

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

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+	Local product leaders Company list 56% match rate		Audience: ready Campaigns: 3	50,230 members	9/20/2018
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		C	Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members
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	+ + +	 Target with LinkedIn's unique member 25 audiences Search by audience na Local product leaders Company list 56% match rate 	+ Target with LinkedIn's unique member data + 25 audiences ↓ Search by audience name + Local product leaders Company list 56% match rate	+ Target with LinkedIn's unique member data + 25 audiences Status + Search by audience name Audience: ready - Company list Campaign: 3 Campaign usage (*) + Q2 leads Contact list 56% match rate Current customers Third-party: Eloqua 56% match rate Blog readers Website audience Q2 leads: look-alike audience	+ Target with LinkedIn's unique member data Audiences count Image: Company is the search by audience name + Search by audience name Search by audience name Search by audience name + Company list Search by audience name So.230 members Company list Search by rate Audience: ready Campaigns: 3 So.230 members Campaign usage (*) +

What you will learn in this guide

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



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

Introduction

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.



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Audience status ⑦	+	Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	9/20/	Leac Com List
Campaign usage ③	+	Q2 leads Contact list 56% match rate	Audience status: <mark>building</mark> Campaigns: 9	15,023 members	9/20/	Lool
		Current customers Third-party: Eloqua 56% match rate	Audience status: <mark>failed</mark> Campaigns: 2	329 members	9/20/	Attr
		Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members	9/20/	2018
		Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: <mark>expired</mark> Campaigns: 4	20,000 members	9/20/	2018

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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.



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

Contact Targeting



Company Targeting

Reach decision makers at your target accounts.

Combine the power of demographic targeting on LinkedIn with your target company list.





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

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CAMPAIGN PERFORMANCE	WEBSITE	DEMOGRAPHICS ACCOUNT ASSETS 🔻			Create campaign
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Audience count ⑦	+	□ 25 audiences ≎	Status	Audience count	Last modified 🗘
Audience type ③	+	Search by audience name			All 🗸
Audience status 💿	+	Local product leaders Company list 56% match rate Campaign usage ③ +	Audience: ready Campaigns: 3	50,230 members	9/20/2018
20/2018		Campaign usage 🕣 🛛 T	Q2 leads Contact list 56% match rate	Audience status: building Campaigns: 9	15,023 members
20/2018			Current customers Third-party: Eloqua 56% match rate	Audience status: failed Campaigns: 2	329 members
20/2018			Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members
20/2018			Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: <mark>expired</mark> Campaigns: 4	20,000 members





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.

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

Show me how



Retarget Video viewers

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Retarget by Lead Gen Forms

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



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.



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.

Choose how to install your tag



I will install the tag myself

Get the tag code to add to your website

Paste the Insight Tag code below in your website's global footer, right above the closing HTML <body> tag. Adding the tag to the footer will let you track conversions or retarget on any page across your whole site.

```
<script type="text/javascript">
_linkedin_partner_id = "195994";
window._linkedin_data_partner_ids = window._linkedin_data_partner_ids || [];
window._linkedin_data_partner_ids.push(_linkedin_partner_id);
</script><script type="text/javascript">
(function(){var s = document.getElementsByTagName("script")[0];
var b = document.createElement("script");
b.type = "text/javascript"; b.async = true;
b.src = "https://snap.licdn.com/li.lms-analytics/insight.min.js";
s.parentNode.insertBefore(b, s);})();
</script>
<noscript>
<img height="1" width="1" style="display:none;" alt=""
src="https://px.ads.linkedin.com/collect/?pid=195994&fmt=gif" />
</noscript>
```







Once you have the Insight Tag, create your website audience

	-	

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

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



2

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



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.'

