Linked**in** 'Qualified' Audience Expansion

Lead generation
LinkedIn Marketing Solutions is the most widely used and effective platform within the 'Paid Media' digital marketing segment. With CPC (=Cost per Click) becoming increasingly expensive, it is extremely important to know in advance that you are approaching the optimal target audience.

Target audience selection
- LinkedIn itself offers the following segmentation criteria (source) Contact characteristics: job title, experience, education
- Company characteristics: name, segment, class number of employees, growth, company classification (such as Fortune, Forbes).

The challange:
Your target audience cannot be optimally segmented based solely on LinkedIn characteristics. Additionally, the audience expansion option in Campaign Manager is based on lookalikes over which you have no control. You already know beforehand that your campaign's ROI based on audience selection will be lower.

Solution:
IImport external lead lists into LinkedIn Matched Audiences. You already know beforehand that your campaign ROI based on audience targeting selection is optimal by importing your audience..

MarketBase: jump off to a great start!
MarketBase offers over a hundred business and contact characteristics to optimize audience segmentation.

Take these steps:
- Create a retargeting audience
- Add the Insight tag to your
- website Upload a MarketBase list
- Activate
- Track and measure the results

Results:
- More sales conversion
- Website visit can be directly related to the importd lead list
- High-quality sales follow-up

smartprofile