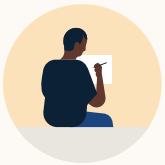
LinkedIn

Matched Audiences

Fast track your MQL & SQLs with high-value prospects

Reach people you already know with website, contact, and account targeting



Account lists

Influence decision makers at your target accounts

- Match your target companies against the 13+ million LinkedIn Pages
- Reach the decision makers at your most high-value value accounts

Retargeting

Reach the right professionals when it matters

- Retarget users who viewed your video at least 25%, 50%, 75% or 97%+
- Re-engage those who previously opened one or more Lead Gen Forms from you

Contact lists

Upload or integrate your list of contacts

- Market to prospects by securely uploading your email or your CRM
- Tailor content to convert prospects, retain clients, and win back churned customers

Grow your business with prospects who you've engaged with

Website audiences

Re-engage your website visitors

- Segment your website visitors based on the pages they visited on your site
- Tailor your ad content to re-activate visitors' interest in your brand

Lookalike audiences

Find high-value prospects who are the most likely to be your ideal customer

- Use LinkedIn's member and company data to market to new professional audiences who are similar to your existing customers, website visitors, and target accounts

Get the full "Mastering Targeting on LinkedIn" guide

Download now