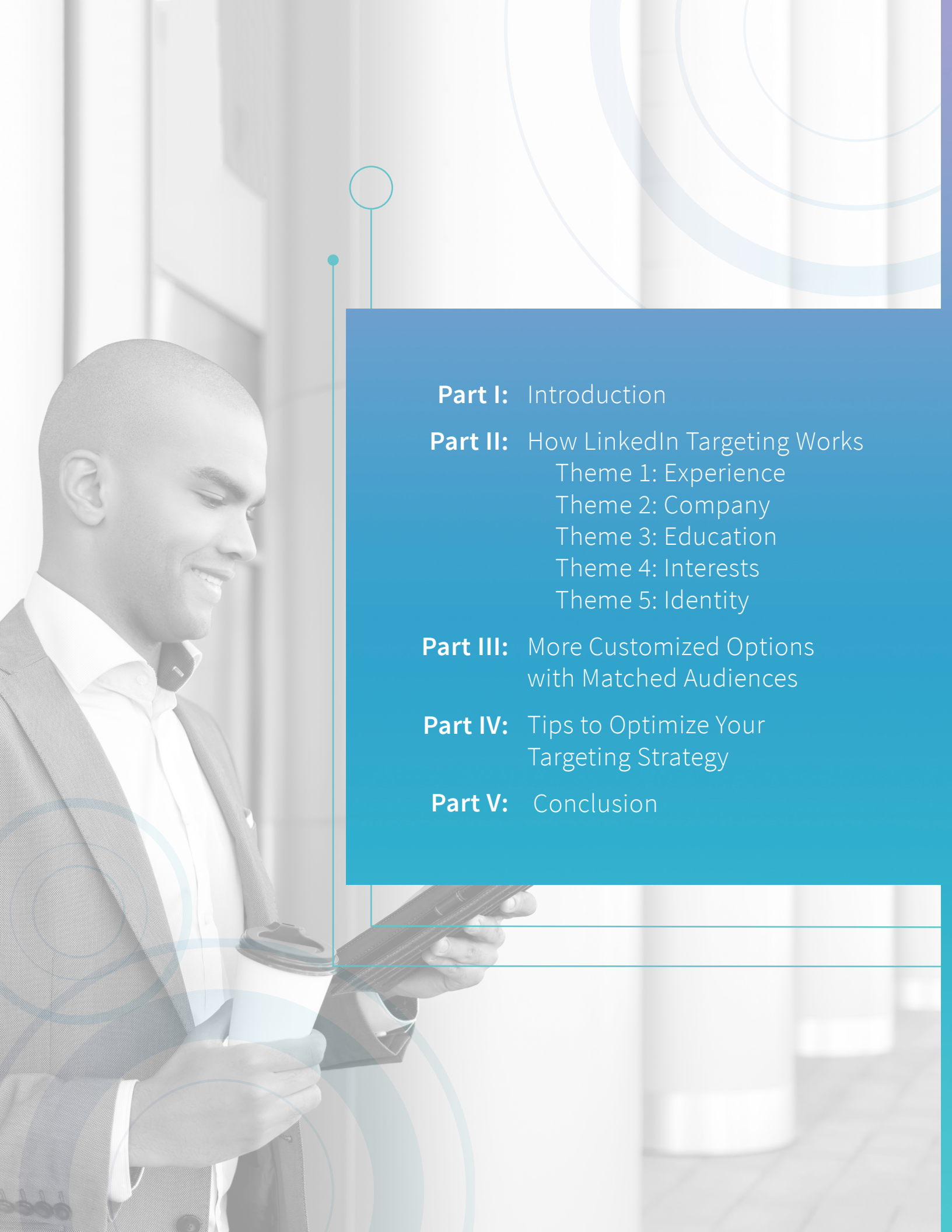




Unleashing LinkedIn's Targeting Capabilities

Customized for

LinkedIn
Talent Solutions



Part I: Introduction

Part II: How LinkedIn Targeting Works

Theme 1: Experience

Theme 2: Company

Theme 3: Education

Theme 4: Interests

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Part IV: Tips to Optimize Your
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Introduction

Targeting is a foundational element of running a successful LinkedIn advertising campaign -- Getting your targeting right leads to higher engagement, and ultimately, higher conversion rates.

By advertising on LinkedIn, you are getting your message in front of the right person when they are most engaged. You can reach a professional network of over 500 million members strong at scale.

In this guide, you'll learn how targeting on LinkedIn works and the different ways LinkedIn allows you to message to those who matter most to your business. You'll also learn targeting tips and best practices that you can immediately apply to your campaigns.

Let's find your targeting sweet spot on LinkedIn.



Raymond Hwang

Product Marketing LinkedIn
Marketing Solutions



Steve Kearns

Content Marketing LinkedIn
Marketing Solutions



Rebecca Feldman

Global Marketing & Education
LinkedIn Talent Solutions

“With LinkedIn, we can get specific with whom we’re targeting – by account, title, industry, level, geography – all in one platform. I haven’t seen any other platform that granular.”



Lin Ling

Growth Marketer, Spigit

How LinkedIn Targeting Works

LinkedIn targeting is differentiated because members are incentivized to keep their profiles accurate and up-to-date for networking, personal branding, and job opportunities. With LinkedIn, you can reach a quality audience composed of your ideal talent.

When members complete their LinkedIn profile, they provide information on their job experiences, company, skills, and more.

Danie

Location IP	○ —	Seattle, Washington USA
School Field of Study Degree Graduation - Age	○ —	Boston University Communication Bachelor of Science 2011, 25-34
Company Size Industry	○ —	Simply Measured 51-200 employees Internet
Job Title Function - Seniority	○ —	Senior Marketing Manager Marketing, Senior IC
Groups	○ —	CMA, LEWIS, Social Tools
Skills	○ —	SEO, Social Media, Digital Marketing, Blogging



This means you can target members using profile-based demographic information using things like job title, seniority, company name, and more. On LinkedIn, you can reach members using the following demographic targeting facets:



Experience

Job Function
Job Title
Job Seniority
Years of Experience



Company

Company Name
Company Industry
Company Size



Education

Schools
Degrees
Fields of Study



Interests

Skills
Groups



Identity

Age
Gender
Location

PART II

In the following sections, we'll walk you through what each of these facets mean, how you can use them, and tips for pairing facets together to create highly effective targeting combinations.

To get started, log into Campaign Manager, LinkedIn's ad platform for creating and managing your ads. After you've built your Sponsored Updates creative, your next step will be to define your target audience. Campaign Manager allows you to segment your audiences in several ways and combine different targeting facets to reach people that are most relevant for your content goals and your business.

In this section, learn about the different options within the Campaign Manager's audience selection screen.

