Getting Started with:

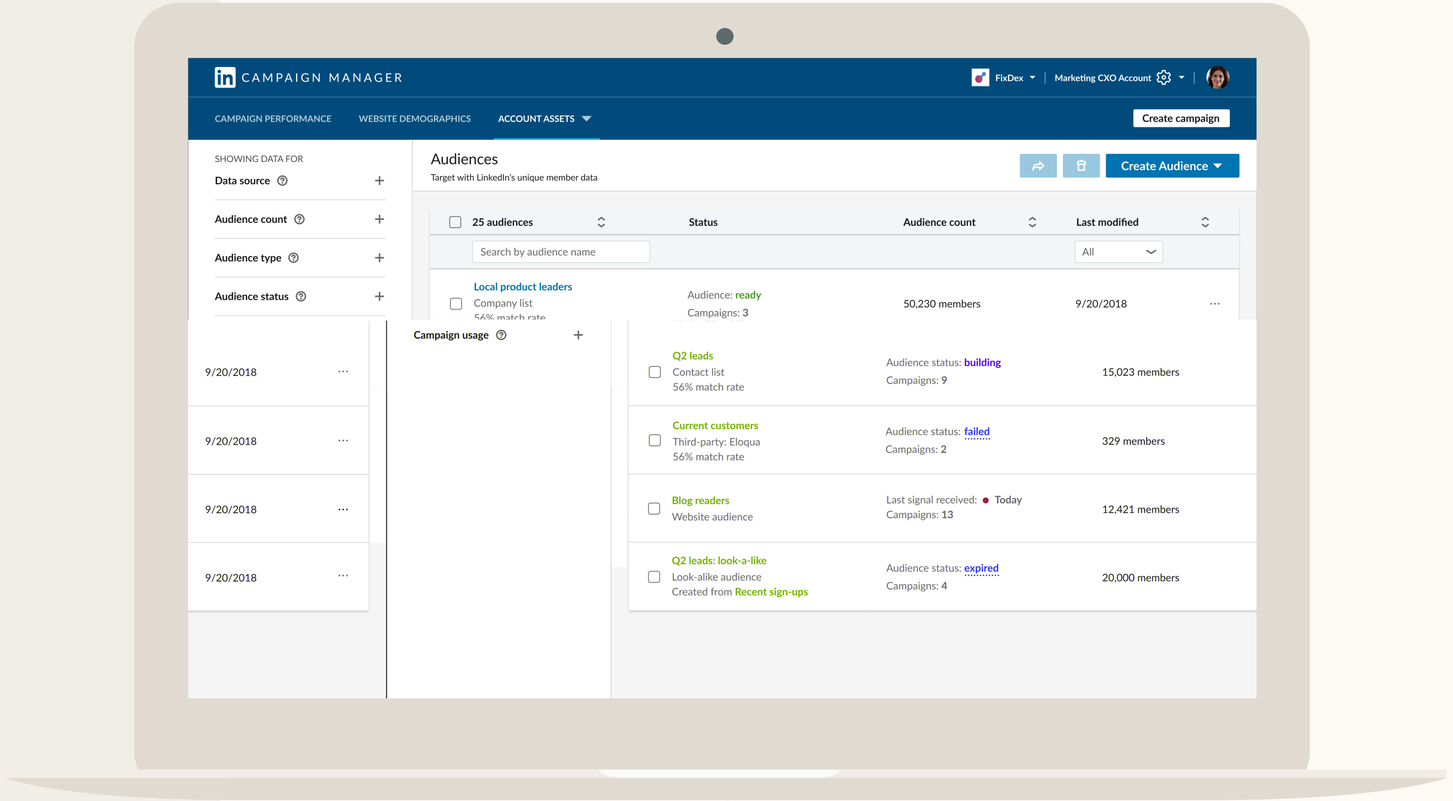
LinkedIn Matched Audiences

Let’s get started

This is a step-by-step guide to getting started with LinkedIn Matched Audiences.

LinkedIn Matched Audiences is a set of targeting capabilities that empowers you to reach your target audience, including people you already know, with website, engagement, contact, and company targeting.

This guide will walk you through setting up Matched Audiences.



TIP: Enter **Slide Show** mode to interact with this guide

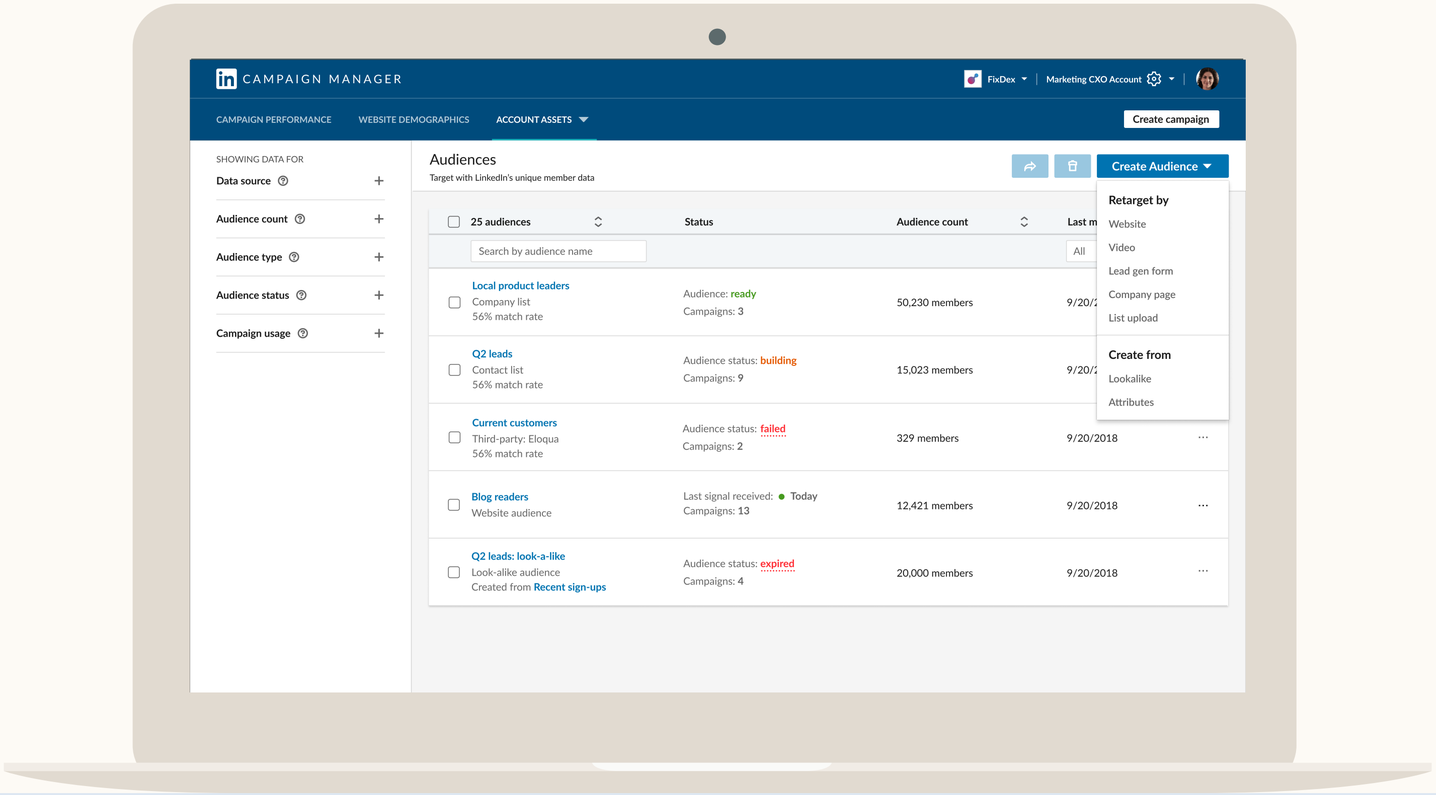
What you will learn in this guide

Introduction	Retargeting Setup	Contact Targeting Setup	Company Targeting Setup	Resources
Why Matched Audiences?	Retarget by Website	Contact Targeting by Uploading Emails	Download our company template	Useful links
What can you do with Matched Audiences?	Granting access to an Insight Tag	Contact Targeting by Data Integrations	Uploading a List of Companies	Contact LinkedIn
	Retarget by Video or Lead Gen Forms			

TIP: Click the home button to return to this page at any stage during this guide.

Introducing Matched Audiences

In this section, you will learn what you can do with Matched Audiences and we will prepare you to start setting up your own.



Why Matched Audiences?

Reach people you already know with website, engagement, contact, and company targeting.

What can you do with Matched Audiences?

Retargeting

Precisely reach an audience based on a page visited on your site or an action taken with your ad.

Show me how

Contact Targeting

Import or integrate your contact email lists. Connect to your data platform(s) or upload a list of information on your contacts.

Show me how

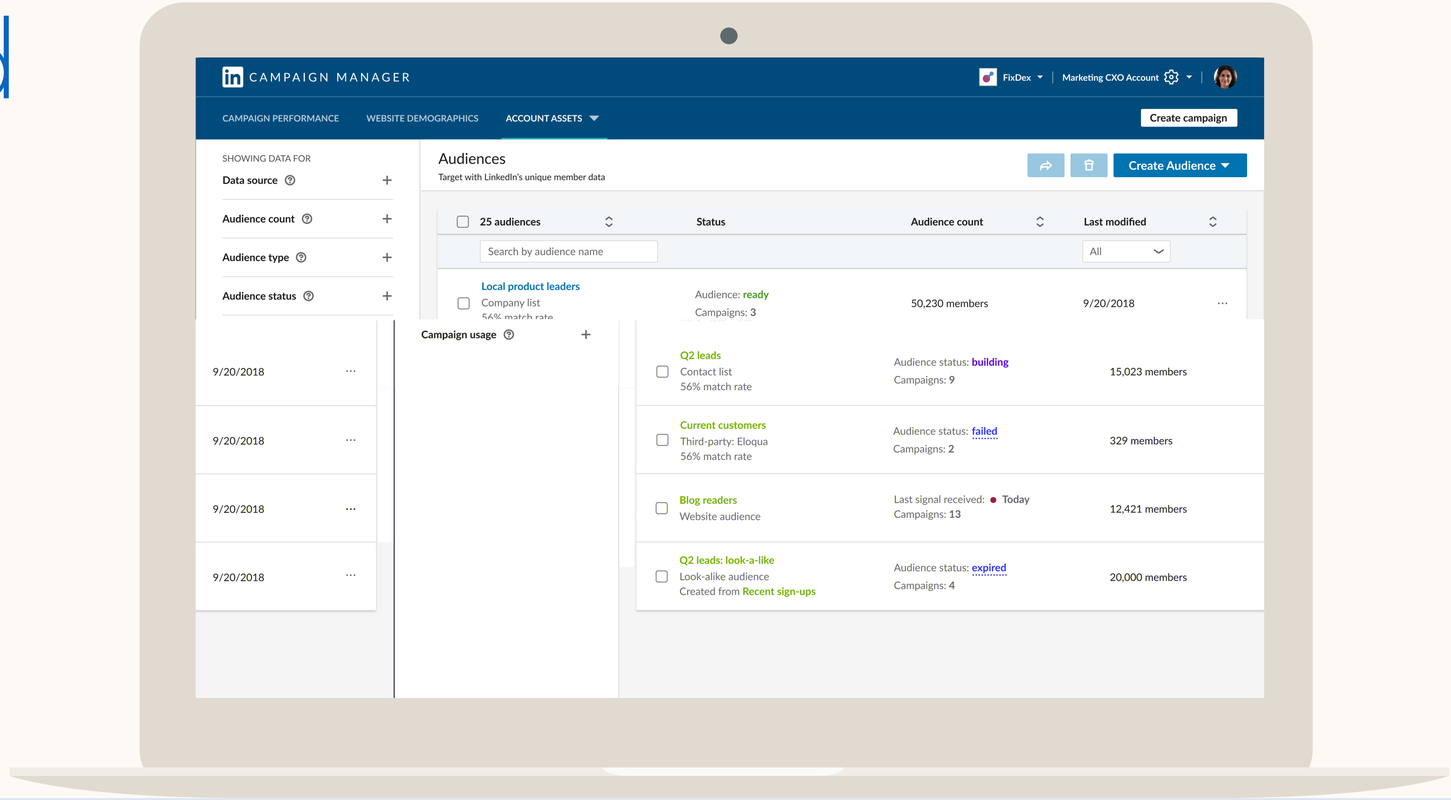
Company Targeting

Reach decision makers at your target accounts. Combine the power of demographic targeting on LinkedIn with your target company list.

Show me how

Your audiences in a single dashboard

- **Create** a retargeting audience, upload company lists or contact lists in one spot
- **Share** a copy of your matched audiences across any of your ads accounts
- **View** of the status of audiences synched from your data management platform



You're ready to go

You now know the basics of Matched Audiences.
Next, we will guide you through Retargeting.

How to set up Retargeting

In this section, we will walk you through setting up Retargeting, so you can precisely reach an audience based on a page visited on your site - **Retarget by Website** - or an action taken with your ad - **Retarget by Video or Lead Gen Form**.

Retarget professionals when it matters

Retarget by Website

Market to those who showed interest by visiting key pages on your company's website.

Show me how

Retarget Video viewers

Keep your company in consideration with a qualified audience who watched part or all your video ad.

Show me how

Retarget by Lead Gen Forms

Increase your chance of conversion from those who opened a lead form or submitted a lead.

Show me how

Retarget by Website

In this section, you will learn how to create a website audience and add it to your campaign.

But first, have you added the **LinkedIn Insight Tag** to your website?

My site doesn't have an Insight Tag

My site already has an Insight Tag

To start, add a LinkedIn Insight Tag to your website

Skip this step if your site already has an Insight Tag

1. Add a lightweight JavaScript code to your site
   Instructions / FAQ
   Video: Generating a LinkedIn Insight Tag

2. We recommend one tag per website domain
   Make sure all your domains are listed on the Insight Tag menu or the retargeting segment may not work correctly.

3. Give the tag some time to build
   While the tag will take time to build your audience, you can set up your website targeting segments right away.