ntact Targeting Setup	Account Targeting Setup	Resources
tart building your audience by searching o	or browsing people who meet one or more o	f these criteria
Q Search	Learn more about n	natched audiences
Audience attributes	Uploaded Lists	
Add targeting criteria like job experience, industry, or skills	Add matched audience	
	Create website audiences Retarget your recent website visitors	
Matched audiences	Upload lists	
Use your data to retarget website visitors or reach known contacts and accounts	Target your known accounts or contacts	
	Or set up data integration	Tip: You must have "Account Manager" or
		"Campaign Manager" permissions to access
		"Campaign Manager"
		"Campaign Manager" permissions to access





Define the web URLs

3

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.

ontact Targeting Setup	Account Targeting Setup	Resources	
Retarget people who visit any of the	following pages:		
Pages that have this exact URL			
acme.com/europesignup		÷	
OR pages that have this exact UF	<u>₹L</u>		
acme.com/services		<u> </u>	
OR pages that have this exact UF			
acme.com/products		<u> </u>	
AND pages that have this exact L	JRL 🔻		
acme.com/pricing		Û	
-• Add URLs +			



Introduction	Retargeting Setup	(
Retarget people who visit a	ny of the following pages:	
Pages that have this ex	act URL 💌	
acme.com/europesigr	hup	
OR pages that start with		
OR pages that start wit		
acme.com		
OR pages that have UR	Ls that contain the specified text 💌	
services		
Add URLs +		

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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.



4



Now, add your segment to your campaign

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

ontact Targeting Setup	Account Targeting Setup	Resources
Start building your audience by searchi	ing or browsing people who meet one or more o	of these criteria
Q. Search	Learn more about	matched audiences
	Website Audiences	
Audience attributes Add targeting criteria like job experience,	Uploaded Lists	
industry, or skills	+ Add matched audience	
Matched audiences Use your data to retarget website visitors or	· >	
reach known contacts and accounts		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.

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Audience type ③ + Audience status ③ + Campaign usage ③ +	Search by audience name Local product leaders Company list 56% match rate	Audience: ready Campaigns: 3	50,230 members	All Video Lead gen form List upload Create from
	Q2 leads Contact list 56% match rate	Audience status: <mark>building</mark> Campaigns: 9	15,023 members	Lookalike 9/20/: Attributes
	Current customers Third-party: Eloqua 56% match rate	Audience status: building Campaigns: 2	329 members	9/20/2018
	Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members	9/20/2018
	Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: expired Campaigns: 4	20,000 members	9/20/2018





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

Granting access to an Insight Tag





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

Manage Insight Tag Permissions

Accounts that have access to this Insight Tag

Full-access accounts

507519527 🗙

507474263 🗙

502725841 🗙

Use-only accounts

×
Add another account
Cancel Save





Begin by hovering the 'Account Assets' menu and select 'Insight Tag'

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ontact Targeting Setu	p		Account lar	geting Setup			Keso	urces
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			Insight Tag					
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Accounts LinkedIn Targeting ×		l ign Groups		paigns I campaigns		Ads 30 total ads		
		n ign Groups mpaign groups Colur	Conversions Matched Audiences Block Lists		Time range: 10 ,		018 🔻	Export
LinkedIn Targeting \times	4 total car	npaign Groups Colui	Conversions Matched Audiences Block Lists Lead Gen Forms	l campaigns		30 total ads	018 ▼ Bid ≎	Export Average (
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On the Insight Tag screen, click on 'Manage Insight Tag' and 'Manage Sharing'

Contact Targeting Setup	Account Targeting Setup	Resources
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CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS	ACCOUNT ASSETS 🗸	Create Campaign
Website tracking ③ No domains are sending a signal yet		Manage Insight Tag 🕶
Tagged domains Conversions		See tag Manage sharing
		Settings
	TUT STATE	Delete
	We are waiting for a signal from your Insight Tag As soon as your Insight Tag is properly installed on your website, you	
	should see the website domain listed here.	
	Learn more	
	See my Insight Tag	



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

Full use access

Introduction

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.