1. Estimating the size of your audience
2. Using different targeting facets to reach your audience
3. Using audience expansion to reach similar audiences
4. Saving your audience as a template for other campaigns
5. Creating Matched Audience targeting segments

The screenshot shows the LinkedIn Campaign Manager audience selection interface. The main heading is "OK, now let's target your audience" with a subtext "Reach the right people by selecting specific targeting criteria like job title, location and more." The interface is divided into several sections:

- Use a matched audience (optional):** This section includes "Retarget your website visitors" and "Target a list of accounts or contacts" options, each with a "Create an audience" button and a search input field.
- Define your target audience:** A sidebar on the right with a "Learn more" link and a status "Audience expansion: Enabled".
- Target by:** A dropdown menu currently set to "the audience below".
- Location targeting:** A section titled "What location do you want to target? (required)" with a search input field.
- Select specific targeting criteria to zero in on your ideal audience:** A grid of 15 targeting facets, each with an icon: Company name, Company industry, Company size, Job title, Job function, Job seniority, Member schools, Fields of study, Degrees, Member skills, Member groups, Member gender, Member age, Custom segments, and Years of experience.
- Audience Expansion:** A checkbox labeled "Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion." which is checked.
- Save audience as template (optional):** A section with "Save as new" and "Update existing" buttons.

Callouts on the right side of the image point to specific features:

- 1 Estimated Audience Count (points to the "Define your target audience" sidebar)
- 5 Matched Audiences (points to the "Use a matched audience" section)
- 2 Targeting Facets (points to the grid of targeting criteria)
- 3 Audience Expansion (points to the "Audience Expansion" checkbox)
- 4 Audience Template (points to the "Save audience as template" section)

1. Estimating the size of your audience


The *Estimated Audience Count* displays the total number of LinkedIn members that fit your targeting criteria.


In order to launch your campaign, you must target at least 1,000 members or 300 if you are using *Matched Audiences*. If your audience size is too small, you will be notified with an *Audience Too Narrow* message which prevents you from saving your targeting and moving to the next step. However, to have optimal scale for your campaign, aim for an audience size of 50k or more.

Your estimated target audience

2,000,000+ LinkedIn members

[How do I target the right audience?](#)

 Greater Seattle Area

 Audience expansion: Enabled

Tip: When in doubt, start broad and then narrow down your audience after seeing what performs best. By using LinkedIn’s demographic reporting, you can discover anonymized information on who is clicking and converting on your ads based on titles, functions, company industries, etc. (find out more on page 25).

“LinkedIn gave us the kind of hyper-targeting capabilities we needed to get in front of well-qualified prospects.”



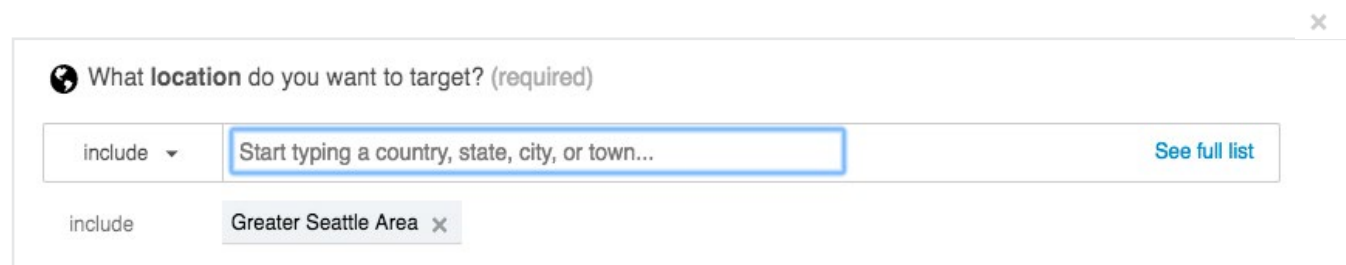
Lendora Johnson
Marketing Account Manager,
College of William & Mary’s
Raymond A. Mason School
of Business

2. Using different targeting facets to reach your audience

Let's dive deeper into the targeting facets you can use for your LinkedIn ad campaigns.

Location

To get started, first define the location of the members you'd like to reach. *Location* is the only mandatory field. This facet is based on both the location a member has included in their profile as well as their IP address. Once you've chosen your specific geographic location, we recommend you add no more than two of the targeting facets below. This will improve the scale and reach of your campaign.



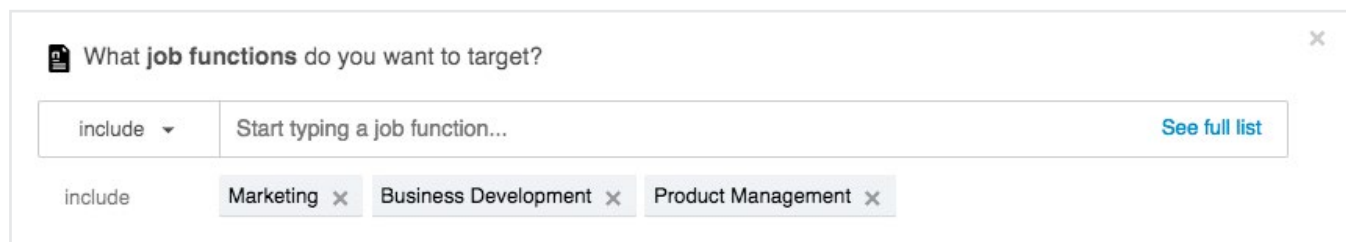
The screenshot shows a dialog box titled "What location do you want to target? (required)". It features a search input field with the placeholder text "Start typing a country, state, city, or town...". To the right of the input is a "See full list" link. Below the input, there is a selected tag "Greater Seattle Area" with a close button (x).

Tip: When you choose multiple options within a targeting facet, for example, the seniority categories of *Senior* and *Director*, Campaign Manager will target members in either of those categories. When you choose options between targeting facets, for example a seniority of *Senior* and a job function of *Finance*, Campaign Manager will target only members who fall into both categories.

Theme 1: Experience

Job Function

Job Functions are based on standardized groupings of the job titles entered by LinkedIn members. For example, a doctor would fall under the *Medical* function along with members with similar occupations such as nurses, veterinarians, surgeons, and dentists.



The screenshot shows a dialog box titled "What job functions do you want to target?". It features a search input field with the placeholder text "Start typing a job function...". To the right of the input is a "See full list" link. Below the input, there are three selected tags: "Marketing", "Business Development", and "Product Management", each with a close button (x).

Tip: Combine the *Job Function* facet with the *Seniority* facet to reach experienced members with a specific expertise. For example, if you're looking for talent at a management level in the *IT* function, try targeting the *Information Technology, Engineering, and Operations* functions and pairing that with a seniority targeting of *Senior, Manager, Director, VP, CXO, and Owner*.