Set up your Insight Tag

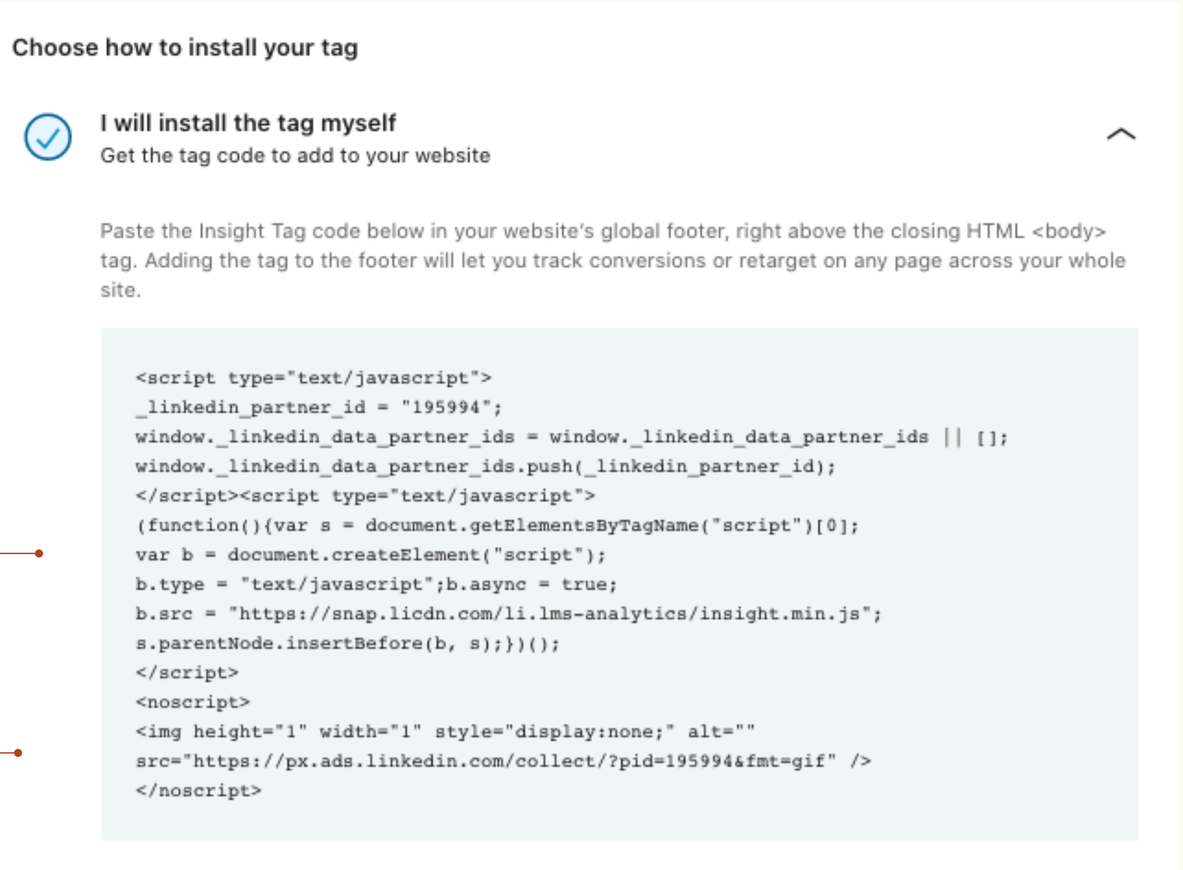
Copy + paste the Insight Tag code into your site's global footer, or email the instructions to your web team.

Workaround for global tag

If adding the tag to your global website footer is not possible, tag the page(s) you want to use for website retargeting.

Image pixel support

While website retargeting may work with an image pixel, JavaScript tag is recommended.



Once you have the Insight Tag, create your website audience

1. **Once your account is set up,** navigate through the campaign creation flow until you reach the targeting section.

2. **Click on the Matched Audiences tab**
   Select '+ Add matched audiences' and choose 'Create website audiences.'

3. **Define the web URLs** that will make up your website retargeting segments.

4. **Complete setup steps and activate your campaign.**
   Your audience can take up to 48 hours to build and your campaign will begin delivering once your audience reaches 300 members.

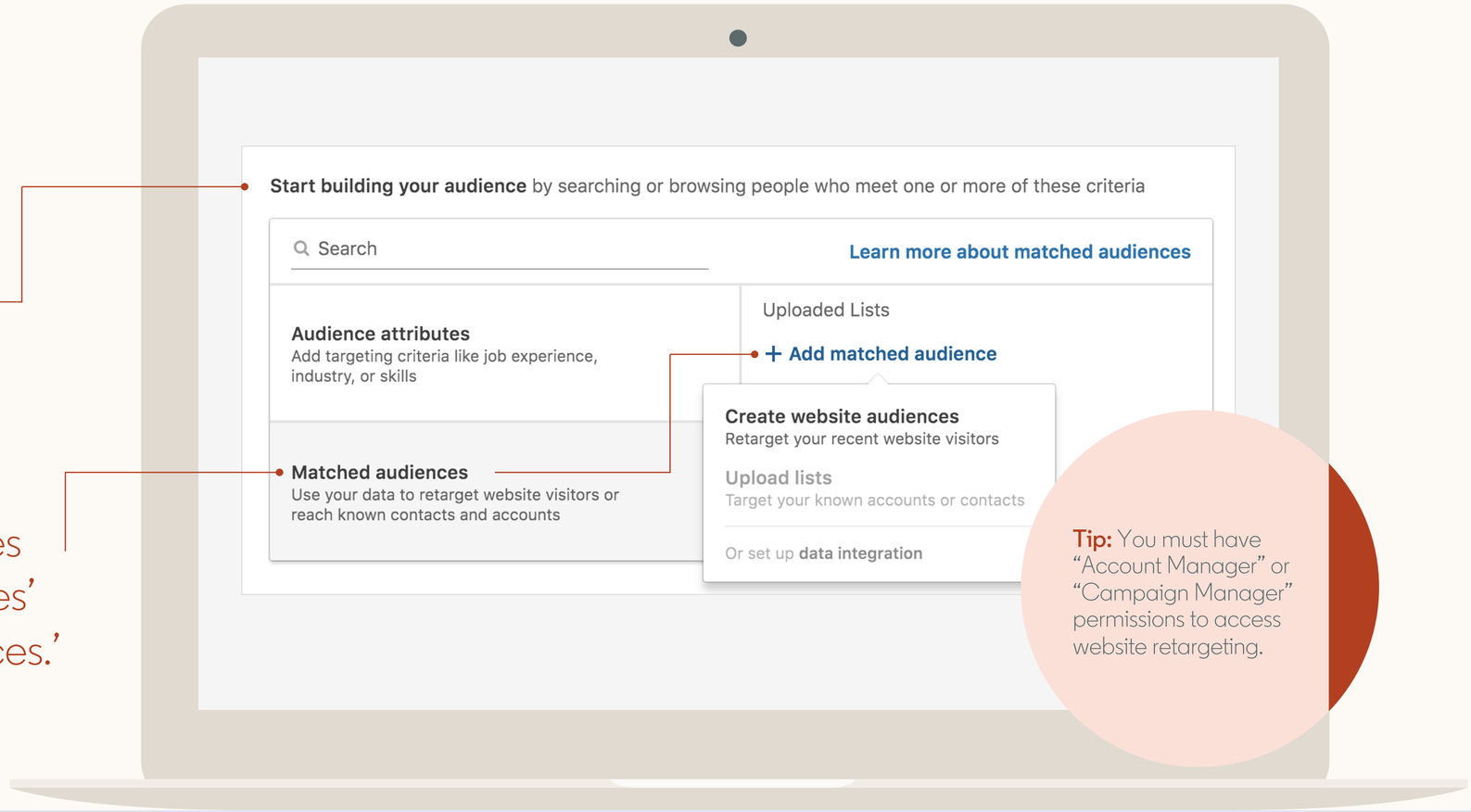
Creating a website audience

1

Navigate to the targeting section of the campaign set up flow.

2

Then, click on the Matched audiences tab. Select '+ Add matched audiences' and choose 'Create website audiences.'



Tip: You must have "Account Manager" or "Campaign Manager" permissions to access website retargeting.

3

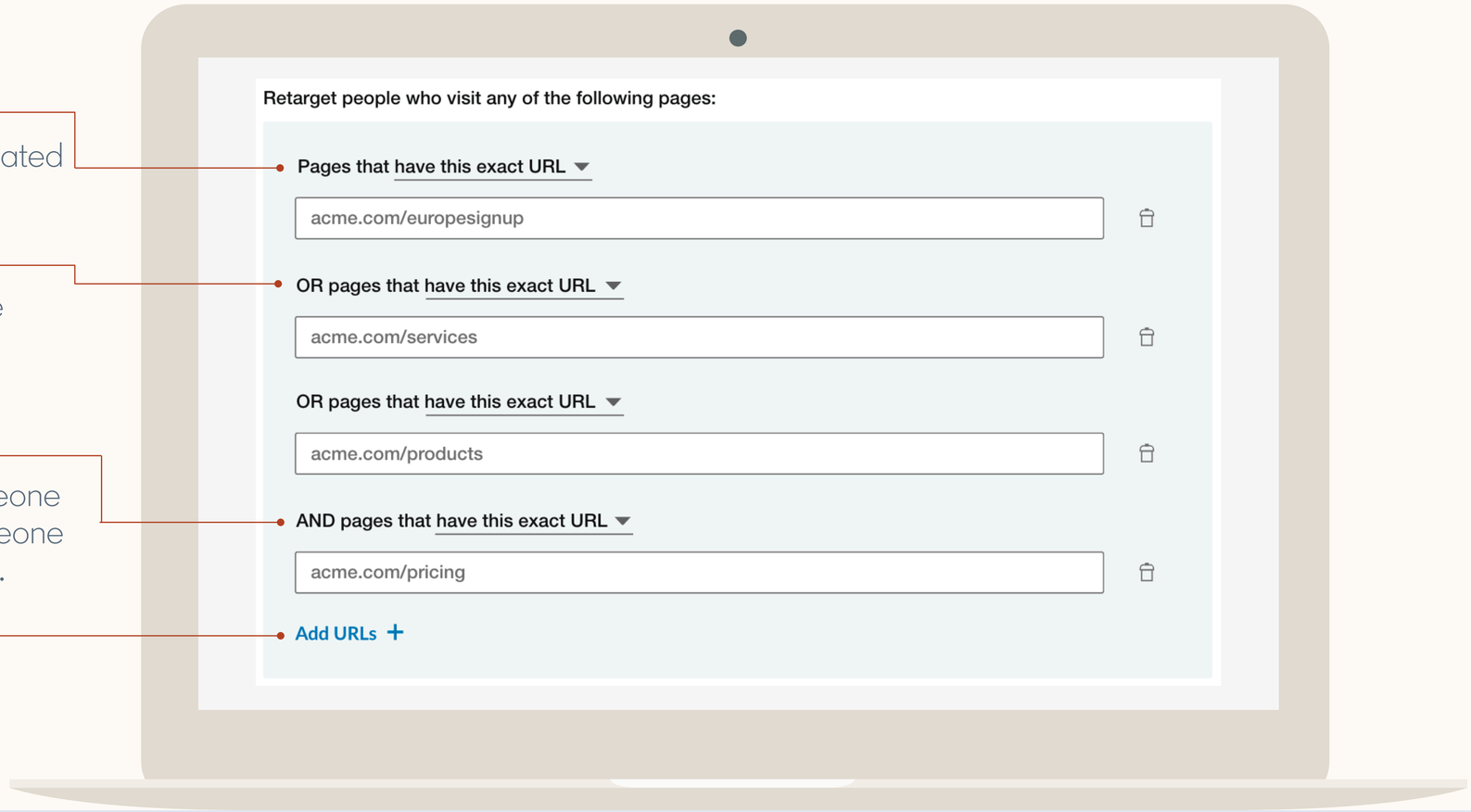
Define the web URLs

Add the website URL
Verify the URLs must belong to a domain associated with your Insight tag.

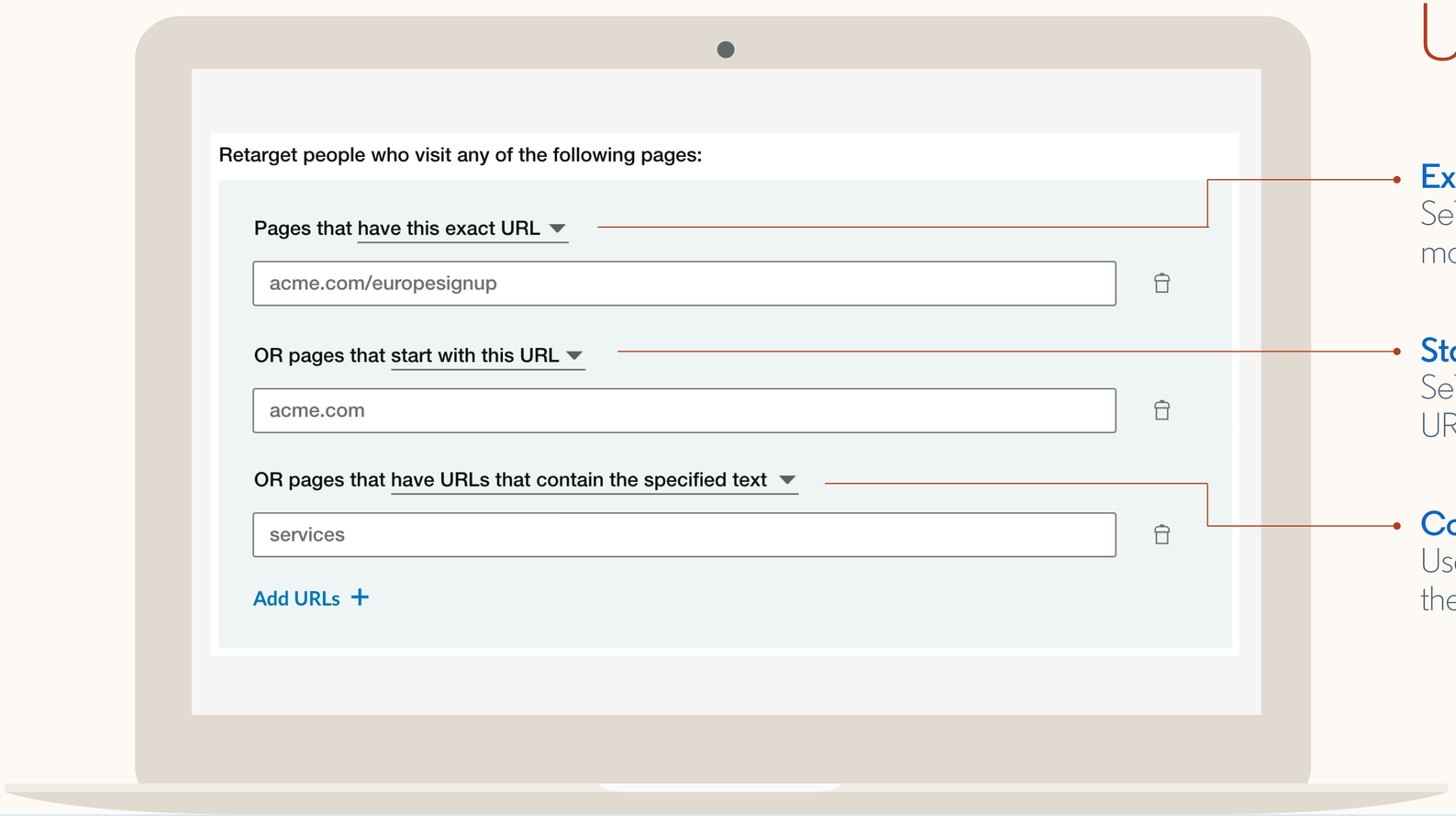
‘Or’ relationships
When including multiple URLs, “or” logic can be applied. Example: someone who visited “acme.com/products” *or* “acme.com/services.”

