

LinkedIn Ads

TARGETING OPTIONS

HOW TO REACH YOUR IDEAL CUSTOMER

1 AUDIENCE TYPE CHOOSE YOUR TARGETING

- Retarget your website visitors
- Upload a list of contacts to target
- Define a custom audience



2 PROFILE LANGUAGE TARGET A SPECIFIC PROFILE LANGUAGE

- Czech
- Danish
- Dutch
- English
- French
- German
- Indonesian
- Italian
- Japanese
- Korean
- Malayasian
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Spanish
- Swedish
- Turkish

3 LOCATIONS RECENT OR PERMANENT LOCATION

- Country, state, province, city or town
- Target profile locations
- Target physical location

JOB EXPERIENCE

4 JOB TARGETING TARGET BY TITLES, SENIORITY OR FUNCTION

- Include attributes you want to target
- Exclude attributes you don't want to target

JOB TITLE

- Target people based on on **current** job titles
- Target by **current** or **past** job titles
- Target by only **past** job titles



JOB SENIORITY

- Unpaid
- Owner
- Training
- Entry
- Senior
- Manager
- Director
- VP
- CXO
- Partner

JOB FUNCTION

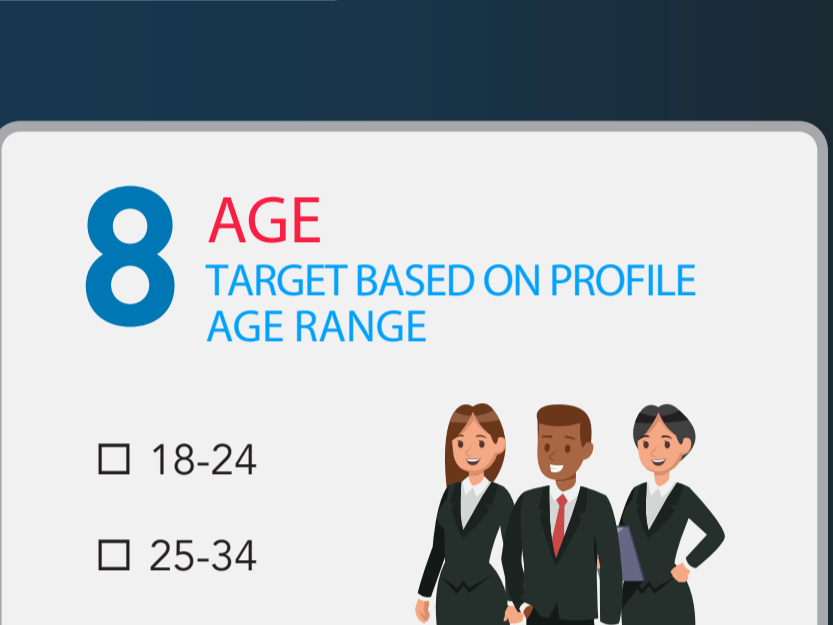
- Accounting
- Administrative
- Arts and Design
- Business Development
- Community and Social Services
- Consulting
- Education
- Engineering
- Entrepreneurship
- Finance
- Healthcare Services
- Human Resources
- Information
- Technology
- Legal
- Marketing
- Media and Communication
- Military and Protective Services
- Operations
- Product Management
- Program and Project Management
- Purchasing
- Quality Assurance
- Real Estate
- Research
- Sales
- Support

5 YEARS OF EXPERIENCE SELECT FROM ONE OF THE OPTIONS BELOW



6 SKILLS TARGET BY AREA OF EXPERTISE

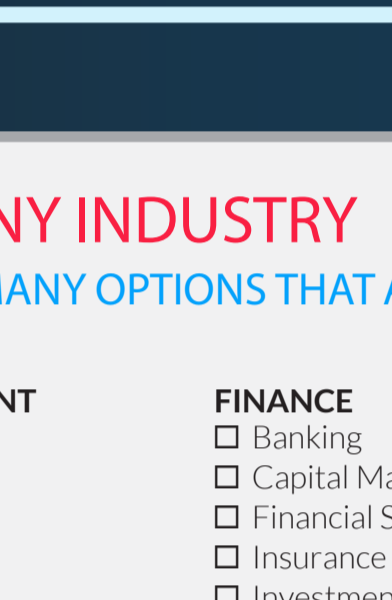
- Based on skills and endorsements
- Skills mentioned in profile text
- Inferred skills based on profile