Job Title

When members update their LinkedIn profile with a new role, these job titles are grouped by LinkedIn's algorithms and organized into standardized titles you can use for your campaign targeting. For example, though most engineers fall under the *Engineering* job function, you may want to target software engineers and petroleum drilling engineers differently given they have a different set of skills.

The screenshot shows a window titled "What job titles do you want to target?". It features an "exclude" search bar with the placeholder text "Start typing a job title to exclude...". Below the search bar, a list of job titles is displayed, each with an "x" icon to remove it. The titles include: Marketing, Marketing Manager, Marketing Director, Marketing Executive, Marketing Consultant, Marketing Staff, Vice President Marketing, Head Of Marketing, Chief Marketing Officer, Marketing Communications, Senior Marketing Manager, Director Of Sales Marketing, Marketing Associate, Digital Marketing Specialist, Marketing Officer, Sales And Marketing Specialist, and Sales Marketing Manager. At the bottom, there is a "Target by" dropdown menu currently set to "current", followed by the text "roles with these job titles". Below this, a "Suggestions" section lists five job titles with plus signs: National Account Manager, Marketing Consultant, Marketing Executive, Senior Marketing Manager, and Senior Sales Manager.

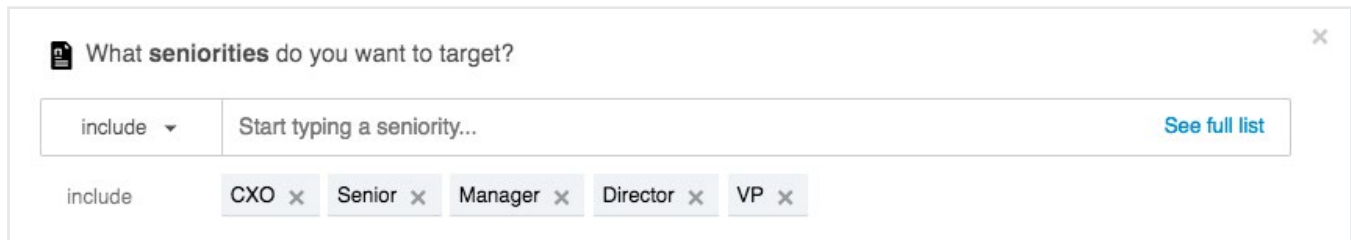
Tips: Avoid limiting your reach by targeting only a few titles. When you begin entering a title in the tool, Campaign Manager will auto-suggest other relevant job titles that you may want to add. Including all relevant titles will ensure your campaign has adequate reach.

In some cases, you can also broaden the scale of your campaign by targeting both current and past holders of a given job title. These members may have changed roles but still have a relevant skillset and may be interested in your offer. Do this by selecting *Current* and *Past* in the *Target by* dropdown.

PART II

Job Seniority

Job Seniority describes the rank and influence of a member's current role in their organization. This facet is determined by a member's job title. For example, a senior product marketing manager has a seniority of *Manager*, an associate consultant has a seniority of *Entry*, and a doctor or physician would be classified as *Senior*.



The screenshot shows a targeting window titled "What seniorities do you want to target?". It features a search bar with the placeholder text "Start typing a seniority..." and a "See full list" link. Below the search bar, there is a list of selected seniority filters: "CXO", "Senior", "Manager", "Director", and "VP", each with a small 'x' icon to remove it. The word "include" is visible on the left side of the filter area.

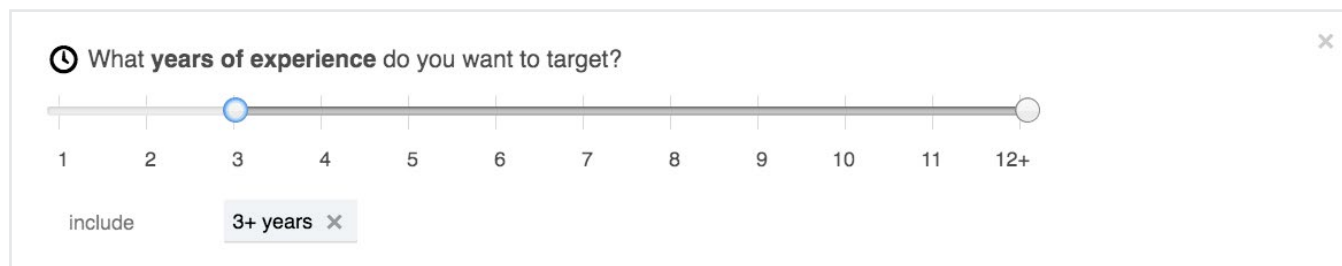
Tip: Consider targeting senior individual contributors (ICs) for management level positions. Senior ICs are more open to hearing about management opportunities and can provide fresh talent for your pipeline. If you'd like to reach senior ICs with lots of experience, target them by choosing *Senior* and combine that with the *Years of Experience* facet.

- Owner** — Has full or near full ownership of an organization
- Partner** — Has substantial partial ownership of an organization
- CXO** — Has direct reports and leadership responsibilities for the entire business function within an organization
- Vice President** — Executive management that has direct reports and leadership responsibilities for one business function or unit
- Director** — Multi-functional management that has direct reports and leadership responsibilities for multiple groups of individuals
- Manager** — Positions that have direct reports and leadership responsibilities for a single group of individuals
- Senior** — Individual contributor positions that do not have direct reports but have leadership responsibility, advanced knowledge, and do not require immediate guidance
- Entry** — Individual contributors that do not have direct reports, no leadership responsibility, no advanced expertise and contribute without immediate guidance
- Training** — Students, interns and trainee positions that need immediate guidance to individually contribute.
- Unpaid** — Includes volunteer positions and positions that do not refer to a job

PART II

Years of Experience

Years of Experience (YOE) allows you to reach a target audience based on the years of professional experience they've accumulated over their career. LinkedIn calculates *YOE* by adding together the duration of each individual job experience a member has listed. However, we exclude any gaps in experience and also do not double count overlapping positions.



The screenshot shows a targeting dialog box titled "What years of experience do you want to target?". It features a horizontal slider with tick marks from 1 to 12+. A blue circle is positioned at the 3 mark, and a grey circle is at the 12+ mark. Below the slider, the text "include" is followed by a button that says "3+ years" with a close icon (X).

Tip: Consider pairing *Years of Experience* with a seniority level of *Senior* and above to reach experienced professionals who may be good prospects for leadership roles. Other helpful combinations with *Years of Experience* include:

- *YOE + Functions* = seasoned functional leaders
- *YOE + Skills* = skilled experts

Theme 2: Company

Company Name

Company Name is the organization a member lists as his or her employer. These are based on LinkedIn Company Pages, which are maintained by company employees. Whether your campaign goal is awareness or engagement, company name targeting allows you to focus your campaign on high-value members from target talent pools.