‘And’ relationships
When “and” logic is applied, your target is someone who visited both pages. Example: retarget someone who visited a product page *and* a pricing page.

Adding more URLs
You can always come back and add additional URLs to your audience.



URL Options



Exact
Select this option to target pages whose URL matches these characters in their entirety.

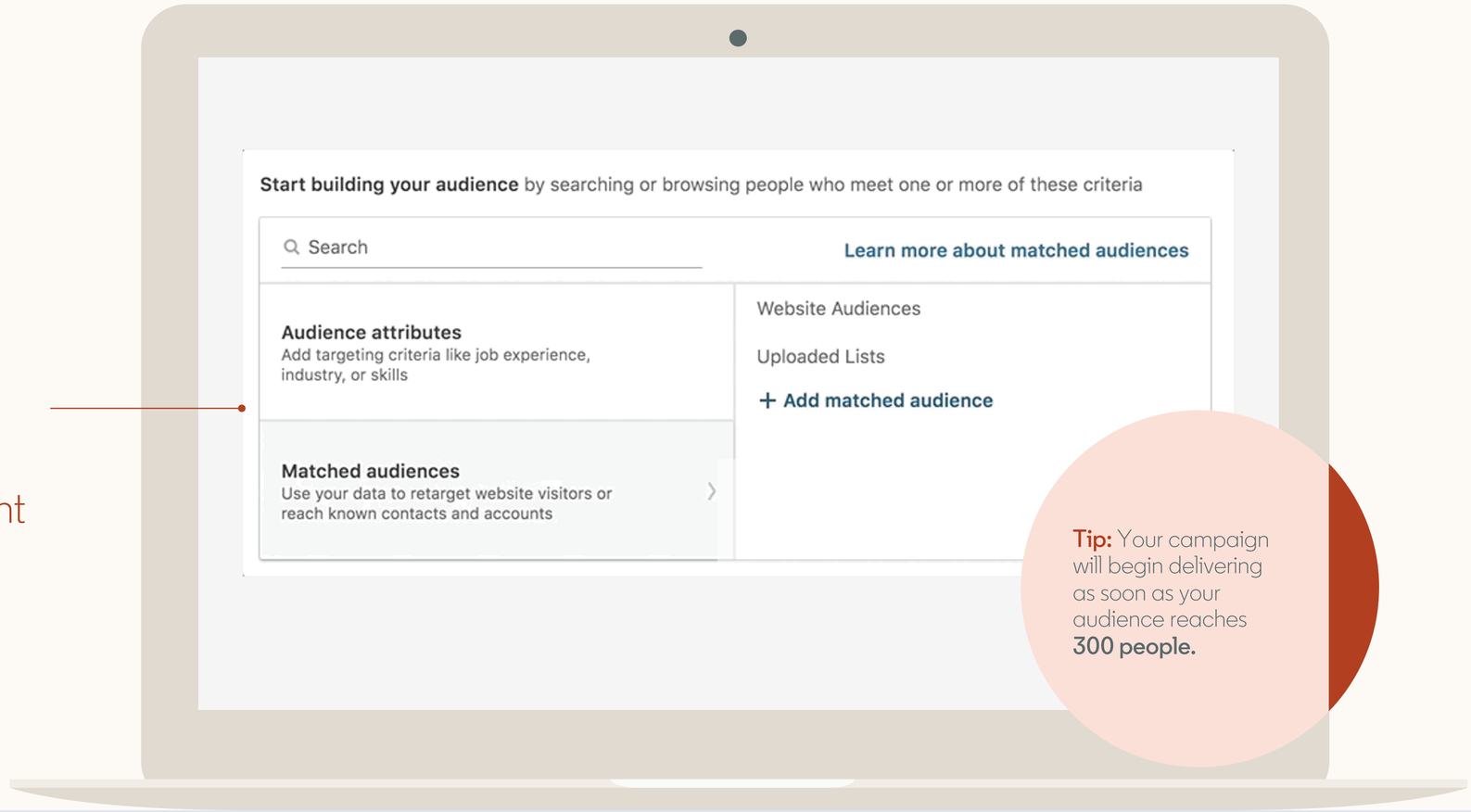
Starts with
Select this option to include any page whose URL stats with these characters.

Contains
Use this only on pages whose URL contains these characters.

Now, add your segment to your campaign

4

To add your segment to a campaign click on ‘Website Audiences’ and select your website audience segment



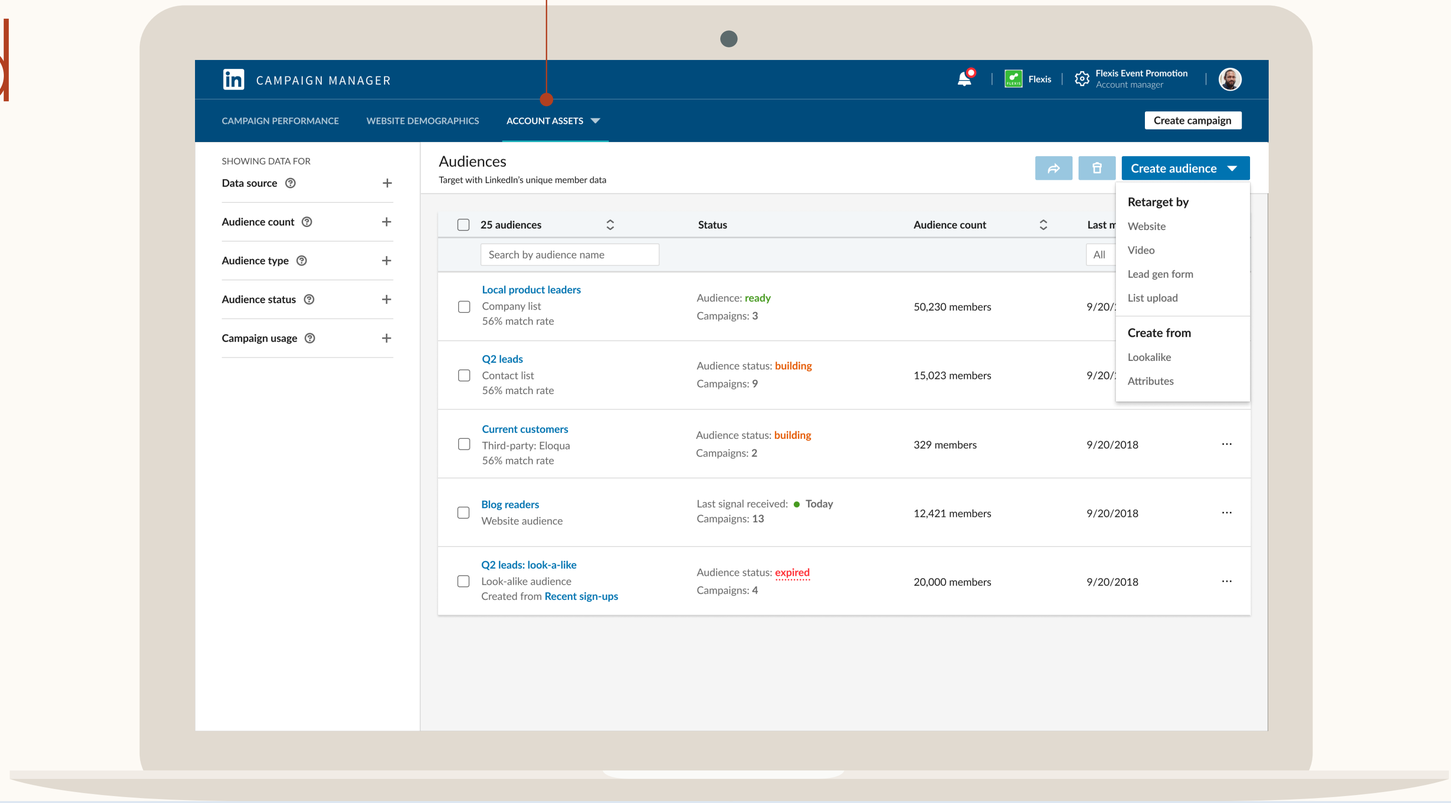
Tip: Your campaign will begin delivering as soon as your audience reaches **300 people.**

Helpful tips to keep in mind

- Audiences will not be matched unless the Insight Tag is correctly installed. Before building your audiences verify the Insight Tag appears as green.
- Provide enough time for your website traffic to build, your audience may take up to 48 hours to build. This may take longer depending on the volume of traffic to your website.
- At least 300 members must in your audience before the campaign can begin serving impressions.
- Once at least 300 members are matched, the campaign will automatically begin delivering if you activated your campaign by clicking ‘Launch’.

Your audiences in a single dashboard

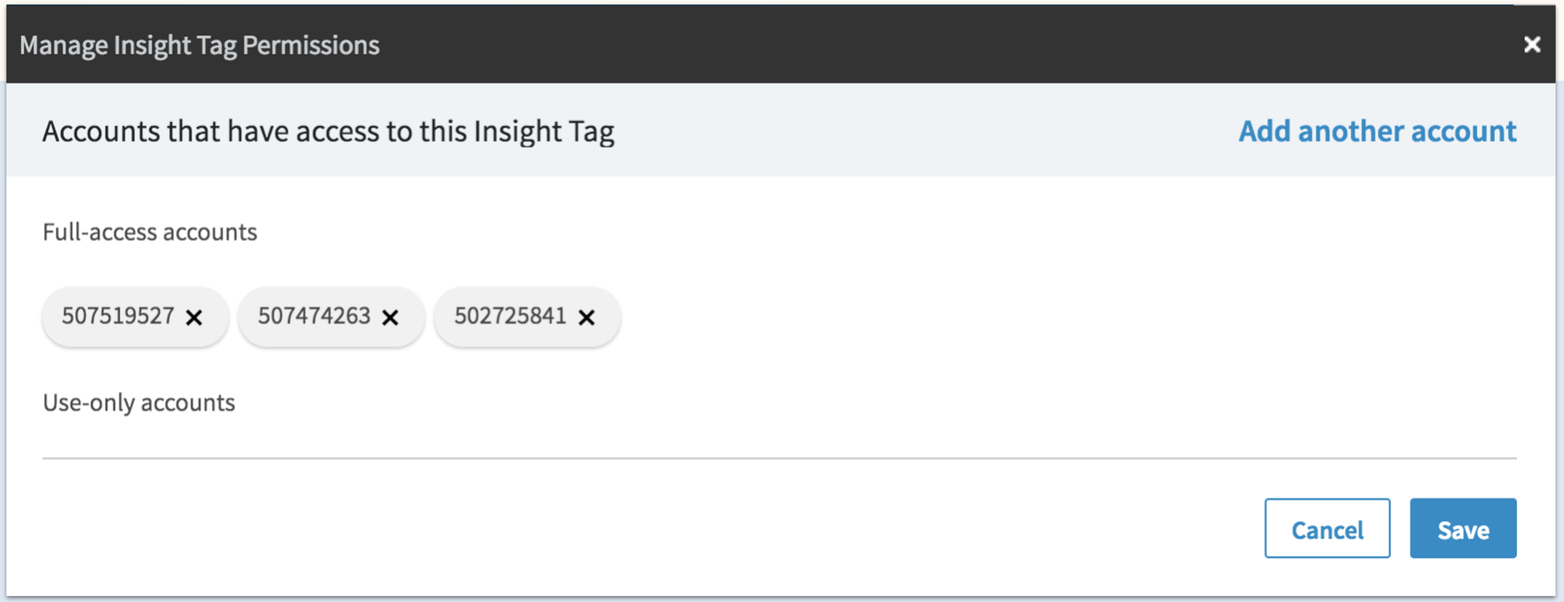
Once you've finished setting up your campaign, you can access or edit your retargeting audiences from the 'Matched Audiences' page under 'Account Assets' in the top Navigation Menu.



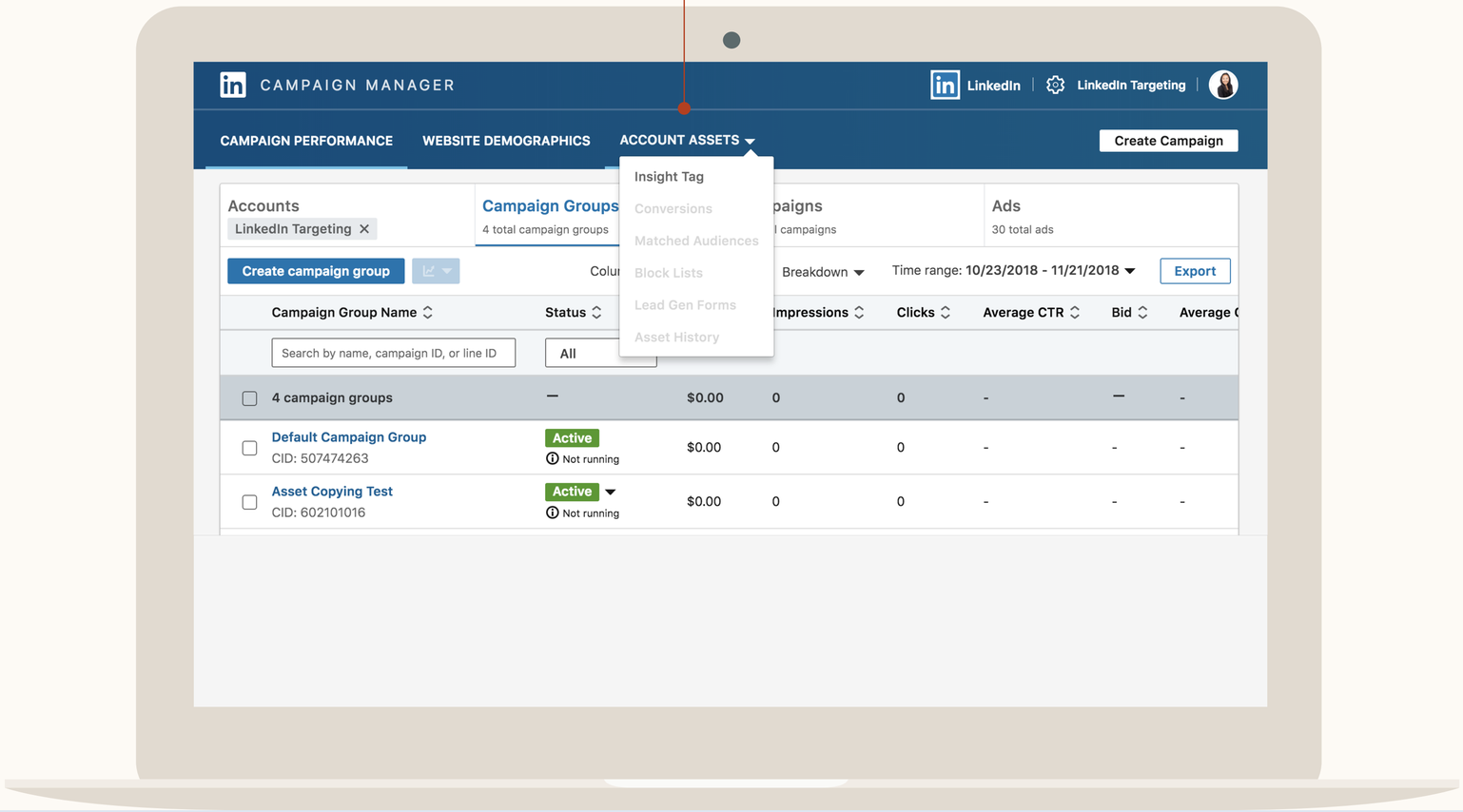
Granting access to an Insight Tag

For use if you already have an Insight Tag on your domain.