cect Targeting Setup Resources					
 These accounts will be able to edit and share your tag Selected Accounts (0) Enter account name or account ID Example: Fixdex Marketing or 987654321 Accounts that will have use-only access These accounts will have access to data from your insight tag 	tact Targeting Setu	р	Account Targeting Setup	Resourc	ces
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Cancel		These accounts v	will have access to data from your insight tag		
Cancel					
	Cance) I		Save	



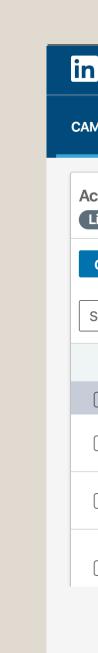
Retarget by Video or Lead Gen Forms

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'



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		Matched Audiences				
Create campaign group	Performance Chart	De LinkedIn Audience Net	work		Export	

Account Targeting Setup

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	Campaign Group Name 🗘	Status 🗘	Spent 💝	Impressions 🗸	Clicks 🗘	Average CTR 🗘	Bid 🗘	Average CPM 🗘	Average
	4 campaign groups	-	\$0.00	0	0	-	-	-	-
	Default Campaign Group CID: 507474263	Active (i) Not running	\$0.00	0	0	-	-	-	-
	Asset Copying Test CID: 602101016	Active Active Not running 	\$0.00	0	0	-	-	-	-
	Targeting Test Campaigns	Active	\$0.00	0	0	-	_	-	-



Resources



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

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Audience count ⑦	+		25 audiences	٥	Status	Audience count	٢	Last m	Retarget by Website
Audience type ③	+		Search by audience	ename				All	Video
Audience status ③	+		Local product leader Company list 56% match rate	5	Audience: ready Campaigns: 3	50,230 members		9/20/2	Lead gen form Company page
Campaign usage	+		Q2 leads Contact list 56% match rate		Audience status: building Campaigns: 9	15,023 members		9/20/2	List upload Create from Lookalike
			Current customers Third-party: Eloqua 56% match rate		Audience status: <mark>failed</mark> Campaigns: 2	329 members		9/20/2	Attributes 018 ···
			Blog readers Website audience		Last signal received: • Today Campaigns: 13	12,421 members		9/20/2	018
			Q2 leads: look-a-like Look-alike audience Created from Recent		Audience status: expired Campaigns: 4	20,000 members		9/20/2	018





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.

Contracts MARGE Image: Contracts Marge: Contr	Contact Targeting Setup	Account Targe	ting Setup	Resource	es
Create video audience of people who watched one or more of your videos Audience name Europe: Q2FY19.Audience Thy should i use engagement retargeting? Who do you want to retarget? People who watched at least 25% of one of your videos Retargeting audiences in your brand. When did they engage? 90 days in the past Image: Compaging name Image: Compaging name Image: Status Views (925%) Image: Compaging name Image: Compaging name Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name The status Views (925%) Image: Compaging name Compaging name Status Views (925%) Image: Compaging name Compaging name Status Views (925%) Image: Compaging name Compaging nam					
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Once you've created your audience, set up your campaign

Start with your objective.

ct Targeting Setup		Account Targeting Setup	Resources
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get & Schedule	Brand awareness	Website visits	Lead generation
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		Engagement	Website conversions
p ads		Video views	Job applicants
in this campaign			
v & finish	Audience		
w & finish	Audience Ad Format		