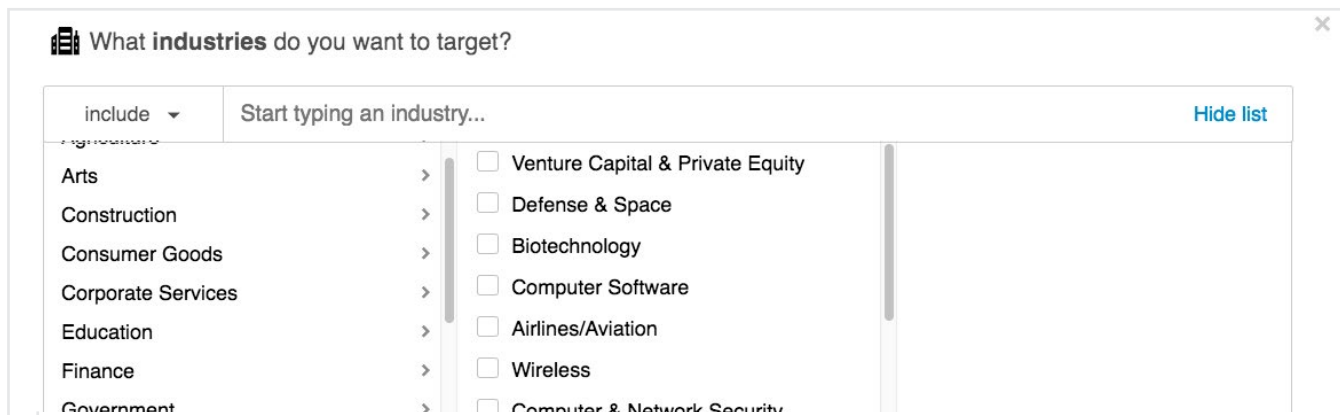


The screenshot shows a targeting dialog box titled "What companies do you want to target?". It features a search bar with a dropdown menu set to "include". The search bar contains the text "LinkedIn". Below the search bar, a dropdown menu is open, showing a search result for "LinkedIn" with the LinkedIn logo and the text "Internet; 5001-10,000 employees".

Tip: You can target up to 100 different companies using the *Company Name* facet. For those who'd like to target an even larger list of companies, Matched Audiences allows you to upload a list of up to 300,000 companies. Find out more on page 20.

Company Industry

Company Industry is a company's primary industry of operation. An organization may operate in many industries, however only the primary industry of operation as listed on their LinkedIn Company Page will be recognized. Industry targeting allows you to narrow in on members who work in a particular sector. The industry targeting you select targets members based on their company's industry, not the member's self-declared industry. This target is particularly effective if your career opportunities require previous industry experience.

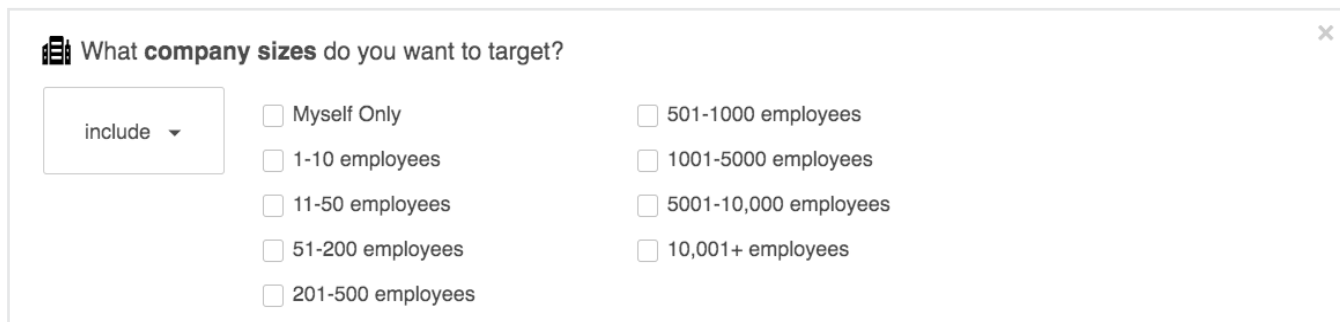


The screenshot shows a dialog box titled "What industries do you want to target?". It features a search bar with the placeholder text "Start typing an industry..." and a "Hide list" button. Below the search bar is a list of industries with checkboxes for selection. The visible industries are: Arts, Construction, Consumer Goods, Corporate Services, Education, Finance, and Government. To the right of these are: Venture Capital & Private Equity, Defense & Space, Biotechnology, Computer Software, Airlines/Aviation, Wireless, and Computer & Network Security.

Tip: Before utilizing *Industry* targeting, look at the LinkedIn Company Pages from a few companies that fit your criteria to see which industry they fall under. Consider including all relevant industries in your targeting.

Company Size

Company Size allows you to reach members based on the size of the organization at which they work as listed on their Company Page. Company size comes from the total number of employees who work for an organization, not just the number of LinkedIn members who identify as working for a given company. Company size allows you to effectively identify small and medium-sized businesses (1-200 employees) as well as enterprise organizations (500+ employees).



The screenshot shows a dialog box titled "What company sizes do you want to target?". It features a search bar with the placeholder text "Start typing a company size..." and a "Hide list" button. Below the search bar is a list of company size ranges with checkboxes for selection. The visible ranges are: Myself Only, 1-10 employees, 11-50 employees, 51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, and 10,001+ employees.

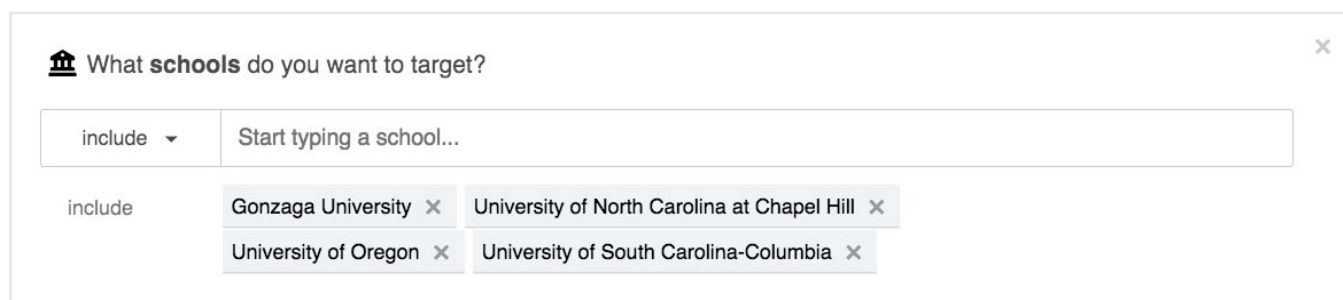
Tip: *Company Size* is one of the facets where excluding criteria works particularly well. For example, a startup that's looking to hire members with small business experience could exclude *501-1000*, *1001-5000*, *5001-10,000* and *10,001+* from their targeting. This ensures members who are on LinkedIn and work for an organization that falls into the small business tier are targeted.