DEMOGRAPHICS

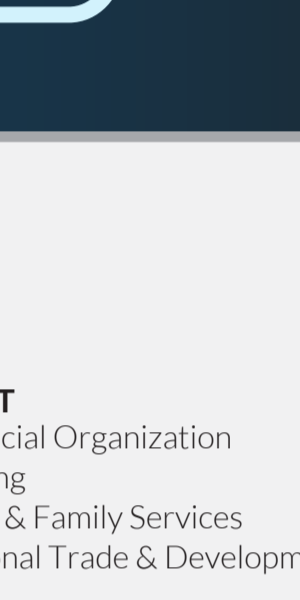
7 GENDER TARGET GENDER BASED ON PROFILE INFORMATION

- All
- Female
- Male



8 AGE TARGET BASED ON PROFILE AGE RANGE

- 18-24
- 25-34
- 35-54
- 55+



COMPANY TARGETING

9 COMPANY INDUSTRY CHECK AS MANY OPTIONS THAT APPLY

- ARTS & ENTERTAINMENT**
 - Dairy
 - Farming
 - Fishery
 - Ranching
- ARTS**
 - Arts & Crafts
 - Fine Art
 - Performing Arts
 - Photography
- CONSTRUCTION**
 - Building Materials
 - Civil Engineering
 - Construction
- CONSUMER GOODS**
 - Apparel & Fashion
 - Consumer Electronics
 - Consumer Goods
 - Consumer Services
 - Cosmetics
 - Food & Beverages
 - Furniture
 - Luxury Goods & Jewelry
 - Sporting Goods
 - Tobacco
 - Wine & Spirits
- CORPORATE SERVICES**
 - Accounting
 - Business Supplies & Equipment
 - Environmental Services
 - Events Services
 - Executive Office
 - Facilities Services
 - Human Resources
 - Information Services
 - Management Consulting
 - Outsourcing/Offshoring
 - Professional Training & Coaching
 - Security & Investigations
 - Staffing & Recruiting
- DESIGN**
 - Architecture & Planning
 - Design
 - Graphic Design
- EDUCATION**
 - E-learning
 - Education Management
 - Higher Education
 - Primary/Secondary Education
 - Research
- ENERGY & MINING**
 - Mining & Metals
 - Oil & Energy
 - Utilities
- ENTERTAINMENT**
 - Animation
 - Broadcast Media
 - Computer Games
 - Entertainment
 - Media Production
 - Motion Pictures & Film
 - Music
- FINANCE**
 - Banking
 - Capital Markets
 - Financial Services
 - Insurance
 - Investment Banking
 - Investment Management
 - Venture Capital & Private Equity
- HARDWARE & NETWORKING**
 - Computer Hardware
 - Computer Networking
 - Nanotechnology
 - Semiconductors
 - Telecommunications
 - Wireless
- HEALTH CARE**
 - Biotechnology
 - Hospital & Health Care
 - Medical Device
 - Medical Practice
 - Mental Health Care
 - Pharmaceuticals
 - Veterinary
- LEGAL**
 - Alternative Dispute Resolution
 - Law Practice
 - Legal Services
- MEDIA & COMMUNICATIONS**
 - Market Research
 - Marketing & Advertising
 - Newspapers
 - Online Media
 - Printing
 - Public Relations & Communications
 - Publishing
 - Translation & Localization
 - Writing & Editing
- MANUFACTURING**
 - Automotive
 - Aviation & Aerospace
 - Chemicals
 - Defense & Space
 - Electrical & Electronic Manufacturing
 - Food Production
 - Glass, Ceramics & Concrete
 - Industrial Automation
 - Machinery
 - Mechanical Or Industrial Engineering
 - Packaging & Containers
 - Paper & Forest Products
 - Plastics
 - Railroad Manufacturing
 - Robotics
 - Renewables & Environment
 - Shipbuilding
 - Textiles
- MARKETING & ADVERTISING**
 - Adblocking
 - Advertising Strategies
 - Affinity Marketing
 - B2B Marketing
 - Brand Awareness
 - Brand Equity
 - Brand Management
 - Chatbots in Marketing
 - Commercial Sponsorship
 - Consumer Engagement
 - Content Marketing
 - Copywriting
 - Corporate Identity and Culture
 - Customer Experience
 - Customer Retention
 - Customer Satisfaction
 - Digital Marketing
 - Direct Marketing
 - Email Marketing
 - Employee Advocacy
 - Engagement Marketing
 - Focus Group
 - Lead Generation
 - Market Research
 - Marketing Automation
 - Marketing Communications
 - Marketing Mix
 - Marketing Mix Optimization
 - Performance Based Advertising
 - POS Advertising
 - Product Placement
 - Programmatic Marketing
 - Public Relations
 - Relationship Marketing
 - Retargeting
 - Search Engine Marketing
 - Search Engine Optimization
 - Targeted Advertising
 - User Experience
- POLITICS & LAW**
 - Data Protection
 - Government
 - International Development
 - Legislation
- SALES & RETAIL**
 - E-Commerce
 - Sales Channels
- NONPROFIT**
 - Civic & Social Organization
 - Fundraising
 - Individual & Family Services
 - International Trade & Development
 - Libraries
 - Museums & Institutions
 - Non-profit Organization Management
 - Philanthropy
 - Program Development
 - Religious Institutions
 - Think Tanks
- PUBLIC ADMINISTRATION**
 - Government Administration
 - Government Relations
 - International Affairs
 - Judiciary
 - Legislative Office
 - Political Organization
 - Public Policy
- PUBLIC SAFETY**
 - Law Enforcement
 - Military
 - Public Safety
- REAL ESTATE**
 - Commercial Real Estate
 - Real Estate
- RECREATION & TRAVEL**
 - Airlines/Aviation
 - Gambling & Casinos
 - Hospitality
 - Leisure, Travel & Tourism
 - Recreational Facilities & Services
 - Restaurants
 - Sports
- RETAIL**
 - Retail
 - Supermarkets
 - Wholesale
- SOFTWARE & IT SERVICES**
 - Computer & Network Security
 - Computer Software
 - Information Technology & Services
 - Internet
- TRANSPORTATION & LOGISTICS**
 - Import & Export
 - Logistics & Supply Chain
 - Maritime
 - Package/Freight Delivery
 - Transportation/Trucking/Railroad
 - Warehousing
- WELLNESS & FITNESS**
 - Alternative Medicine
 - Health, Wellness & Fitness