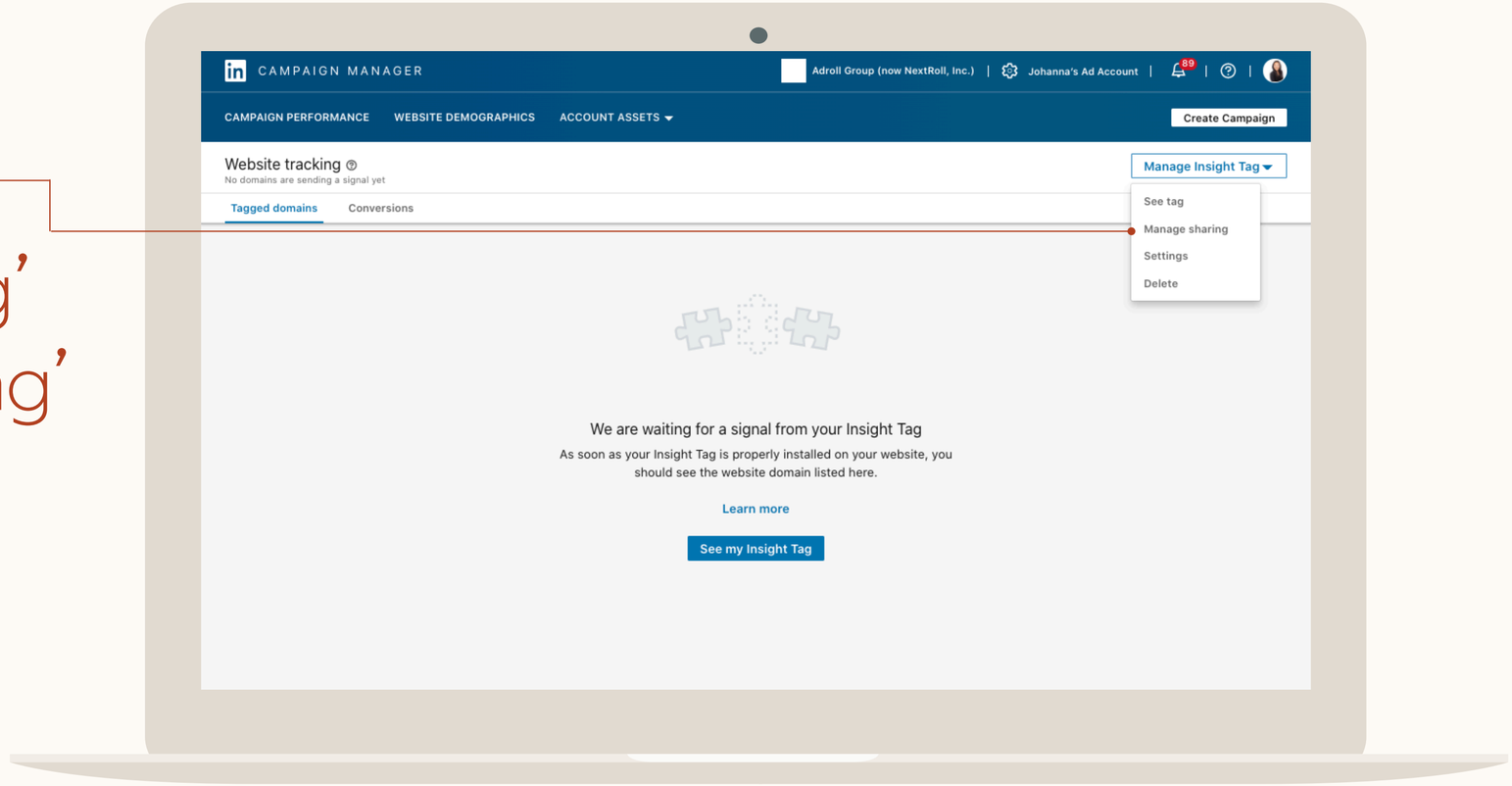
By permissioning your Insight Tag, you and your teammates can use the same tag for Conversion Tracking, Retargeting, and more



Begin by hovering the ‘Account Assets’ menu and select ‘Insight Tag’



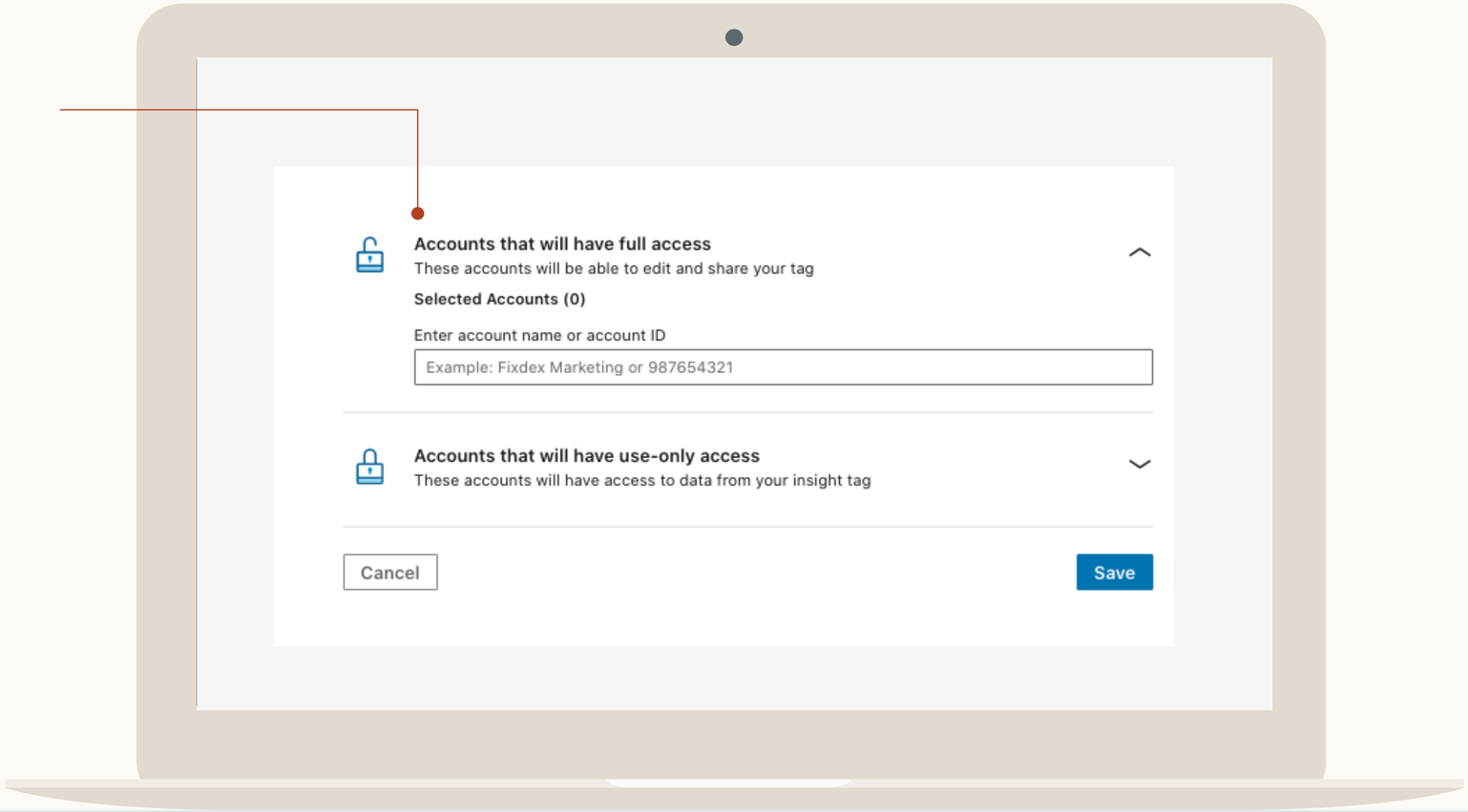
On the Insight Tag screen, click on ‘Manage Insight Tag’ and ‘Manage Sharing’



Then, select which account you'd like to give access to your tag

Full use access
Can edit and share your tag with other accounts.

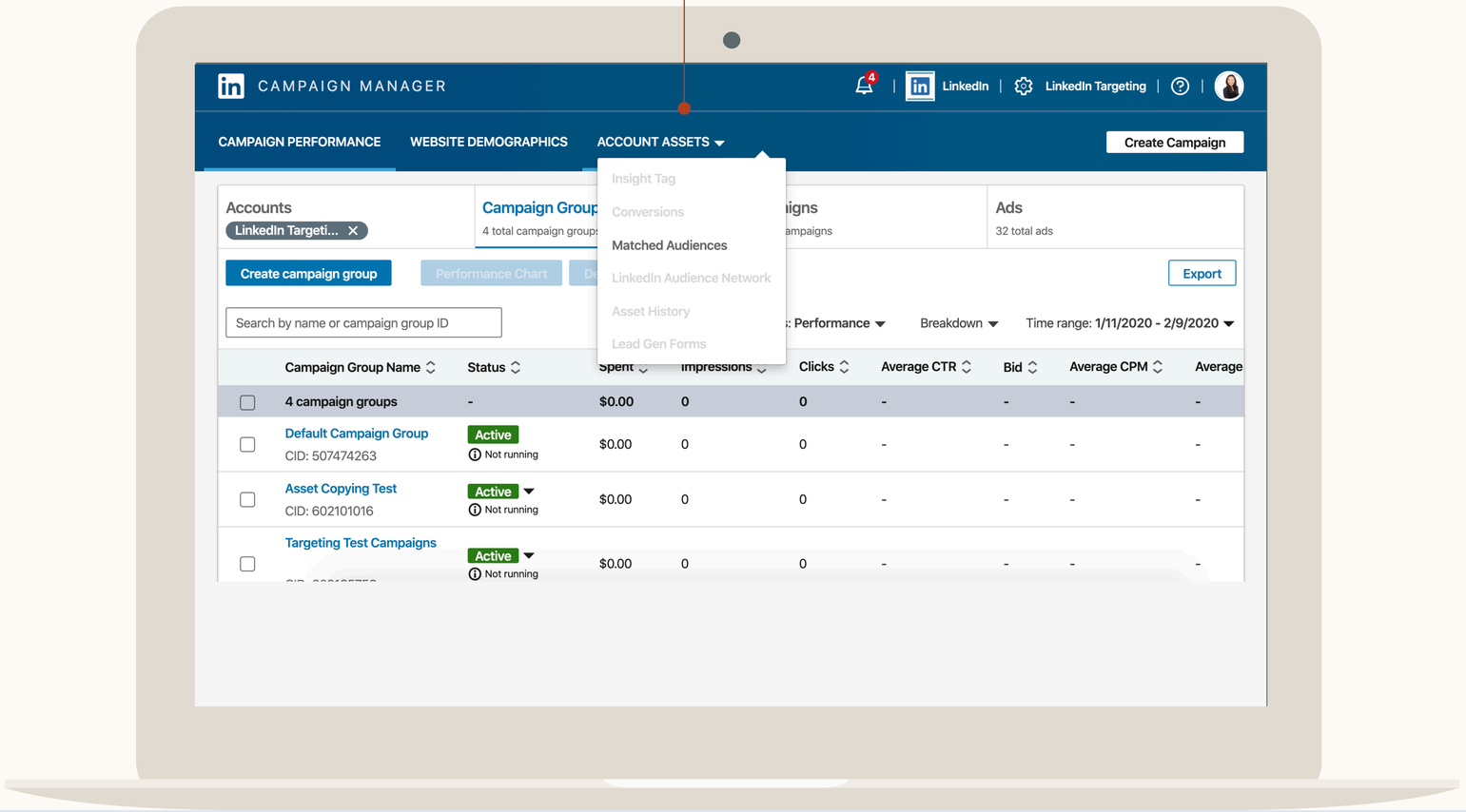
Use-only access
Can setup a website retargeting audience using the tag, but can't grant or remove access to the tag.