Theme 3: Education

Schools

You can target based on the school, college, university or other learning institution where a member completed a course. For example, a company that has historically had success hiring from certain schools can target members who attended those institutions. This targeting is also a great way to extend your reach to schools that you are unable to visit for in-person hiring events.

While schools targeting allows you to reach the right alumni or students at scale, targeting by school may also decrease your audience size since it isn't a required field when creating a LinkedIn profile. Check your *Estimated Audience Count* to determine if you'll reach enough members.

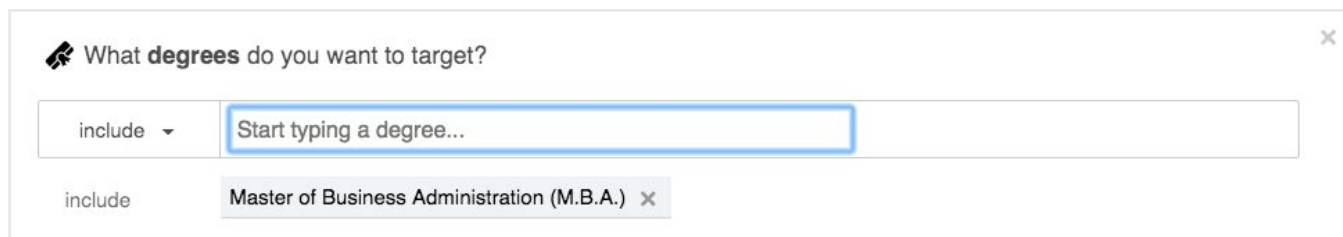


The screenshot shows a targeting dialog box titled "What schools do you want to target?". It features a search bar with a dropdown menu set to "include" and the placeholder text "Start typing a school...". Below the search bar, four schools are listed as selected items, each with a small 'x' icon to remove it: Gonzaga University, University of North Carolina at Chapel Hill, University of Oregon, and University of South Carolina-Columbia.

Tip: Make sure you add all subsidiary schools when trying to reach an entire college or university. For example, when advertising to Harvard students, be sure to add *Harvard University*, *Harvard Business School*, *Harvard Law*, *Harvard Medical*, etc. as they have separate school pages.

Degrees

Degrees are recognized ranks granted by a college, university, or other learning institution. Degrees are grouped by LinkedIn algorithms and organized in standardized degrees you can use for your campaign targeting. Choosing to target by this facet can sometimes limit your audience size as the degrees field is not always populated by members.



The screenshot shows a targeting dialog box titled "What degrees do you want to target?". It features a search bar with a dropdown menu set to "include" and the placeholder text "Start typing a degree...". Below the search bar, one degree is listed as a selected item with a small 'x' icon to remove it: Master of Business Administration (M.B.A.).

Tip: Organizations can use degree targeting to help reach harder to find talent. For example, if you are looking for a niche skillset in the science field and are having difficulty scaling your audience, try targeting a *function* that is relevant paired with a relevant *degree* such as Bachelor of Applied Science.

PART II

Fields of Study

Field of Study is the major or area of study within a member's degree. For example, those with a *Bachelor of Business Administration (BBA)* may have a major in either *Accounting* or *International Business*. For some campaigns, field of study can be used as a proxy for skills or expertise in a given field, especially for recent graduates.

The screenshot shows a targeting interface with the title "What fields of study do you want to target?". A dropdown menu is open, showing a list of fields of study. The first option, "Communication and Media Studies", is highlighted with a blue border. Below the dropdown, there are several filter categories with icons: "Company name", "Job seniority", and "Member groups". To the right of the dropdown, there are four filter categories: "Job title", "Job function", "Degrees", and "Years of experience".

Filter Category	Options
include	Communication and Media Studies
Select specific target	Communication and Media Studies Electrical, Electronics and Communications Engineering Mass Communication/Media Studies
Company name	Communication, General Electrical, Electronic and Communications Engineering Technology/Technician
Job seniority	Communication Sciences and Disorders, General Speech Communication and Rhetoric Organizational Communication, General
Member groups	Digital Communication and Media/Multimedia Technical and Scientific Communication
Job title	
Job function	
Degrees	
Member skills	
Years of experience	

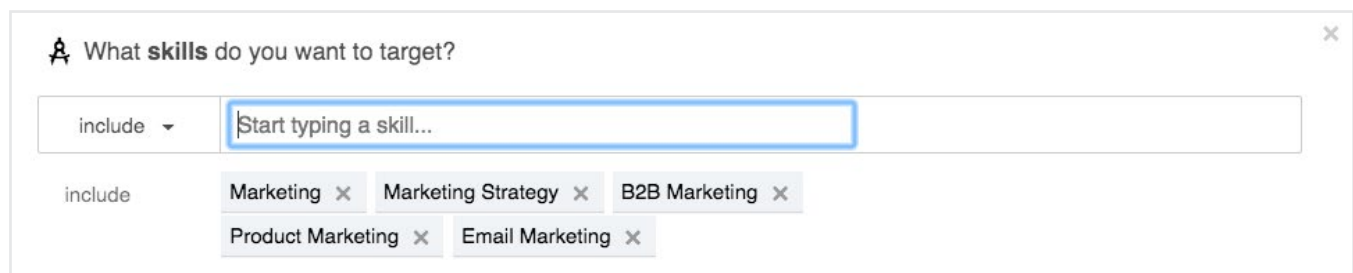


Theme 4: Professional Interests

Skills

Skills are highly relevant keywords found within a member's profile and skills section that indicate expertise in a particular area. Skills include those explicitly added by members in their skills section and also keywords and phrases mentioned throughout their profile and summary. LinkedIn also uses look-alike modeling to infer skills from a member's job title and job description. Skills targeting is an alternative way to reach professionals with a specialized expertise when job title targeting may not be as effective.

For example, if you're looking to reach members for a project management opportunity, job titles may not be as effective given the wide range of responsibilities someone with the title project manager may have. However, skills targeting allows you to target specific competencies that may span a broad range of job titles.



