



LINKEDIN INSIGHT TAG

WHAT IS IT?

You may have heard the terms 'javascript tag', 'cookie', or 'pixel'-this tag is also a snippet of code to be installed on your website that tracks website visitors and sends the information back to your LinkedIn account.

WHAT IS AN INSIGHT TAG USED FOR?

CONVERSION TRACKING

If you are running campaigns with the goal of driving conversions, you can track these actions and optimize for more conversions using the LinkedIn Insight Tag! Once the tag is installed on your website it will gather site visitor's LinkedIn data so that LinkedIn can automatically optimize the campaigns to be shown to users similar to those who completed conversions.

RETARGETING

A potential customer visits your site but leaves. What do you do? With the Insight Tag, you can set your campaign to be shown to past visitors in order to re-engage them. Otherwise known as 'retargeting'. This is possible by selecting to target your campaign to a Matched Audience containing the data of your website visitors.

WEBSITE DEMOGRAPHICS

Looking to customize your marketing? It starts with understanding who is visiting your website. The Insight Tag unlocks powerful demographic insights about your website visitors - such as their job titles, companies, industries, and more.

HOW DO I GET AN INSIGHT TAG ON MY WEBSITE?

In the **Campaign Manager**, go to **Account Assets** and choose **Insight Tag** from the dropdown. Click **Install my Insight Tag** in the pop up and choose how to install your tag. Depending on the management of your website you may be limited in your available options.

- Install tag yourself (paste code into website's global footer)
- Send code to your developer
- Install using a tag manager (i.e. Google Tag Manager)

You can check the status of your Insight Tag by following the sequence: Campaign Manager> Account Assets> Insight Tag. Once the Insight Tag is installed and a LinkedIn member visits your website, then your domain will show up on the list.

Tag activation may take up to 24 hours, depending on your website traffic.