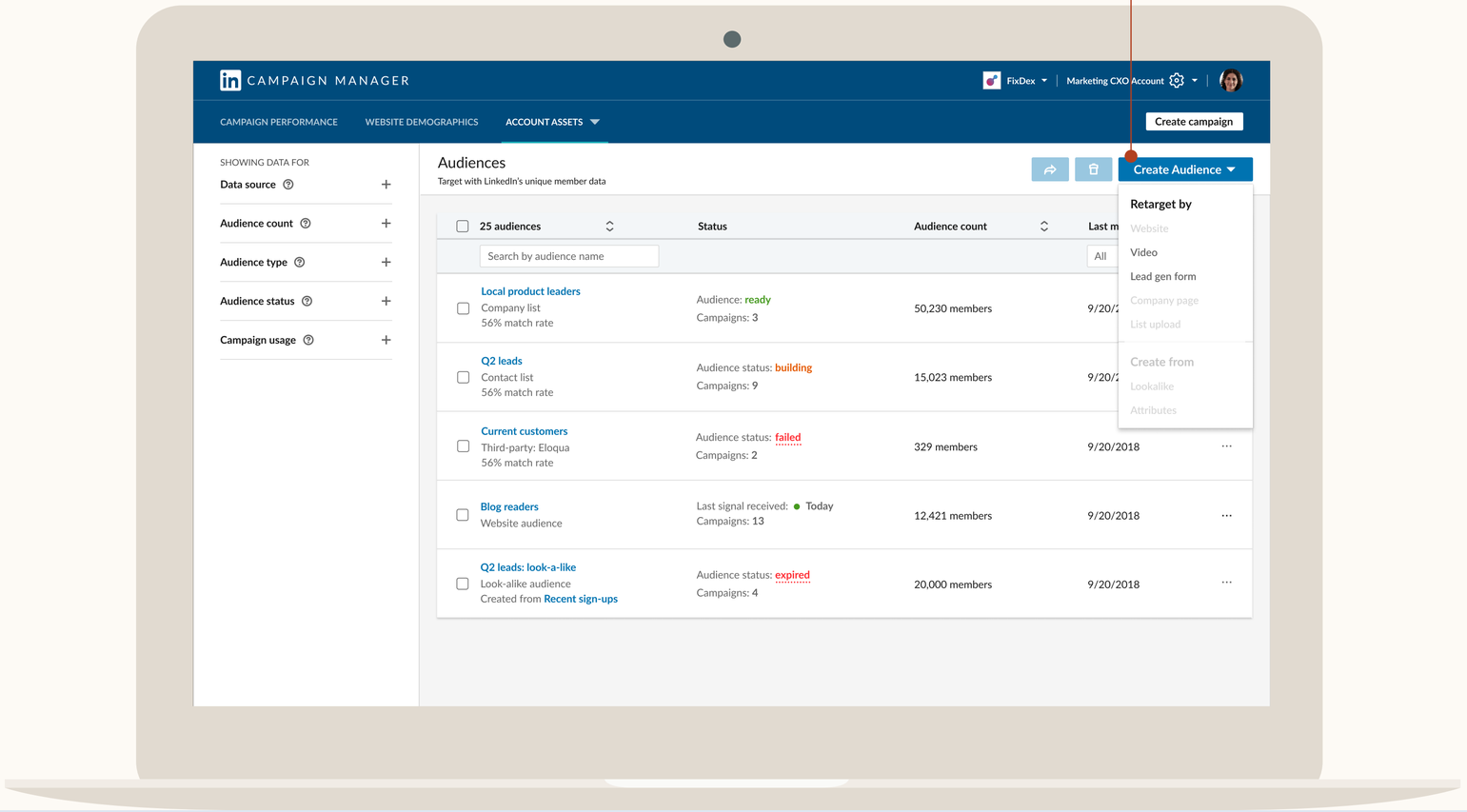
Retarget by Video or Lead Gen Forms

In this section, you will learn how to create an audience based on an action taken with your ad, like watching a **Video Ad** or opening or submitting a **Lead Gen Form**.

To start, visit the ‘Account assets’ tab and click on ‘Matched Audiences’



Next, click on ‘Create audience’ and choose the audience type in the drop down

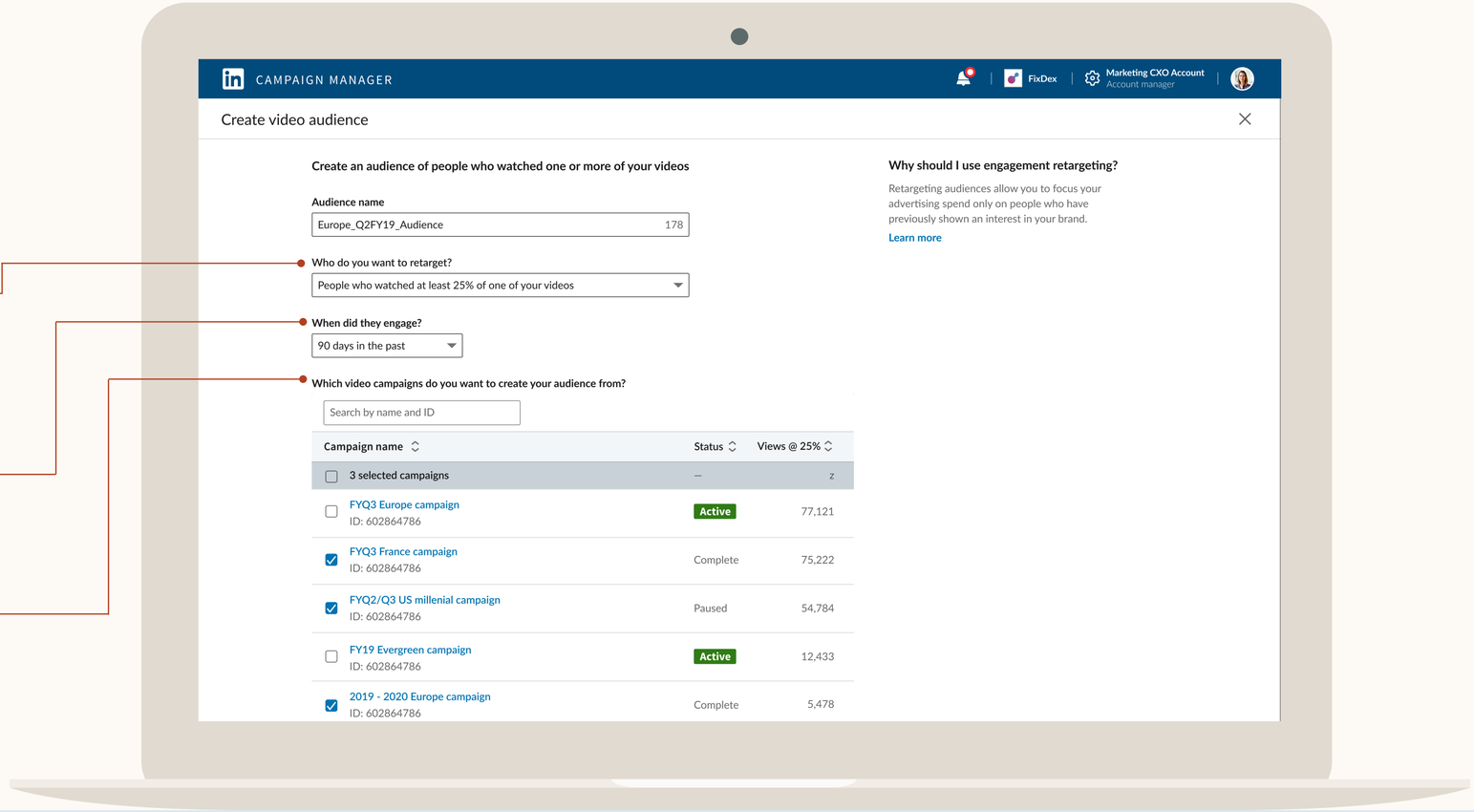


Now, fill in the specifics

Who?
Retarget those who viewed 25%, 50%, 75% or 97% of a video ad or opened or submitted a Lead Gen Form.

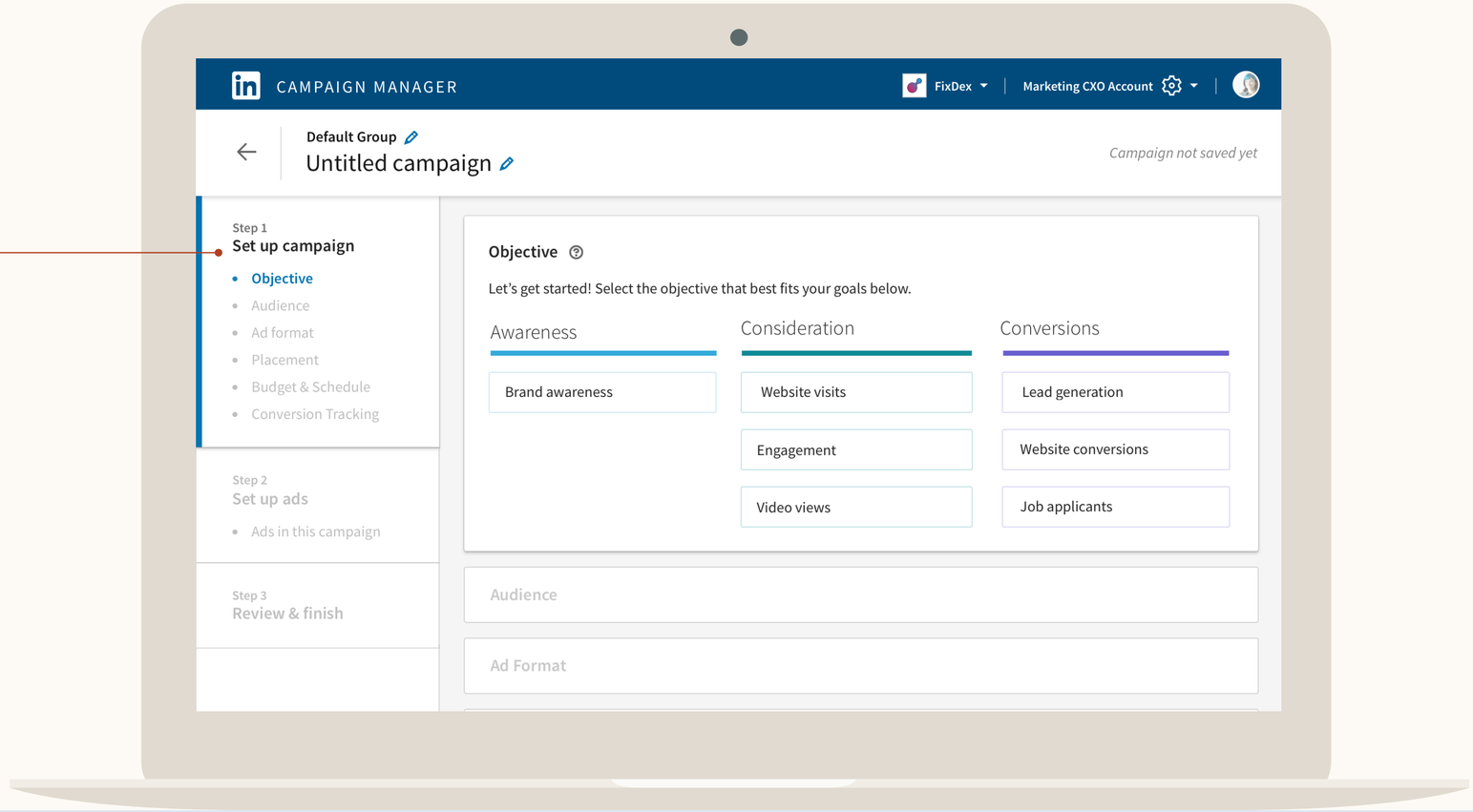
When?
Look back windows of 30d, 60d, 90d, 180d, 365d.

Which?
Specify which campaign(s) you'd like to retarget.

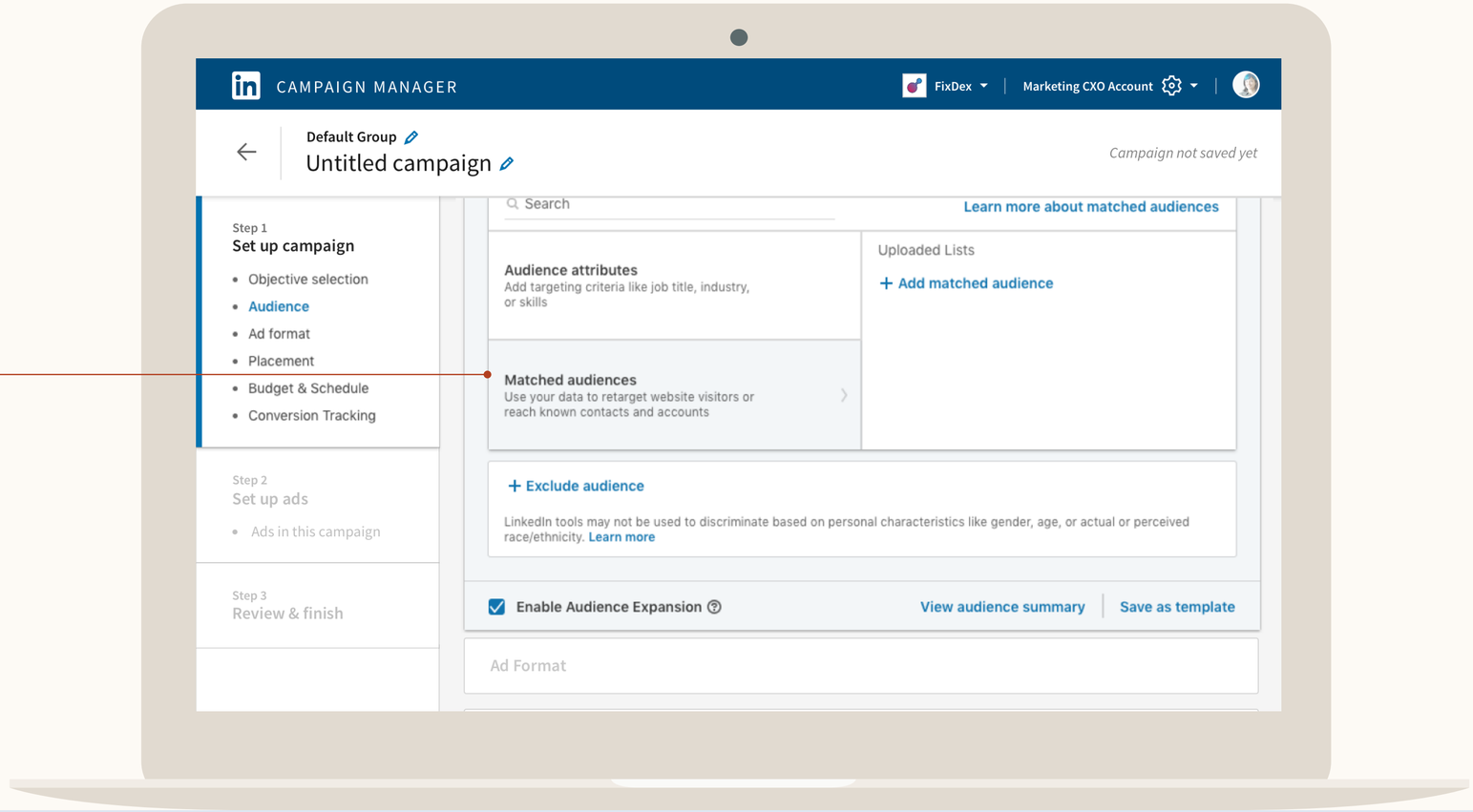


Once you've created your audience, set up your campaign

Start with your objective.