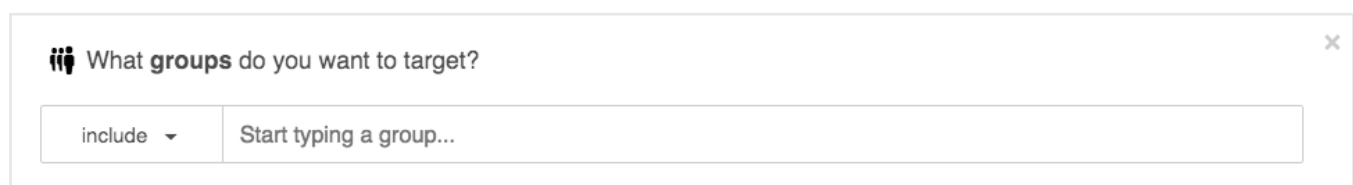
The screenshot shows a dialog box titled "What skills do you want to target?". It features a search input field with the placeholder text "Start typing a skill...". Below the input field, there is a list of selected skills: "Marketing", "Marketing Strategy", "B2B Marketing", "Product Marketing", and "Email Marketing". Each skill is displayed in a grey pill-shaped button with a small 'x' icon to its right, indicating it can be removed. A dropdown menu is visible to the left of the input field, currently set to "include".

Tip: When using skills targeting, consider pairing this with the *Function* or *Seniority Facet*. This helps to focus the reach of your message to a more relevant audience.

Groups

Groups on LinkedIn are places where members who share interests or professional associations can gather, discover new information, and ask questions. These groups oftentimes suggest interest or expertise in a given area.

For example, for those looking to reach Finance professionals, interesting groups may include the *Finance Club* (840,000+ professionals), *Banking Careers* (500,000+ professionals), or *Finance Plus: Private Equity, Venture Capital and M&A News* (440,000+ professionals).



The screenshot shows a dialog box titled "What groups do you want to target?". It features a search input field with the placeholder text "Start typing a group...". To the left of the input field, there is a dropdown menu currently set to "include".

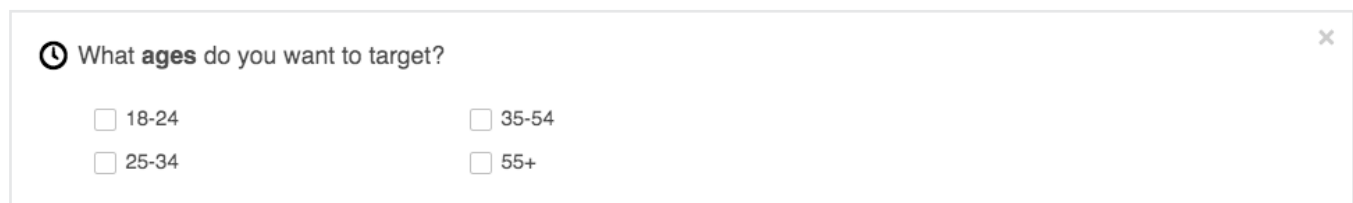
Tip: Use the search function on the LinkedIn homepage to find relevant groups. The larger and more active groups will typically appear at the top of the list.

Theme 5: Identity

LinkedIn's professional targeting facets make it easy to reach a high quality audience and can lead to much stronger results for your campaigns. However, LinkedIn also offers personal targeting facets such as *Age* and *Gender*.

Age

Age is an estimation of how old a member is likely to be based on their first graduation date. Not everyone on LinkedIn includes a graduation year on their profile and therefore including age may substantially reduce your audience size. *Years of Experience* can be used as a proxy for age in most cases.



A screenshot of a LinkedIn targeting dialog box titled "What ages do you want to target?". It contains four checkboxes for age ranges: 18-24, 25-34, 35-54, and 55+.

Tip: Don't use age as a proxy for experience, as they often don't correlate. Rather, use *age targeting* as a guide to help you tailor your content to highlight company values or job aspects that appeal to different age groups. For instance, 18-24 year olds tend to appreciate hearing about career progression and development opportunities while 35-54 year olds may look for job security and flexible work arrangements.

Gender

Gender is a determination of whether a member is female or male and inferred based on a member's name. Similar to age, using gender targeting will also reduce your audience size by potentially 50% or more. As LinkedIn does not require members to disclose their gender, we recommend utilizing professional targeting facets wherever appropriate.



A screenshot of a LinkedIn targeting dialog box titled "What gender do you want to target?". It contains three radio button options: All (selected), Female, and Male.

3. Using Audience Expansion to reach similar audiences

Audience Expansion delivers your content to members who are similar to your target audience in their demographics and interests. This increases the scale and reach of your campaign by delivering your ad to additional members who may be interested in your content. Audience Expansion will never expand any criteria you set using *Location*, *Language*, *Gender*, or *Age*.

Help my campaign reach new audiences similar to my targeting criteria with Audience Expansion. [?](#)

Tip: If you exclude any criteria, Audience Expansion will honor these exclusions. To avoid reaching a certain type of member while using Audience Expansion, be sure to exclude their targeting criteria. For example if you do not want to target the *Unpaid* seniority level, exclude *Unpaid* and Audience Expansion will ensure that no expanded audience members fit that criteria.

Audience Expansion may not be right for your campaign if your target persona is extremely specific. However, if that's not the case, Audience Expansion is a great way to reach similar audiences and still achieve strong results.

4. Saving your audience as a template for other campaigns

Defining your audience takes time, especially for people who manage several campaigns across accounts. Speed up this process by saving your audience as a template and then re-using your audience for another campaign later on. You can apply that template to future campaigns across any of your accounts.

Save audience as template (optional): [Save as new](#)

Piecing it all together

Let's now apply what you've learned to a real-world example. How would you use targeting on LinkedIn to reach a marketer persona represented by our savvy tech marketer, Marie?

Marie is a marketer in the technology industry at a small to mid sized company with marketing-related skills such as demand generation, SEO, social media, and project management.

There are several ways to reach members like Marie using LinkedIn's targeting options - the key is to be creative and adopt an "always testing" mindset. We recommend running a few campaigns with various targeting facet combinations to reach your audience. Again, we recommend starting broad and seeing what works for you. To reach Marie, consider some of the sample campaign targeting below.

Campaign 1: Targeting by Job Function and Seniority

Job Function: Marketing, Media & Communications

Seniority: Senior, Manager, Director, VP, CXO, Partner, Owner

The image shows two panels of the LinkedIn targeting interface. The top panel is titled "What job functions do you want to target?" and features a search bar with the placeholder text "Start typing a job function...". Below the search bar, there are two selected filters: "Marketing" and "Media and Communication", each with a small 'x' icon to remove it. A "See full list" link is visible to the right of the search bar. The bottom panel is titled "What seniorities do you want to target?" and has a search bar with the placeholder text "Start typing a seniority...". Below the search bar, there are seven selected filters: "Senior", "Manager", "Director", "VP", "CXO", "Partner", and "Owner", each with a small 'x' icon. A "See full list" link is also present to the right of the search bar.

