

LINKEDIN AD TARGETING

Audience Targeting

Audiences	<u>List Upload</u>	<ul style="list-style-type: none"> • Company List • Contact List
	<u>Lookalike</u>	Lookalike audiences help you expand your Matched Audience segments by finding people with similar characteristics.
	Retargeting	<ul style="list-style-type: none"> • Company Page • Events • Lead Gen Form • Single Image • Video • Website
	<u>Third Party</u>	<ul style="list-style-type: none"> • Third Party Company • Third Party Contact
LinkedIn Audience Templates		Sets of pre-populated targeting options that help advertisers reach their targeted audiences. These created audiences can be selected from the drop-down menu.
Audience Attributes (Matched audiences)	These can be layers with 'AND' or 'OR' statements, both for including or excluding audiences	
	Company	<ul style="list-style-type: none"> • Company Category • Company Connections • Company Follower Of • Company Growth Rate • Company Industries • Company Names • -Company Revenue • Company Size

Audience Attributes (Matched audiences) Cont.	Demographics	<ul style="list-style-type: none"> • Member Age • Member Gender <p>*This is inferred info - do not use</p>
	Education	<ul style="list-style-type: none"> • Degrees • Fields of Study • Member Schools
	Job Experience	<ul style="list-style-type: none"> • Job Functions • Job Seniorities • Job Titles • Member Skills • Years of Experience
	Interests and Traits	<ul style="list-style-type: none"> • Member Groups • Member Interests • Member Traits
Audience Expansion	<u>Audience Expansion</u>	<p>Audience Expansion delivers your ads to members who are similar to your target audience in their professional attributes 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.</p>
Placement	LinkedIn	<p>Place ads on LinkedIn properties, like the website or mobile app</p>
	<u>LinkedIn Audience Network</u>	<p>Place ads on trusted 3rd party publishers where LinkedIn audiences engage (<u>FAQ's</u>)</p> <p>You can also exclude specific publisher sites/categories.</p>

Publisher/ Block Lists		Upload a list of publishers where your ads will not appear.
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Location + Targeting

Recent or Permanent Location	Continents (e.g. North America, EMA, APAC, Oceania)
	Countries
	States
	Areas (e.g. Greater Chicago Area, Grand Rapids Metropolitan Area)
	Counties
	Cities
	<ul style="list-style-type: none"> • Audience count changes: mapping of an outdated region may now be larger or smaller • Duplicate geo names: if customers edit an existing campaign and adds new locations, there may be duplicate location names present • Name changes: potential region naming changes • Number of segments: a larger legacy region might now be mapped into two smaller regions

Language	Default is English Other options: Czech, Danish, Dutch, French, German, Indonesian, Italian, Japanese, Korean, Malaysian, Norwegian, Polish, Portuguese, Romanian, Russian, Spanish, Swedish, and Turkish
Bidding Strategy	<ul style="list-style-type: none">• Maximum delivery• Cost cap• Manual bidding