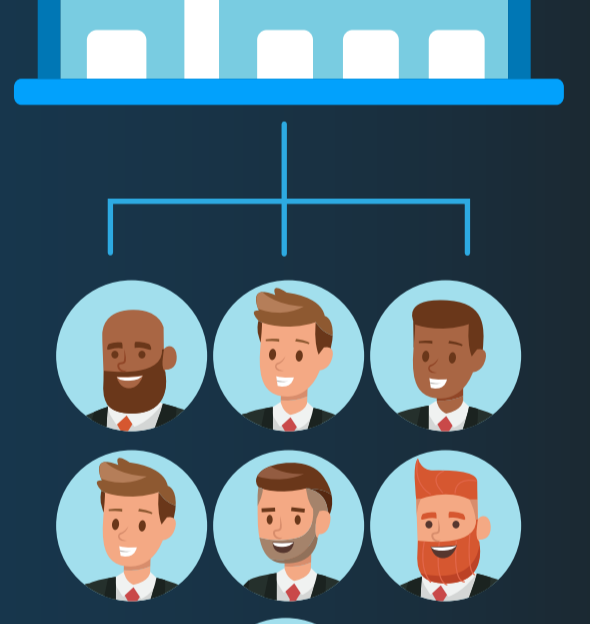
OFFICE

10 COMPANY SIZE TARGET YOUR AUDIENCE BASED ON THE SIZE OF THE ORGANIZATION THEY WORK FOR

- Myself only
- 2-10 employees
- 11-50 employees
- 51-200 employees
- 201-500 employees
- 501-1000 employees
- 1001-5000 employees
- 5001-10,000 employees
- 10,001+ employees

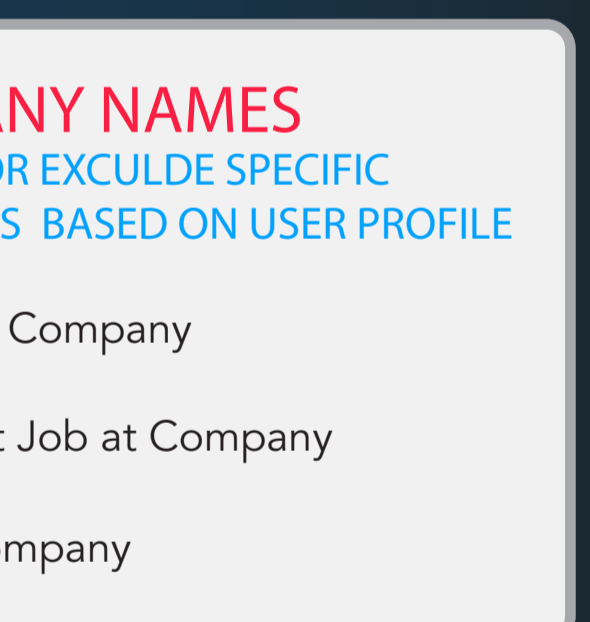
11 COMPANY CONNECTIONS REACH THE FIRST DEGREE CONNECTIONS OF EMPLOYEES AT LARGE COMPANIES THAT HAVE 500+ EMPLOYEES