PART II

Campaign 2: Targeting by Company Industry and Company Size

Company Industry: Computer Software, Internet, Information Technology and Services, Computer Hardware, Marketing and Advertising

Company Size: Exclude: 201-500, 501-1000, 1001-5000, 5001-10,000, 10,000+

What industries do you want to target?

include ▾ Start typing an industry... [See full list](#)

include

- Computer Software ×
- Internet ×
- Information Technology and Services ×
- Computer Hardware ×
- Marketing and Advertising ×

Suggestions

- +Management Consulting
- +Mining & Metals
- +Publishing
- +Market Research
- +Public Relations & Communications
- +Design
- +Writing & Editing
- +Online Media
- +Media Production
- +Graphic Design

What company sizes do you want to target?

exclude ▾


<input type="checkbox"/> Myself Only	<input checked="" type="checkbox"/> 501-1000 employees
<input type="checkbox"/> 1-10 employees	<input checked="" type="checkbox"/> 1001-5000 employees
<input type="checkbox"/> 11-50 employees	<input checked="" type="checkbox"/> 5001-10,000 employees
<input type="checkbox"/> 51-200 employees	<input checked="" type="checkbox"/> 10,001+ employees
<input checked="" type="checkbox"/> 201-500 employees	



Campaign 3: Targeting by Job Function and Skills


Job Function: Marketing, Media & Communications

Skills: Digital Marketing, Lead Generation, Demand Generation, Social Media Marketing, Content Marketing, Online Marketing, Web Marketing Strategy, Email Marketing, Social Media, SEM, SEO, Marketing Automation, Integrated Marketing, Google Analytics

 What **job functions** do you want to target? ✕

include ▾ Start typing a job function... [See full list](#)

include Marketing ✕ Media and Communication ✕

 What **skills** do you want to target? ✕


include ▾ Start typing a skill...

include Digital Marketing ✕ Lead Generation ✕ Demand Generation ✕
Social Media Marketing ✕ Content Marketing ✕ Online Marketing ✕
Web Marketing Strategy ✕ Email Marketing ✕ Social Media ✕
Search Engine Marketing (SEM) ✕ Search Engine Optimization (SEO) ✕
Marketing Automation ✕ Integrated Marketing ✕ Google Analytics ✕

Suggestions [+Google Adwords](#) [+Link Building](#) [+Organic Search](#) [+Keyword Research](#)
[+Landing Page Optimization](#) [+Conversion Optimization](#) [+Yahoo Search Marketing](#)
[+MSN AdCenter](#) [+Search Analysis](#) [+Google Webmaster Tools](#)

Campaign 4: Targeting by Groups

Groups: Marketing Pros - Largest Marketers Group; Digital Inbound Social Media Content Search Email SEO Jobs; Tech Jobs: Telecoms, Developer, IoT, Cloud, Digital Marketing; B2B Technology Marketing Community

 What **groups** do you want to target? ✕

include ▾ Start typing a group...

include Marketing Pros - Largest Marketers Group: Digital Inbound Social Media Content Search Email SEO Jobs ✕
Tech Jobs: Telecoms, Developer, IoT, Cloud, Digital Marketing ✕
B2B Technology Marketing Community ✕

More Customized Options with Matched Audiences


In addition to rich demographic targeting, Matched Audiences helps you engage key prospective candidates that matter most to your business.

You can now use LinkedIn to retarget your website visitors and message to your known contacts from your databases and existing pipeline.

1. Website Retargeting

Re-engage your website visitors

Target your website visitors with LinkedIn ad campaigns by adding the LinkedIn insight tag to your web pages, such as your homepage or career page. With *Website Retargeting*, you can create audiences based on the pages they visit on your website and recapture your visitors' interest with content relevant to the pages they viewed.

**Use a matched audience** (optional) Hide
Use website traffic to create audiences for your ads.

Retarget your website visitors
Create a target audience based on your recent website visitors.
[Create an audience to retarget](#)

include ▾ Start typing to see your website traffic audiences [See full list](#)

- **Tip:** *Website Retargeting* uses the same insight tag as LinkedIn Conversion Tracking. So if you already have an insight tag on your website, you can quickly get up and running.

Learn how to get started with [Website Retargeting](#).

2. Account Targeting:

Reach decision makers at your target accounts

With *Account Targeting*, you can run account-based marketing (ABM) campaigns by matching your target companies against the 8+ million Company Pages on LinkedIn. Account Targeting allows you to reach out to a much larger target list of companies than simply adding the company name targeting facet to your campaign.

Target a list of accounts or contacts

Upload a list of companies and/or email addresses.

[Create an audience](#)

include ▾

Start typing to see your company list audiences

[See full list](#)

Tip: When using *Account Targeting*, you can include filters for *Company Industry* or *Company Size* in order to segment your account list.

Learn how to get started with [Account Targeting](#).

3. Contact Targeting: Integrate or import your contact lists

Contact Targeting allows you to build a customized audience by connecting your contact management platform or securely uploading a list of email addresses. At this time, LinkedIn supports data integrations with Marketo, Eloqua, and Liveramp, however new partners will be added in the near-future. Alternatively, you can upload a CSV file with a list of email addresses directly into Campaign Manager.

The screenshot shows the LinkedIn Campaign Manager interface with a modal dialog box open. The dialog is titled "Target a list of accounts or contacts" and contains the following elements:

- Audience name:** A text input field with the placeholder text "Example: 'Current customers'" and a close button (X) in the top right corner.
- Upload list:** Two radio button options: "Match based on a list of accounts" (unselected) and "Match based on a list of contacts" (selected).
- File guidelines:** A text block stating: "When uploading a CSV file, include only email addresses under the first column, adding one email per row. The first row header must read 'email'. We recommend at least 300 emails (maximum 300,000 rows). After uploading, your list may take up to 48 hours to process. [Learn more](#)".
- Agreement:** A text line: "By clicking 'Upload file', I agree to these terms."
- Upload file:** A blue button with white text.
- Next:** A blue button with white text in the bottom right corner.

The background interface is partially visible, showing sections for "Use a matched audience (optional)", "Retarget your website visitors", and "Target a list of accounts or contacts".

Tip: With *Contact Targeting*, you can deliver ads to a list of leads based on their stage in your pipeline. You can also use this feature to exclude a list of certain people from your campaigns.

Learn how to get started with [Contact Targeting](#).

Tips to optimize your targeting strategy

Now that you've learned about the different ways you can target your ads in Campaign Manager, you'll want to know how you can optimize your targeting strategy to ensure you're getting the most out of your campaigns. Here are four important LinkedIn targeting do's and don'ts to get you started:

DON'T: Lump all of your candidate personas in one campaign.

You'll likely see poor campaign performance if you use just one campaign to target professionals in different countries, from different continents, and in unrelated industries and functions. If your target audiences are all lumped together, you'll have trouble personalizing your content for each stakeholder group.