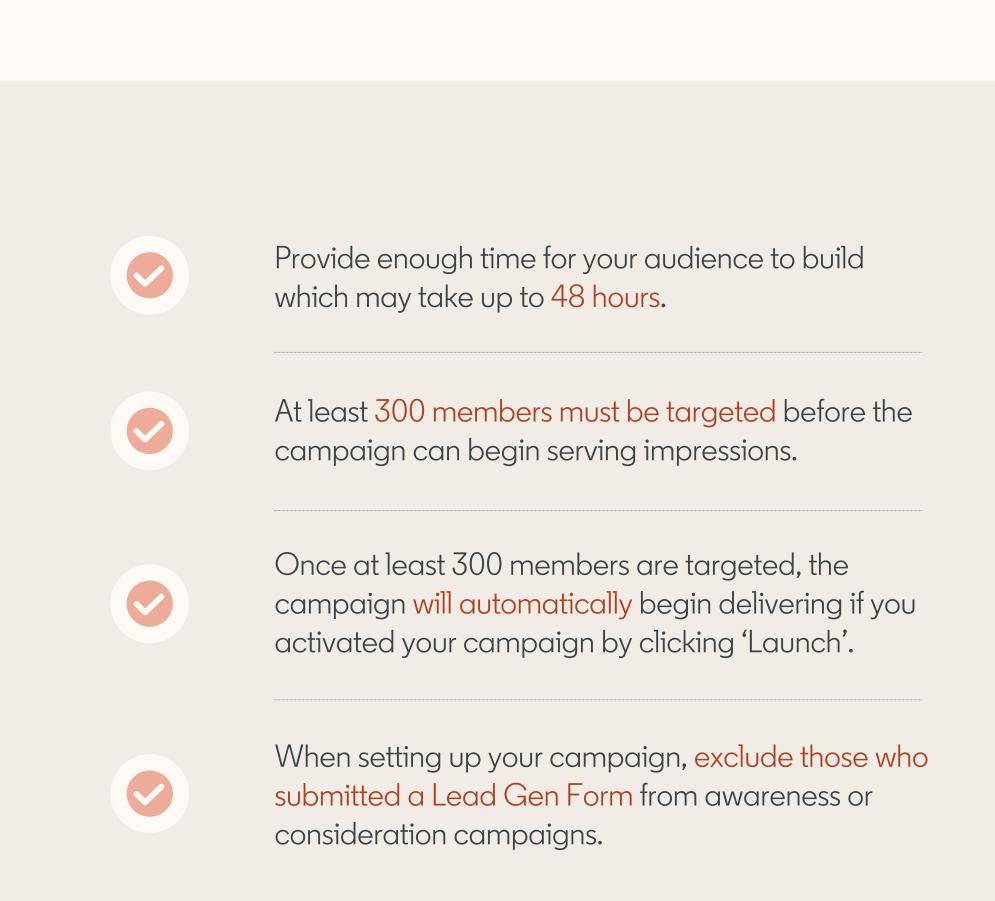
Add your audience to a campaign from the 'Matched audiences' tab

ntact Targeting Setup	Account Targeting	Setun	Resources
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ep 2 et up ads Ads in this campaign	+ Exclude audience LinkedIn tools may not be used to discriminate based on p race/ethnicity. Learn more	ersonal characteristics like ge	nder, age, or actual or perceived
ep 3 eview & finish	Enable Audience Expansion ③	View audien	ce summary Save as template
	Ad Format		





Helpful tips to keep in mind





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.





I here 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



Introduction

Start by downloading our contact 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.

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ntact	Targeting Setup	
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<u>Click here</u> to download the account targeting list template.

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

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Targeting Setup	

can use the same list.

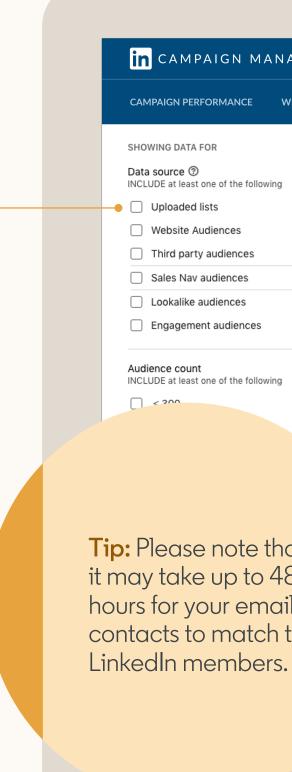
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Next, click on 'Create audience' and choose 'List upload'