- Include company name
- Exclude company name



12 COMPANY FOLLOWERS SELECT IF YOU WANT TO TARGET YOUR COMPANY FOLLOWERS

- Only show ad to my company followers
- Exclude my company followers



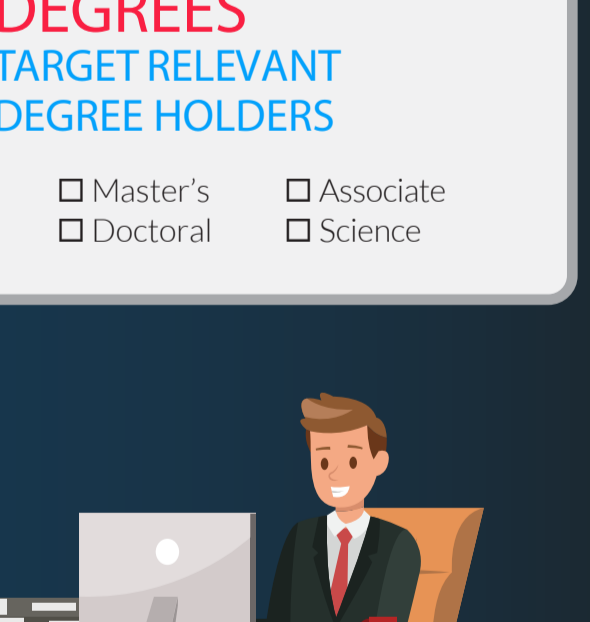
13 COMPANY NAMES INCLUDE OR EXCLUDE SPECIFIC COMPANIES BASED ON USER PROFILE

- Current Job at Company
- Current or Past Job at Company
- Past Job at Company

EDUCATION TARGETING

14 SCHOOLS TARGET SPECIFIC SCHOOLS, COLLEGES, UNIVERSITIES OR LEARNING INSTITUTIONS

- Columbia Business School
- Harvard Business School
- Insead
- London Business School
- MIT Sloan
- Stanford School of Business
- University of California
- University of Chicago
- University of Pennsylvania
- Wilfrid Laurier University

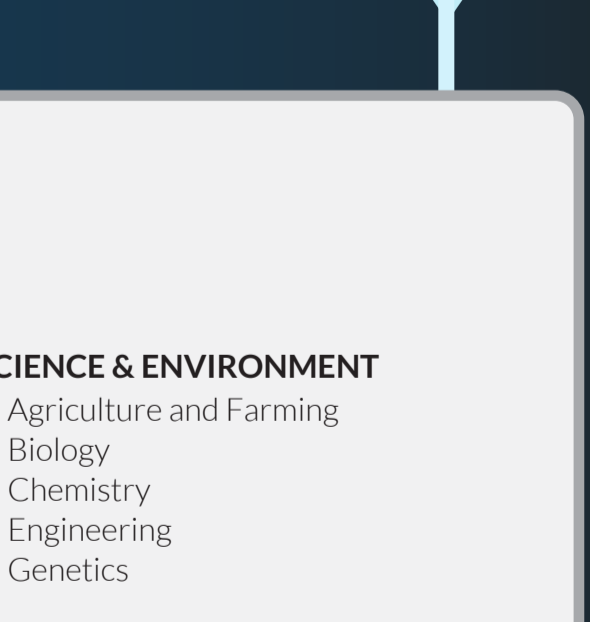


15 DEGREES TARGET RELEVANT DEGREE HOLDERS

- Diploma
- Bachelor's
- Master's
- Doctoral
- Associate
- Science

16 FIELDS OF STUDY TARGET BY ACADEMIC DISCIPLINE

- Accounting
- Business
- Communication
- Computer Science
- Economics
- Engineering
- Finance
- HR
- Marketing
- Operations
- Project Management
- Product Management
- Quality Assurance
- Information Tech.
- Research