DO: Make sure your candidate personas are clear and well-defined.

Break out key personas into separate campaigns and group together the criteria that makes sense, including related industries, geographies and job functions. This will help you deliver the right messaging to a specific subset of LinkedIn members.

DON'T: Hyper-target your campaigns.

It's tempting to use every targeting feature possible. However, limited scale will hurt your campaigns.

The screenshot shows the LinkedIn Campaign Manager targeting interface. At the top, it says "OK, now let's target your audience" with the instruction "Reach the right people by selecting specific targeting criteria like job title, location and more." Below this, there's a section for "Use a matched audience (Optional)" with a "Select" button. The main targeting area is divided into three sections: "Target by" (set to "the audience below"), "What location do you want to target? (required)", and "What seniorities do you want to target?". The location section shows four selected areas: Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, and Washington D.C. Metro Area. The seniority section is currently empty. On the right side, a red warning banner states "Your audience is too narrow" with a link "How do I target the right audience?". Below the warning, a list of suggested targeting criteria is shown, including "Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro Area", "CXO, Senior, Manager, Director, VP", "Computer Hardware, Internet", "Marketing, Business Development, Product Management", "Marketing Pros - Largest Marketers Group: Digital Inbound Social Media Content Search Email SEO Jobs", and "Audience expansion: Enabled".

DO: Add only two or fewer additional targeting facets in addition to the Location facet.

We recommend the following audience sizes for LinkedIn's advertising products. Keep in mind, there's no one size fits all recommendation which is why testing is crucial.

- Sponsored Content: 50,000 - 300,000+ members

A/B Testing Your Targeting

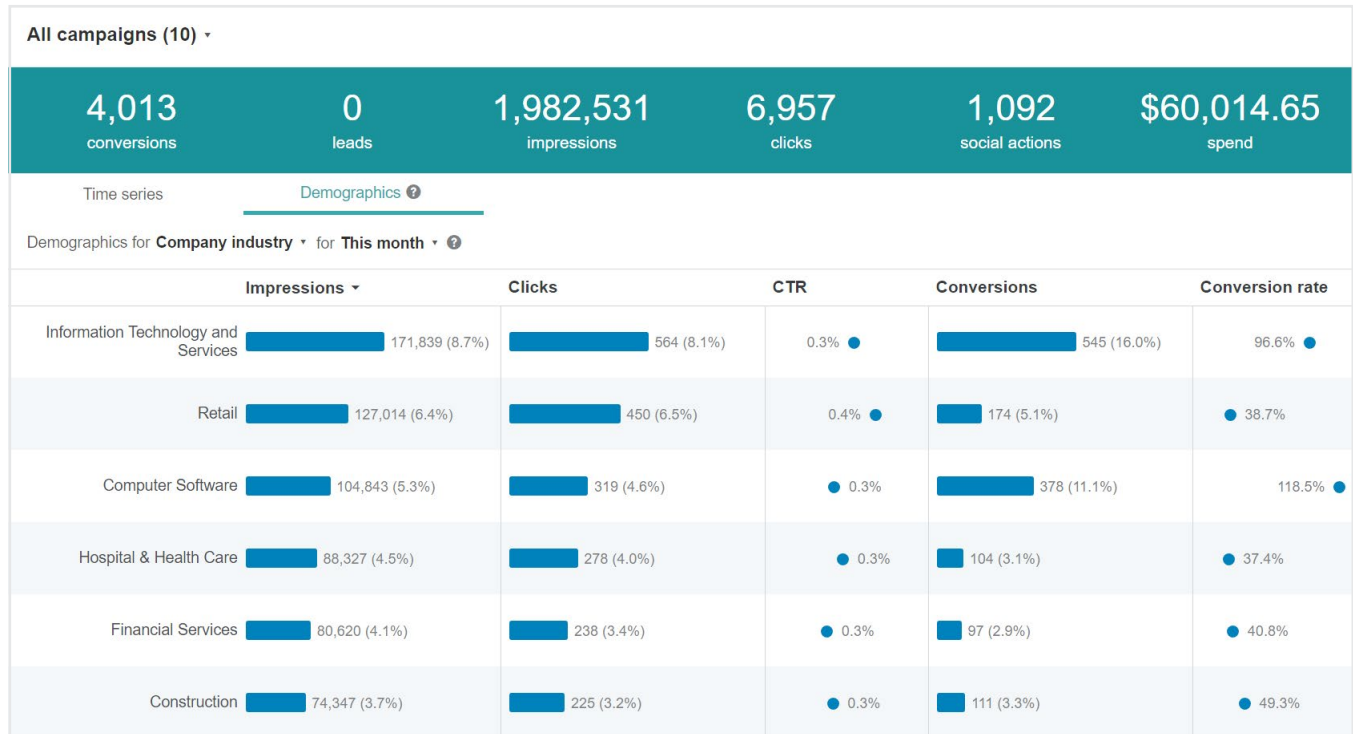
Once you've set a campaign live and you begin to see results, optimize your targeting to ensure you're reaching your audience most effectively. By testing two similar campaigns with one small variation in your targeting criteria, you can see which combination is more effective. To perform an A/B test on your targeting, create a campaign, duplicate it, and then slightly alter your targeting parameters.

Your estimated target audience	Your estimated target audience
230,000+ LinkedIn members	87,000+ LinkedIn members
How do I target the right audience?	How do I target the right audience?
<ul style="list-style-type: none">Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro AreaCXO, Senior, Manager, Director, VPComputer Hardware, InternetAudience expansion: Enabled	<ul style="list-style-type: none">Greater New York City Area, Greater Chicago Area, San Francisco Bay Area, Washington D.C. Metro AreaComputer Hardware, InternetMarketing, Business Development, Product ManagementAudience expansion: Enabled

Tip: Change only a few criteria at a time to isolate what part of your test impacted your campaign's performance. Try testing skills versus job titles, industry versus function, etc. Keep refining over time, and you'll find the audience that responds best to your content.

Use demographics reporting to analyze your audience.

Available in your account dashboard, demographics reporting enables you to optimize the targeting of your campaigns with information on who's responding to your messaging.



After you have accumulated enough campaign data, demographic reporting provides detailed insights about the professionals who have clicked on your LinkedIn ads broken down by job title, job seniority, company industry, job function, company size, and location. This will enable you to see how your content is performing with different subsets of your audience.



Conclusion

By utilizing LinkedIn's rich demographic data as well as your own data with Matched Audiences, you're better equipped to connect with those who matter most to your business.

Like all digital marketing, finding your sweet spot on LinkedIn takes experimentation. You'll need to test and optimize over time to find success.

Now that you've learned the fundamentals of targeting on LinkedIn, you're ready to start creating and optimizing your marketing campaigns. [Go to the LinkedIn Campaign Manager to get started.](#)





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