Add your audience to a campaign from the 'Matched audiences' tab



Helpful tips to keep in mind

- Provide enough time for your audience to build which may take up to 48 hours.
- At least 300 members must be targeted before the campaign can begin serving impressions.
- Once at least 300 members are targeted, the campaign will automatically begin delivering if you activated your campaign by clicking ‘Launch’.
- When setting up your campaign, exclude those who submitted a Lead Gen Form from awareness or consideration campaigns.

Nice work!

You now know how to set up Retargeting by Website,
Video Ads or Lead Gen Forms!
Next, we will guide you through Contact Targeting setup.

How to set up Contact Targeting

In this section, you will learn how to import or integrate your contact email lists for Contact Targeting.

There are two ways to get started with Contact Targeting

Uploading a contact list

Upload a list of contact information including first and last names, email addresses or others, using our template.

Show me how

Connecting Data Integrations

Set up an integration with our supported partners.

Show me how

Contact Targeting by Uploading a Contact List

Start by downloading our contact list template

Click here to download the account targeting list template.

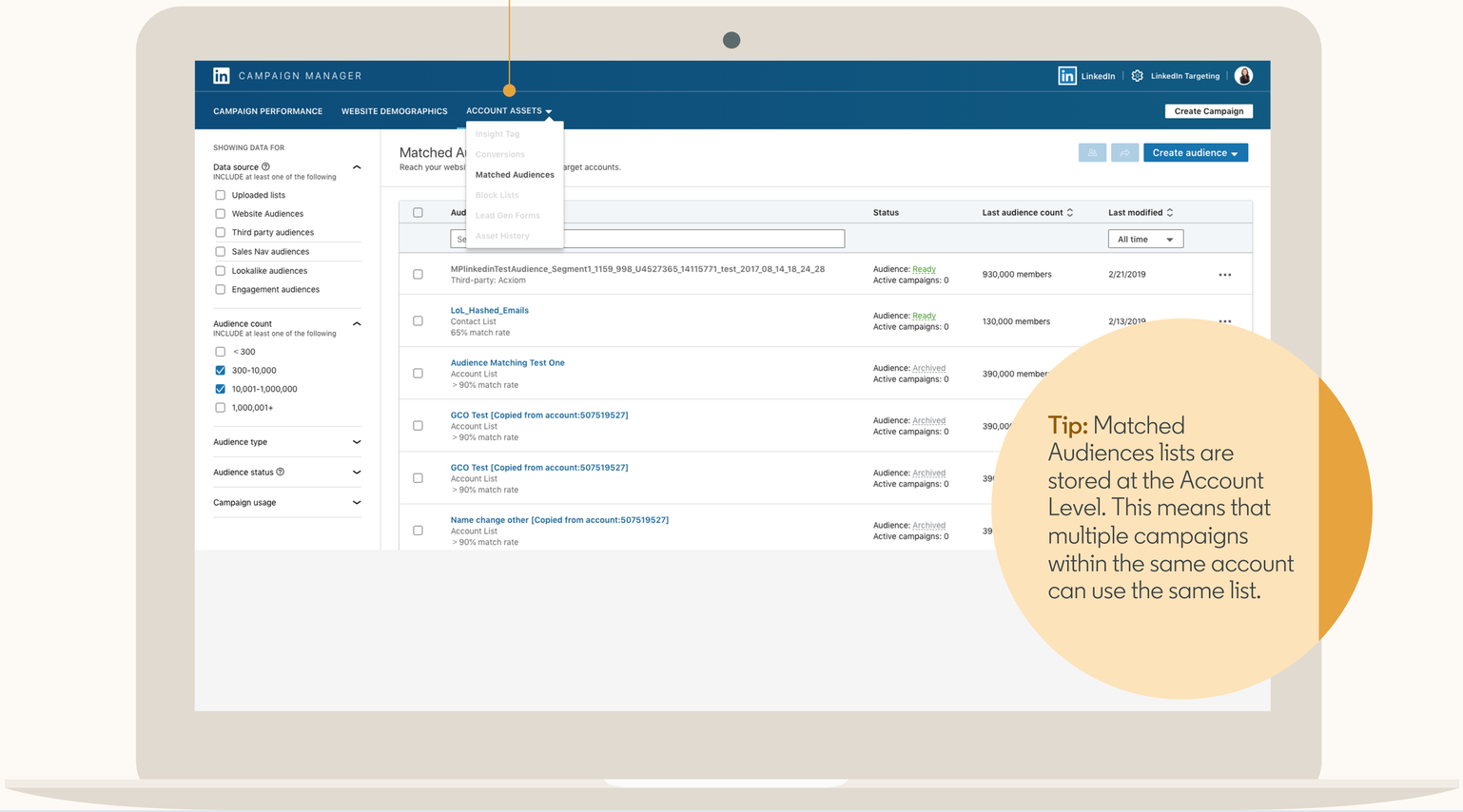
email	firstname	lastname	jobtitle	employeecompany	country	appleidfa	googleaid	googleuid
john@linkedin.com	John	Smith	Sales Manager	LinkedIn	US	AECE52E7-03EE-455A-B3C4-E12345678999	beks52E7-05ee-321b-d5e6-a12345678999	1234567890

When uploading your lists for Contact Targeting, ensure they adhere to LinkedIn's formatting guidelines. Download our template and populate it with your own list of contacts.

Recommendations

- The recommended list size is 10,000 contacts or more (maximum 300,000).
- Provide as much information as possible for more accurate matches.

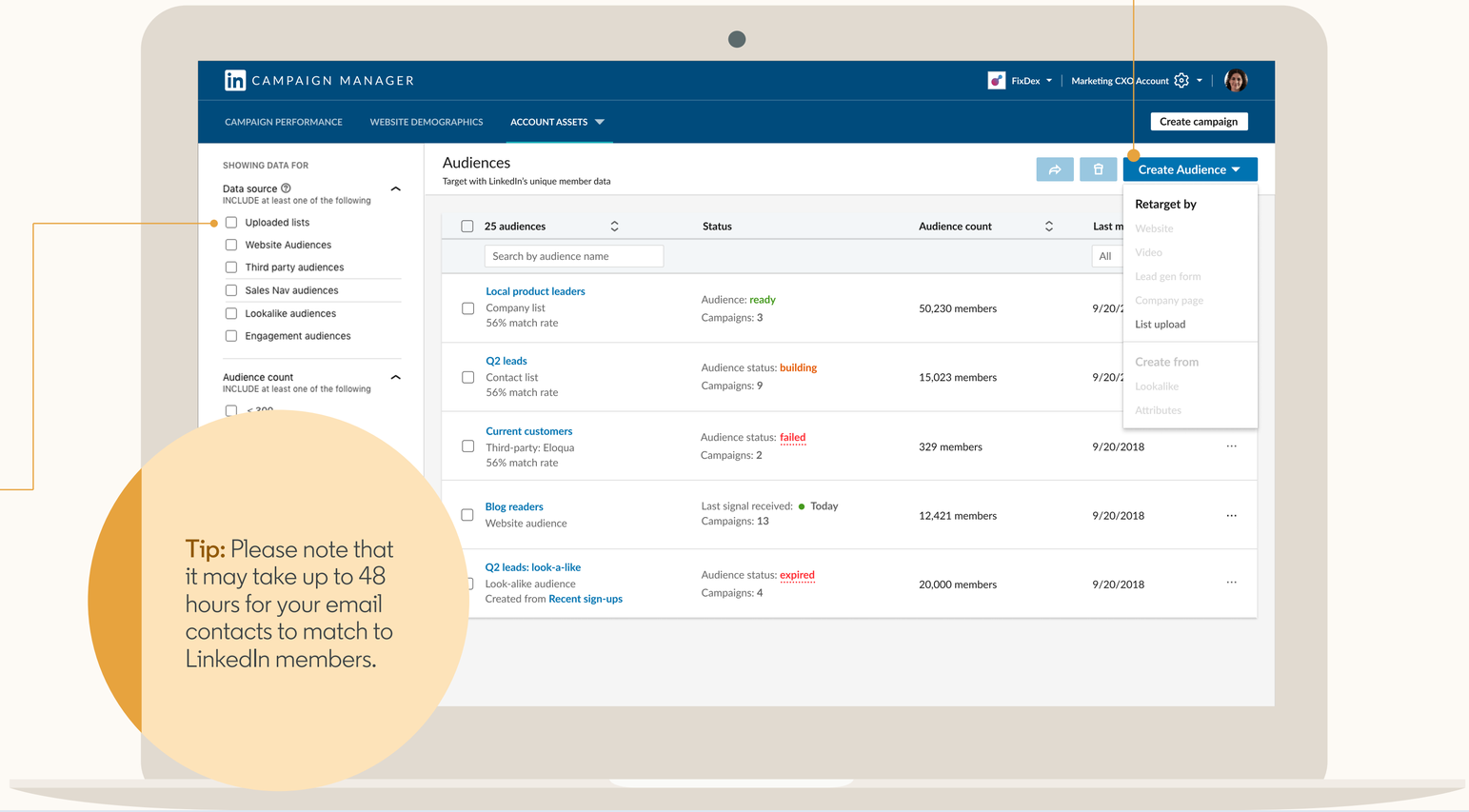
In Campaign Manager, access ‘Matched Audiences’ from the ‘Account Assets’ menu



Tip: Matched Audiences lists are stored at the Account Level. This means that multiple campaigns within the same account can use the same list.

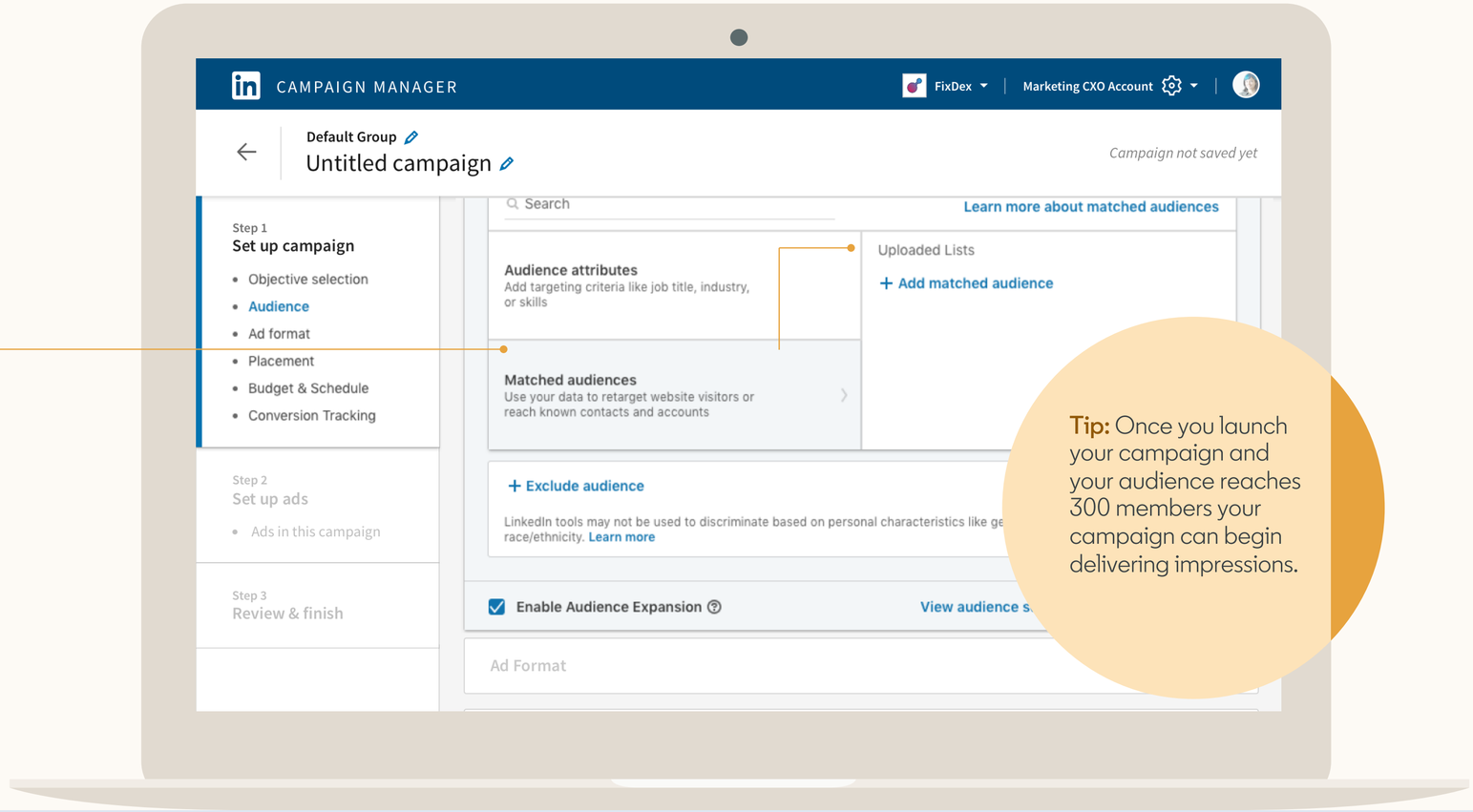
Next, click on ‘Create audience’ and choose ‘List upload’

If you’ve uploaded prior lists you can find them on this page by filtering for uploaded lists.



Tip: Please note that it may take up to 48 hours for your email contacts to match to LinkedIn members.