INTERESTS TARGETING

17 INTERESTS CHECK AS MANY OPTIONS THAT APPLY

- ARTS AND ENTERTAINMENT**
 - Arts and Entertainment
 - Audio-Visual Production
 - Sound Engineering
 - Special Effects
- BUSINESS & MANGEMENT**
 - Accounting
 - Accounting Software
 - Agile Project Management
 - Business Administration
 - Business Analysis
 - Business Consulting
 - Business Continuity
 - Business Ethics
 - Business Intelligence
 - Business Mediation
 - Business Plan
 - Business Technology
 - Business Travel
 - BYOD
 - Cash Flow Management
 - Cloud Accounting
 - Continuing Professional Development
 - Corporate Communications
 - Corporate Finance
 - Corporate Financial Planning
 - Corporate Law
 - Corporate Social Responsibility
 - Coworking
 - Disruptive Innovation
 - Employee Benefits
 - Employee Engagement
 - Employee Onboarding
 - Financial Auditing
 - Franchises
 - Home-Based Business
 - Human Resources
 - Leadership Development
 - Mergers and Acquisitions
 - Non-Profits and Charities
 - Outsourcing
 - Payroll
 - People Management
 - Performance Management
 - Process Management
 - Professional Networking
 - Project and Program Management
 - Remote Working
 - Risk Management
 - Salary and Wages
 - SMBs
 - Starting a Business
 - Stocks and Shares
 - Strategic Management
 - Sustainable Business
 - Taxation in Business
 - Venture Capital
 - Working Environments
 - Workplace Conflict Resolution
 - Workplace Etiquette
- FINANCE & ECONOMY**
 - Finance and Economy
 - Banking
 - Digital Banking
 - Emerging Markets
 - Global Economy
 - International Trade
 - Retail Banking
 - Tax Compliance
 - Taxation
 - Trade
- MARKETING & ADVERTISING**
 - Adblocking
 - Advertising Strategies
 - Affinity Marketing
 - B2B Marketing
 - Brand Awareness
 - Brand Equity
 - Brand Management
 - Chatbots in Marketing
 - Commercial Sponsorship
 - Consumer Engagement
 - Content Marketing
 - Copywriting
 - Corporate Identity and Culture
 - Customer Experience
 - Customer Retention
 - Customer Satisfaction
 - Digital Marketing
 - Direct Marketing
 - Email Marketing
 - Employee Advocacy
 - Engagement Marketing
 - Focus Group
 - Lead Generation
 - Market Research
 - Marketing Automation
 - Marketing Communications
 - Marketing Mix
 - Marketing Mix Optimization
 - Performance Based Advertising
 - POS Advertising
 - Product Placement
 - Programmatic Marketing
 - Public Relations
 - Relationship Marketing
 - Retargeting
 - Search Engine Marketing
 - Search Engine Optimization
 - Targeted Advertising
 - User Experience
- POLITICS & LAW**
 - Data Protection
 - Government
 - International Development
 - Legislation
- SALES & RETAIL**
 - E-Commerce
 - Sales Channels
- SCIENCE & ENVIRONMENT**
 - Agriculture and Farming
 - Biotechnology
 - Chemistry
 - Biology
 - Engineering
 - Genetics
- SOCIETY & CULTURE**
 - Influencer and Blogging
 - Influencer Marketing
 - Social Media
- TECHNOLOGY**
 - 3D Printing
 - Antivirus and Malware
 - Artificial Intelligence
 - Augmented Reality
 - Big Data
 - Biotechnology
 - Blockchain Technology
 - Chatbots
 - Computer Programming
 - Computer Graphics
 - Computer Languages
 - Computer Networks
 - Computer Programming
 - Computer Software
 - Data Architecture
 - Data Management
 - Data Modeling
 - Data Science
 - Databases
 - Digital Manufacturing
 - Drones
 - Human-Computer Interaction
 - Information Systems
 - Information Technology
 - Environments
 - Internet Infrastructure
 - IT Infrastructure
 - Machine Learning
 - Nanorobotics
 - Nanotechnology
 - Natural Language Processing
 - Open Source Software
 - Quantum Computing
 - Robotics
 - Swarm Robotics
 - Video Game Development
 - Web Development



18 GROUPS TARGET LINKEDIN GROUPS

- Include names of specific groups to target

