

MATCHED AUDIENCES

CONTACT LIST TARGETING

Build custom audiences by securely uploading a contact information list or connecting your contact management platform (i.e. HubSpot, Marketo, Salesforce) to LinkedIn.

HOW TO UPLOAD YOUR CONTACT LIST

1. Format your email list for easy upload

- Name the first row of your spreadsheet as follows: Email, First Name, Last Name, and/or Mobile ID
 - One contact per row
 - 300 minimum contacts - 300,000 maximum contacts. Larger lists will have better match rates.
 - Save as a CSV file
- In **Campaign Manager**, go to **Account Assets**, then choose **Matched Audiences** from the dropdown. Choose **Create Audience** and **Retarget by List upload**. Name your audience and select your contact list, then **Upload**.

ACCOUNT TARGETING

Run account-based marketing campaigns, powered by LinkedIn data. Securely upload a list of target companies or accounts (up to 300,000) to match against the 8+ million Company Pages on LinkedIn.

HOW TO UPLOAD YOUR ACCOUNT LIST

- Prepare your account list
 - Format as single column, one company per row
 - Insert company name, website, stock symbol & country
 - Save as a CSV file

- In **Campaign Manager**, go to **Account Assets**, then choose **Matched Audiences** from the dropdown. Choose **Create Audience** and **Retarget by List upload**. Name your audience and select your contact list, then **Upload**.

WEBSITE RETARGETING

Define target audiences and deliver relevant ad content based on the pages they visited on your site. To get started:

1. Add the **LinkedIn Insight Tag** to your site.
2. Create audiences to track
 - a. In **Campaign Manager**, click on **Account Assets**, and choose **Matched Audiences** from the dropdown menu. Then click on **Create Audience** and **Retarget by Website**. Here you can choose specific pages from your website that you may want to segment.
 - b. Each website segment must generate at least 300 people before ads can be delivered to that specific audiences. Depending on site traffic, your audience may take up to 48 hours to build.