Finish setting up your campaign by adding your file to an existing or new campaign



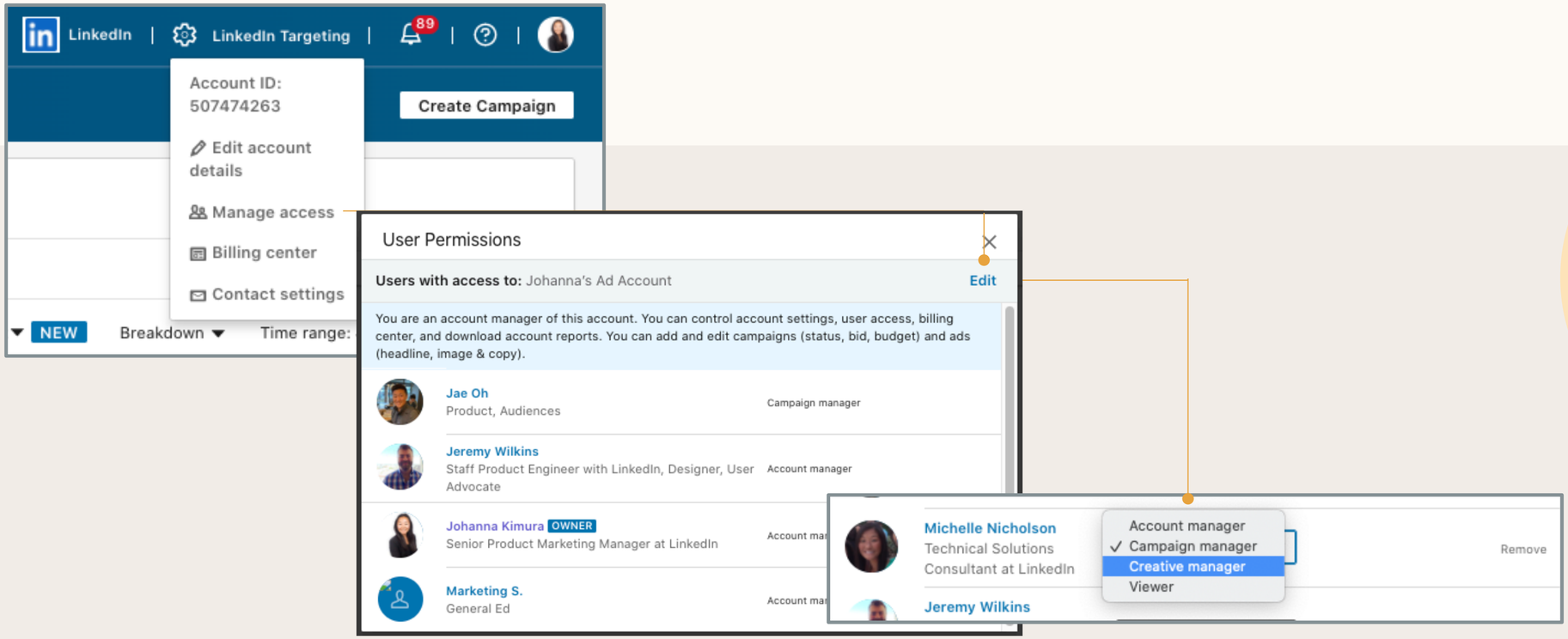
Tip: Once you launch your campaign and your audience reaches 300 members your campaign can begin delivering impressions.

Helpful tips to keep in mind

- Use our template to ensure proper formatting. Check spelling for accuracy to help get you the highest match rate. Remove all formatting like quotes added to email addresses.
- Larger lists are likely to have better match rates. Consider uploading a list of at least 10,000 contacts or more for optimal results.
- When selecting your contacts target influencers or decision makers for optimal results.
- Avoid hyper-targeting which can limit scale and delivery of campaigns. This includes layering too many targeting criteria.

Contact Targeting by Data Integrations

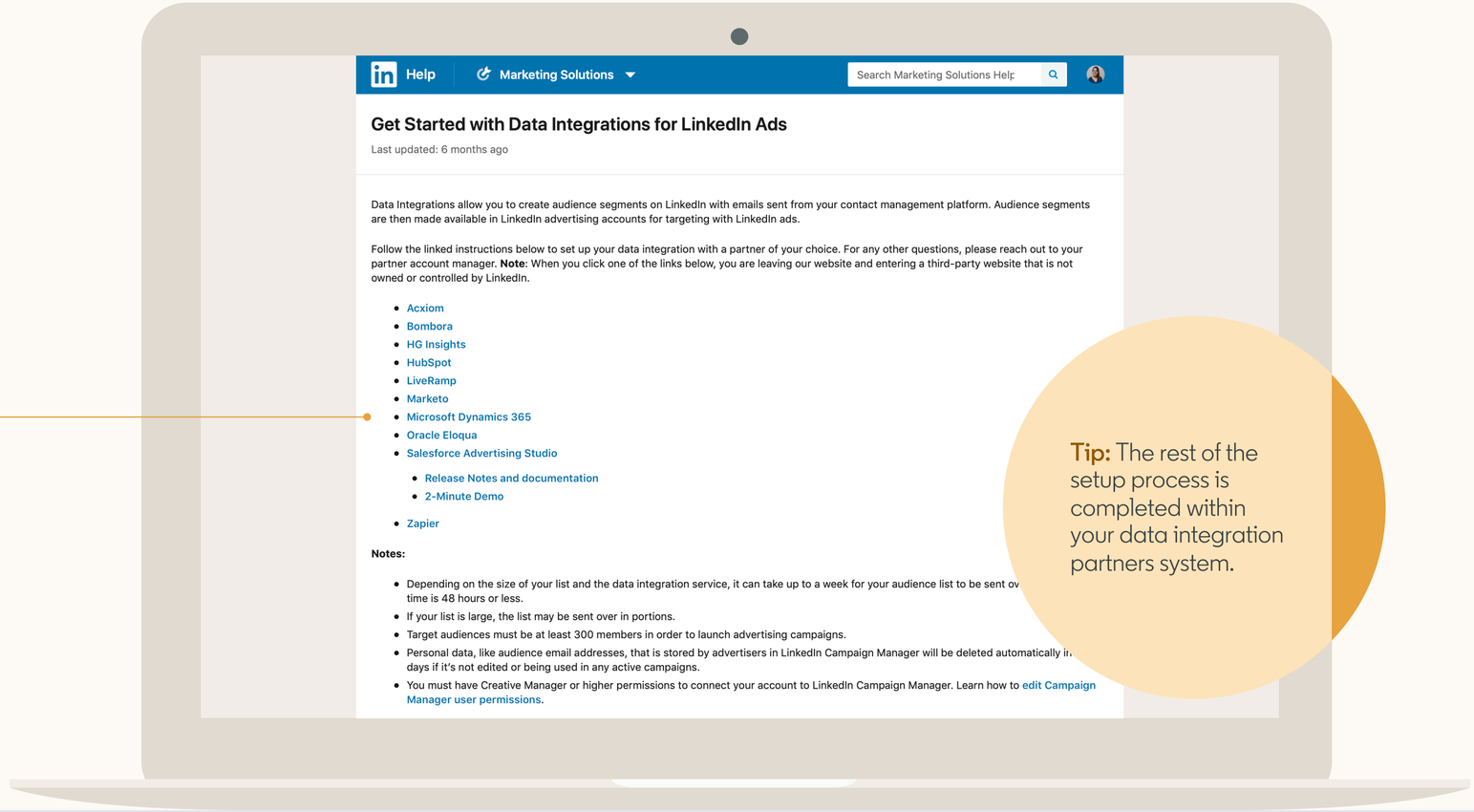
Before starting, make sure you have ‘Creative Manager’ access to your Campaign Manager account



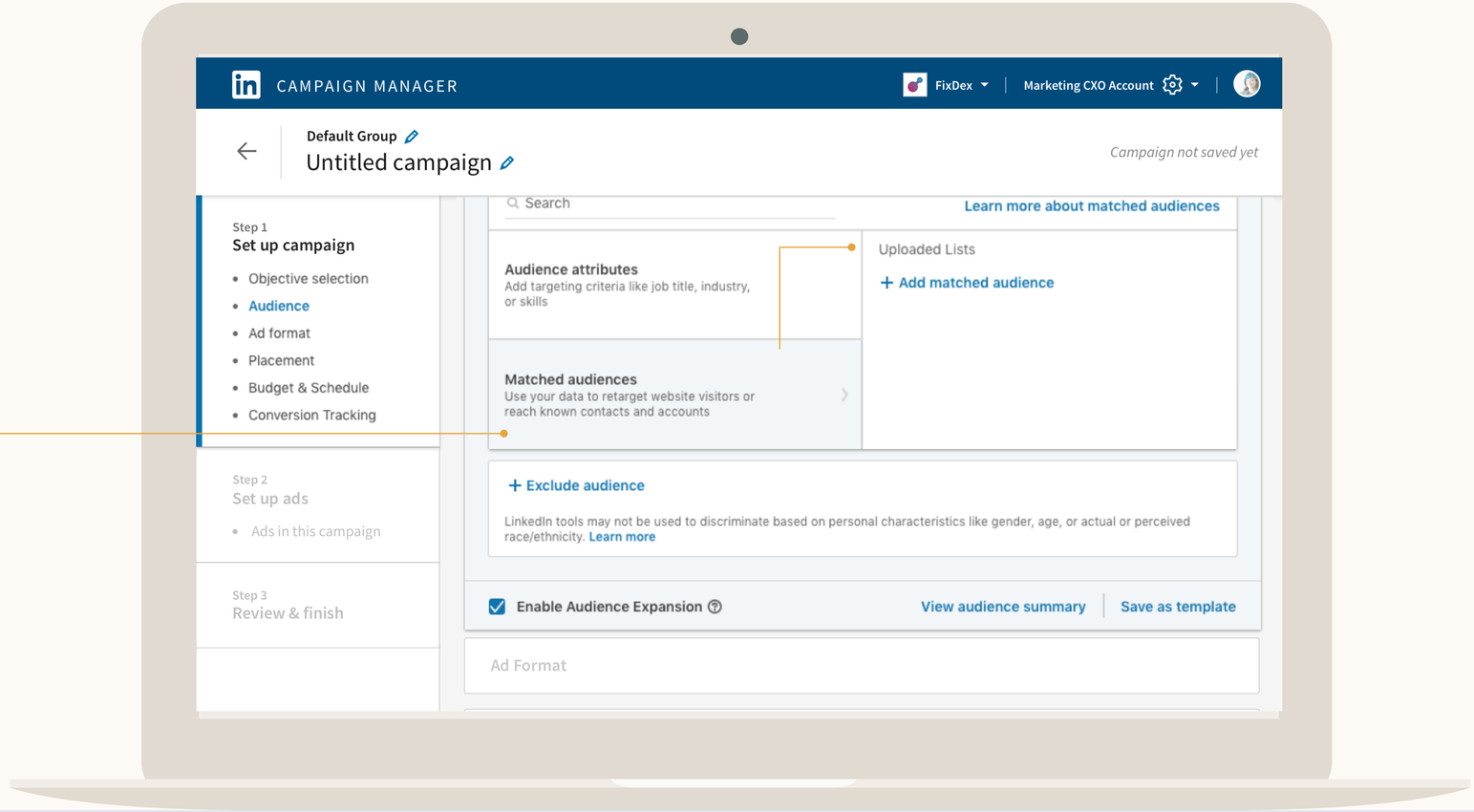
Tip: Creative Manager or higher access is required for each ads accounts you wish to integrate with a data integration provider.

Navigate to our help center page, select your data integration partner and follow the setup steps specified

[Click here](#) to go to the Help Center



Your lists will automatically populate on the ‘Uploaded Lists’ page of the ‘Matched audiences’ tab



Note: Once you’ve successfully connected your data integration provider, your lists will appear **within 24 hours.**

Good job!

You now know how to upload or integrate your contact lists and add them to a campaign.
Next, we will guide you through Account Targeting.

How to set up Company Targeting

In this section, you will learn how to reach decision makers at your target accounts, by adding target companies to your campaign.

Start by downloading our company list template

Click here to download the account targeting list template.

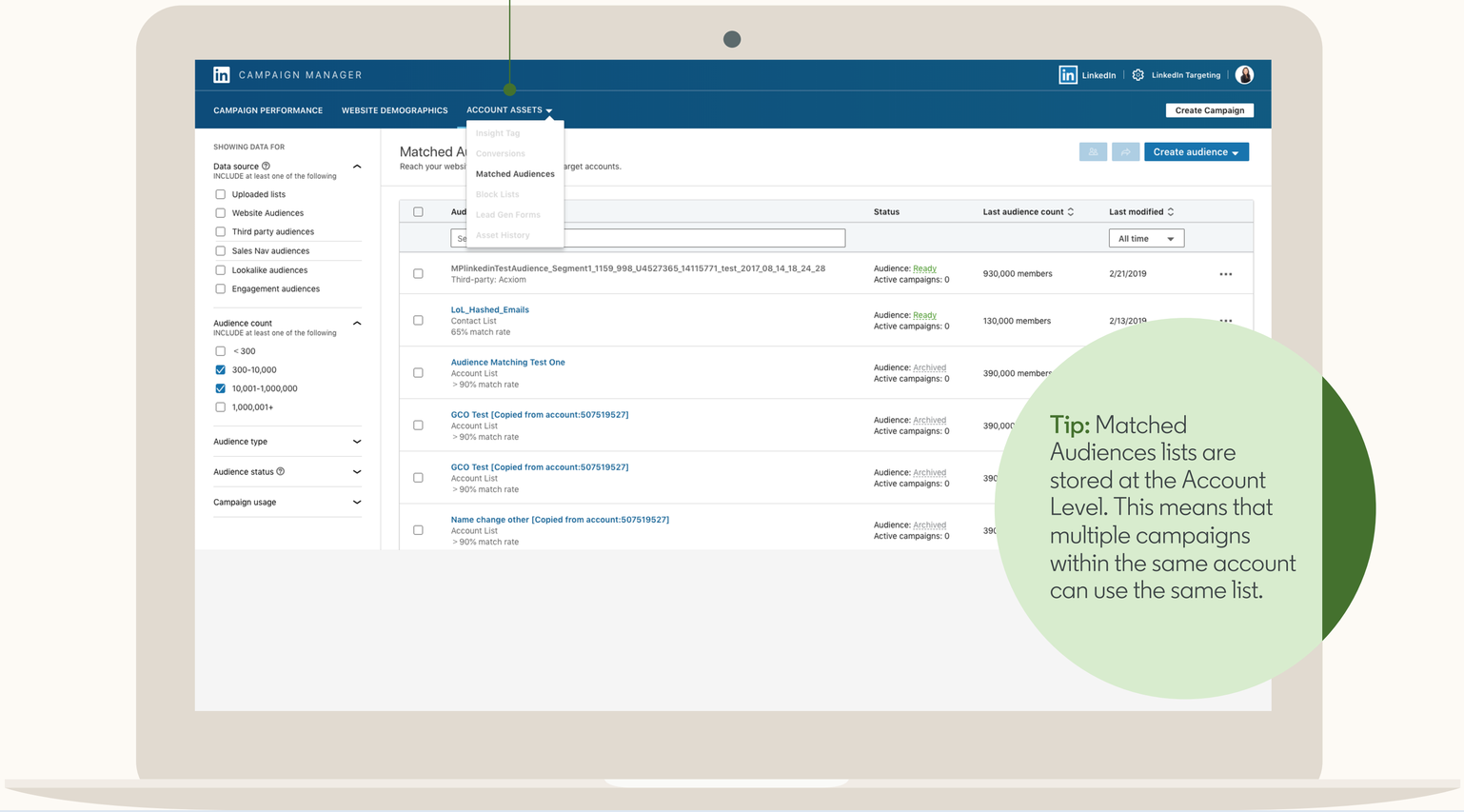
companyname	companywebsite	companyemaildomain	linkedincompanypageurl	stocksymbol	industry	city	state	companycountry	zipcode
LinkedIn	linkedin.com	linkedin.com	https://www.linkedin.com/company/linkedin/	MSFT	Internet	Sunnyvale	California	US	94085

When uploading your lists for Company Targeting, ensure they adhere to LinkedIn's formatting guidelines. Download our template and populate it with your own list of accounts.