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



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	Current customers Third-party: Eloqua 56% match rate	Audience status: failed Campaigns: 2	329 members	9/20/2	
	Blog readers Website audience	Last signal received: • Today Campaigns: 13	12,421 members	9/20/2	
Please note that y take up to 48 for your email	Q2 leads: look-a-like Look-alike audience Created from Recent sign-ups	Audience status: <mark>expired</mark> Campaigns: 4	20,000 members	9/20/2	





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

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 Placement Budget & Schedule Conversion Tracking Step 2 Set up ads Ads in this campaign Step 3 Review & finish Matched audience Expansion (* Enable Audience E	 Set up campaign Objective selection Audience 	Audience attributes Add targeting criteria like job title, industry,	Uploaded Lists	
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Ad Format		Enable Audience Expansion ③ Ad Format	View audier	





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

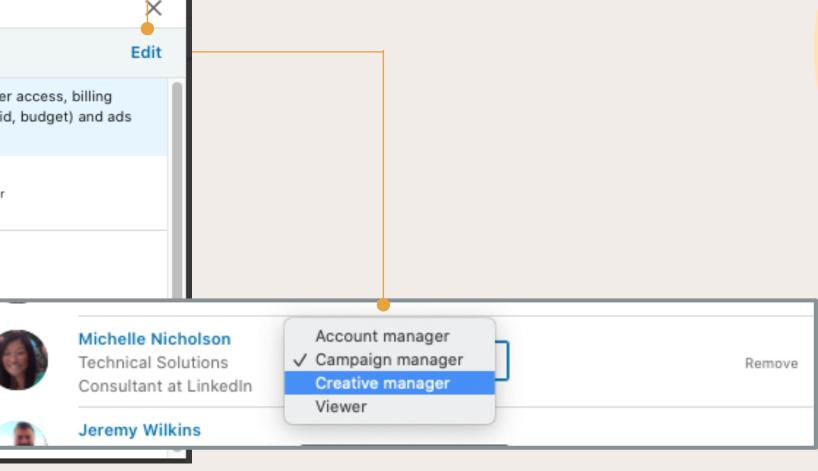
in LinkedIn	දි ා LinkedIn Targeting	4 ⁸⁹) I 🕐 I 🚷				
	Account ID: 507474263	С	reate Campaign				
	Edit account details						
	Billing center	User F	Permissions				
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▼ NEW Break	down 🔻 Time range:	center, ar	n account manager of this ac nd download account reports. , image & copy).		÷ .		
		۲	Jae Oh Product, Audiences		Campaign manag	er	
			Jeremy Wilkins Staff Product Engineer with Advocate	h LinkedIn, Designer, User	Account manage	r	
			Johanna Kimura OWNER Senior Product Marketing I	Manager at LinkedIn	Account mar		Mi Teo

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Account mar



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 —



<u>Click here</u> to go to the Help Center

Help Marketing S Get Started with Data In Last updated: 6 months ago Data Integrations allow you to create audare then made available in LinkedIn adverse partner account manager. Note: When you would or controlled by LinkedIn. • Acxiom	dience segments on LinkedIn with emai ertising accounts for targeting with Link	Ads	keting Solutions Help Q	2	
Last updated: 6 months ago Data Integrations allow you to create au are then made available in LinkedIn adve Follow the linked instructions below to s partner account manager. Note : When y owned or controlled by LinkedIn.	dience segments on LinkedIn with emai ertising accounts for targeting with Link set up your data integration with a partn	ails sent from your contact manage			
time is 48 hours or less. If your list is large, the list may be Target audiences must be at leas Personal data, like audience ema days if it's not edited or being us	ntation st and the data integration service, it can e sent over in portions. st 300 members in order to launch adve ail addresses, that is stored by advertise	ner of your choice. For any other o e leaving our website and entering an take up to a week for your audie rertising campaigns. sers in LinkedIn Campaign Manage	questions, please reach out to a third-party website that is ence list to be sent ov	o your inot Tip: The res setup proce completed y your data in partners sys	ess is within Itegration





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**.