Recommendations

- The recommended list size is 1,000 companies or more (maximum 300,000).
- Provide as much information as possible for more accurate matches.
- Company Page URLs are an optional field but can help improve the accuracy and rate of matches.

In Campaign Manager, access ‘Matched Audiences’ from the ‘Account Assets’ menu



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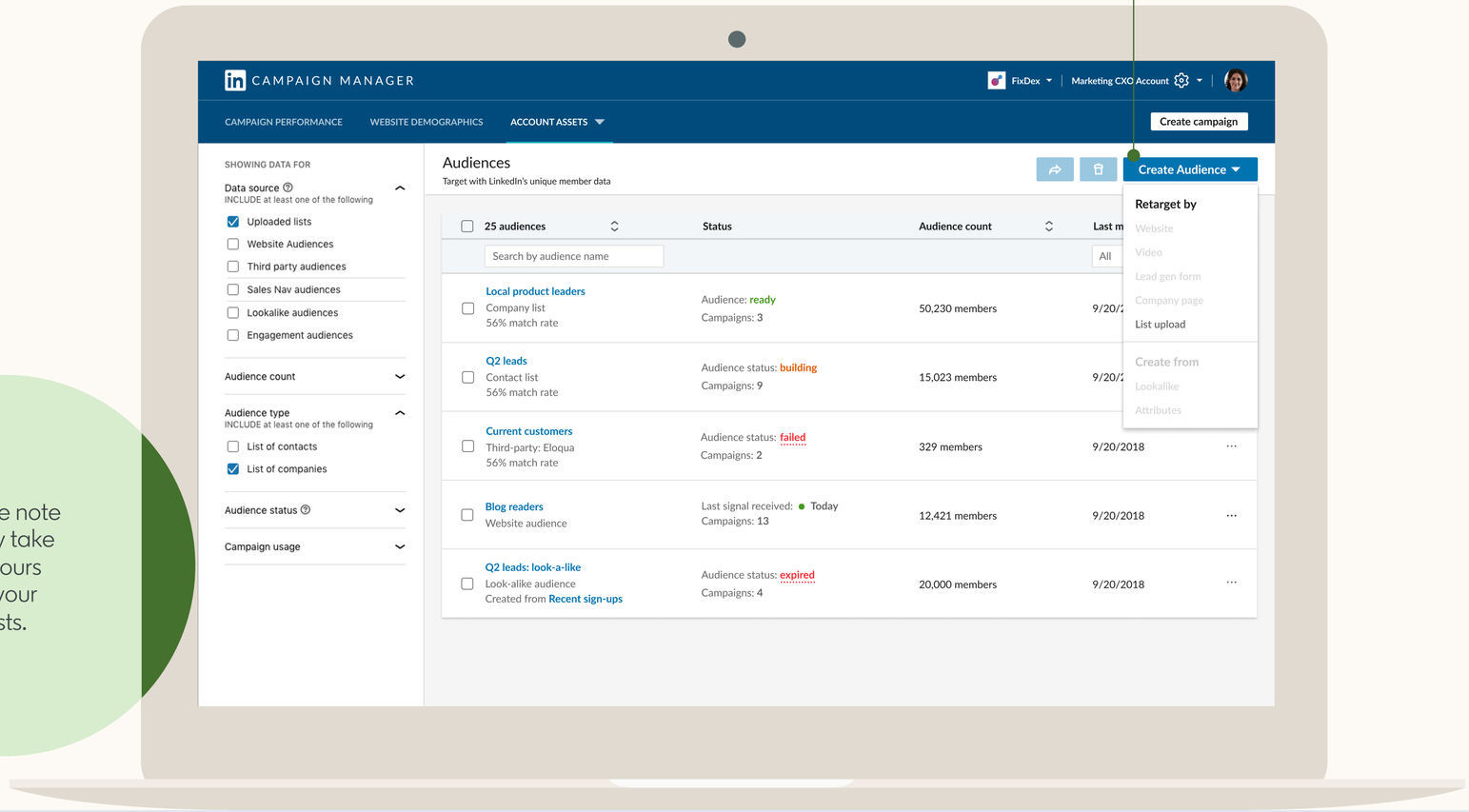
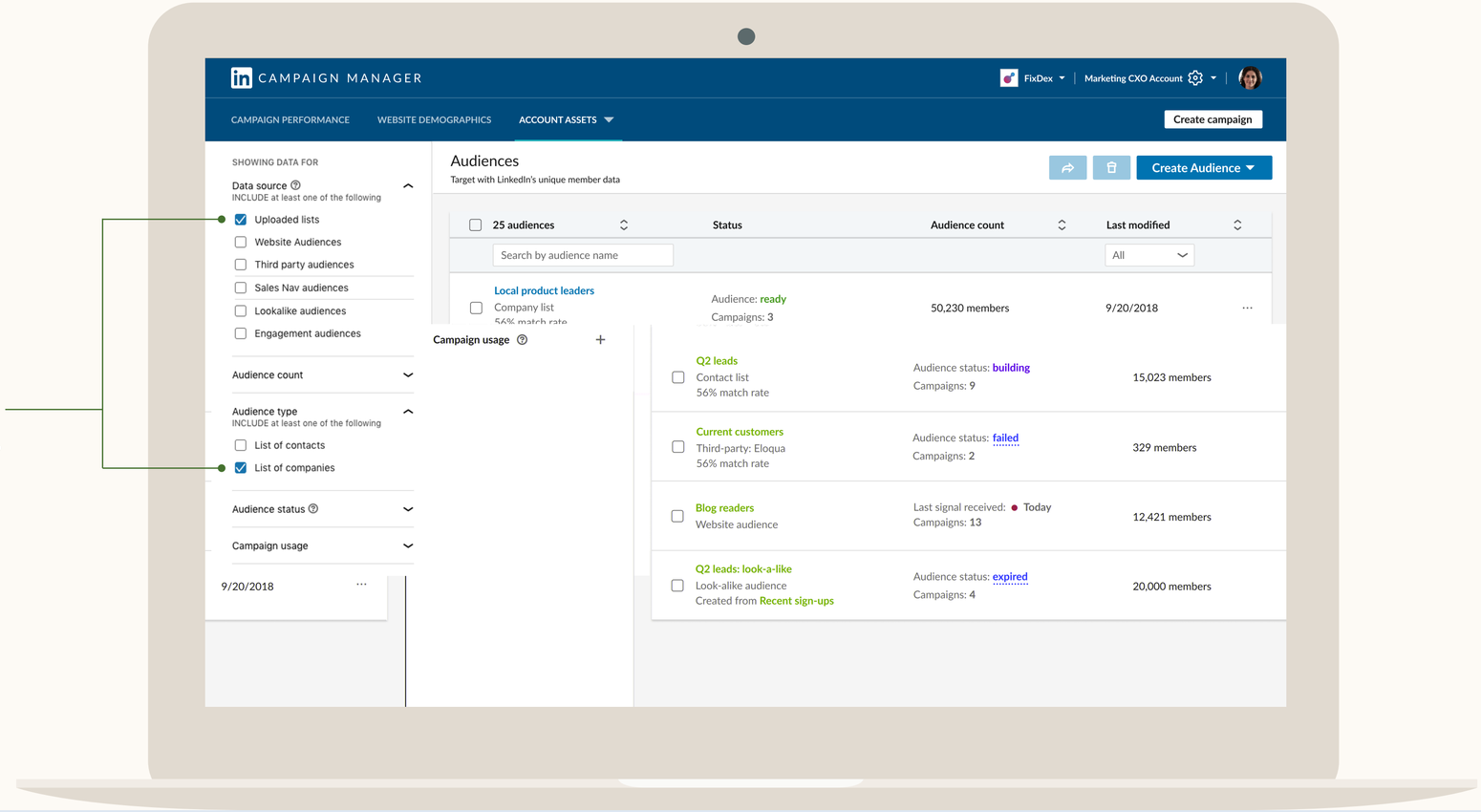


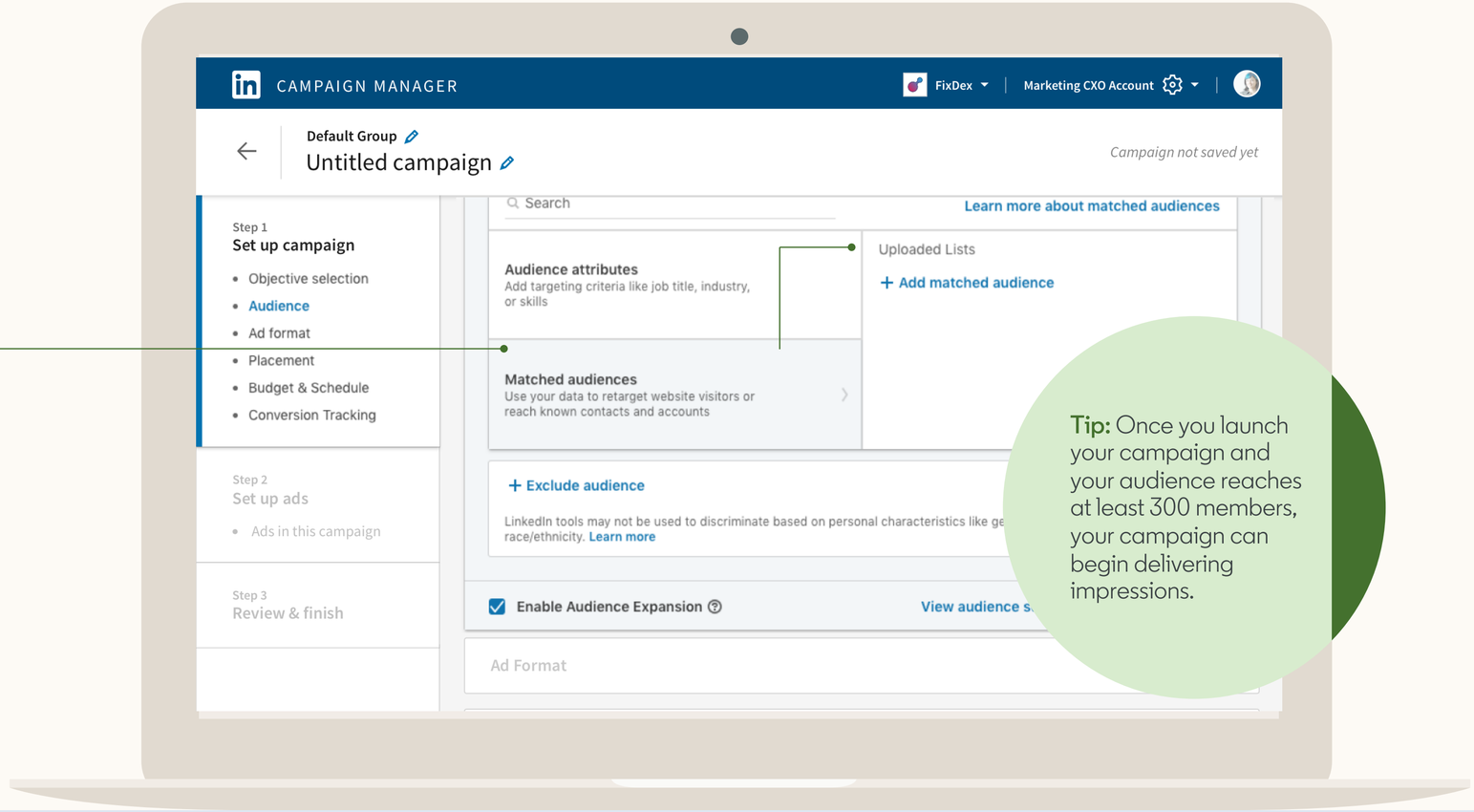
Tip: Please note that it may take up to 48 hours to match your account lists.

Company lists you've uploaded will appear on the Matched Audiences page

From here you can filter to only view account lists by clicking 'Uploaded lists' and 'List of companies.'



Finish setting up your campaign by adding your file to a new or existing campaign



Tip: Once you launch your campaign and your audience reaches at least 300 members, your campaign can begin delivering impressions.

Helpful tips to keep in mind

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- Larger lists are likely to have better match rates. Consider uploading a list of at least 1,000 companies or more for optimal results.
- Avoid hyper-targeting which can limit scale and delivery of campaigns. This includes layering too many targeting criteria.

Congratulations!

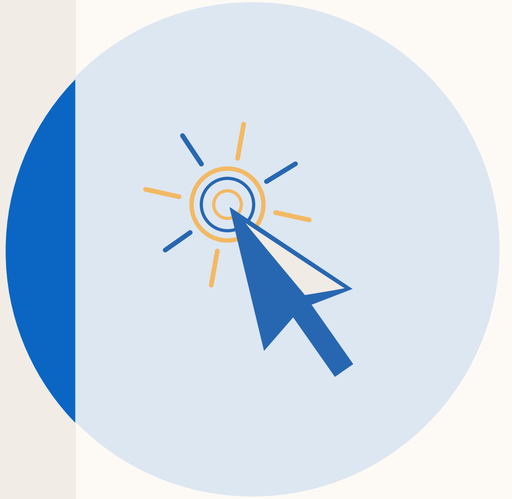
You have now completed this guide to LinkedIn Matched Audiences. Next, you'll find some helpful resources.

Helpful resources

Now that you've learnt how to set up Matched Audiences on a campaign, here are some extra resources that you might find useful.

Learn more with these useful resources

- LinkedIn Campaign Manager
- LinkedIn Matched Audiences - Overview
- Success Hub
  Tips & tricks to get the most out of Matched Audiences on LinkedIn
- Matched Audiences Homepage
  Product overview, how-to videos, and best practices
- Case Studies
  Stories from other customers on how they achieved success



Thank you

Your LinkedIn sales contacts

<Name Here>
Position goes here
Marketing Solutions
email@linkedin.com

<Name Here>
Position goes here
Marketing Solutions
email@linkedin.com

<Name Here>
Position goes here
Marketing Solutions
email@linkedin.com