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Conversion Tracking	reach known contacts and accounts		
p 2 t up ads	+ Exclude audience		
Ads in this campaign	LinkedIn tools may not be used to discriminate based race/ethnicity. Learn more	on personal characteristics like ge	ender, age, or actual or perceived
ep 3			
view & finish	Enable Audience Expansion	View audien	ce summary Save as template
	Ad Format		





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.





Introduction

Start by downloading our company 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.



Click here to download the account targeting list template.

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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										withi	n the sa	me accoi	

Create Campaign

can use the same list.





Next, click on 'Create audience' and choose 'List upload'

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

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Sales Nav audiences		Local product leaders	rs	Audience: ready					
Lookalike audiences		Company list 56% match rate		Campaigns: 3	50,230 members		9/20/2	Company page	
Engagement audiences		50% match rate						List upload	
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		Q2 leads: look-a-like	2	Audience status: expired			- / /-		
		Look-alike audience Created from Recen t	t sign-ups	Campaigns: 4	20,000 members		9/20/2	018	





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

Introduction

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

Contact Targeting Setup	
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Audience count ~	-	Q2 leads Contact list 56% match rate	Audience status: building Campaigns: 9	15,023 members			
Audience type NCLUDE at least one of the following List of contacts List of companies		Current customers Third-party: Eloqua 56% match rate	Audience status: failed	329 members			
Audience status		Blog readers Website audience	Last signal received: • To Campaigns: 13	oday 12,421 members			
20/2018		Q2 leads: look-a-lil Look-alike audience Created from Rece	e Audience status: expired	20,000 members			



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

Introduction

act Targeting Setup	Account Targeting Set		Resources
CAMPAIGN MANAGER		🥑 FixDex 🔻 Mark	keting CXO Account 🔯 👻 🧊
Default Group 🖉 Untitled campa	ign 🖉		Campaign not saved yet
-	Q. Search	Learn more a	about matched audiences
¹ up campaign		Uploaded Lists	
bjective selection	Audience attributes Add targeting criteria like job title, industry, or skills	+ Add matched audience	e
d format acement	•		
udget & Schedule onversion Tracking	Matched audiences Use your data to retarget website visitors or reach known contacts and accounts		Tip: Once you launch
2 up ads	+ Exclude audience		your campaign and your audience reaches at least 300 members,
ds in this campaign	LinkedIn tools may not be used to discriminate based on perso race/ethnicity. Learn more	nal characteristics like ge	your campaign can begin delivering
3 view & finish	Enable Audience Expansion ③	View audience s	impressions.
	Ad Format		





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 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.





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





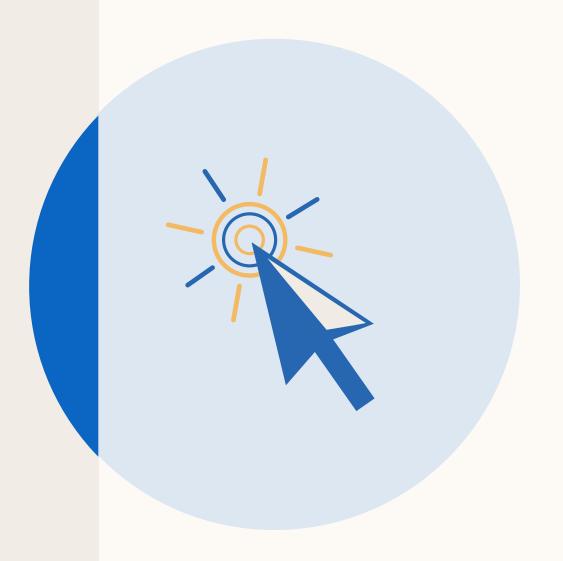
Helpful resources

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



