

Matched Audiences: Powerful Targeting that Makes an Impact

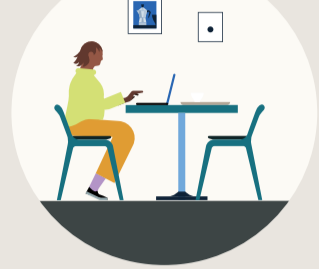
To create campaigns in financial services that have real impact and prove ROI, you need to reach the right people.

State Street is one of the world's largest services and managers of institutional assets. LinkedIn's sophisticated audience targeting tools help them reach the right audience at the right time. By making it easier for teams to sell to their core audience and expand their reach, they make even more sales.



Deepen your brand's existing relationships.

Matched Audiences on LinkedIn provides unique targeting capabilities that help you reach people who already have a relationship with your brand. It lets you combine LinkedIn's professional data with your business data by:



Targeting people who've visited your website



Building customized audiences with your contact lists



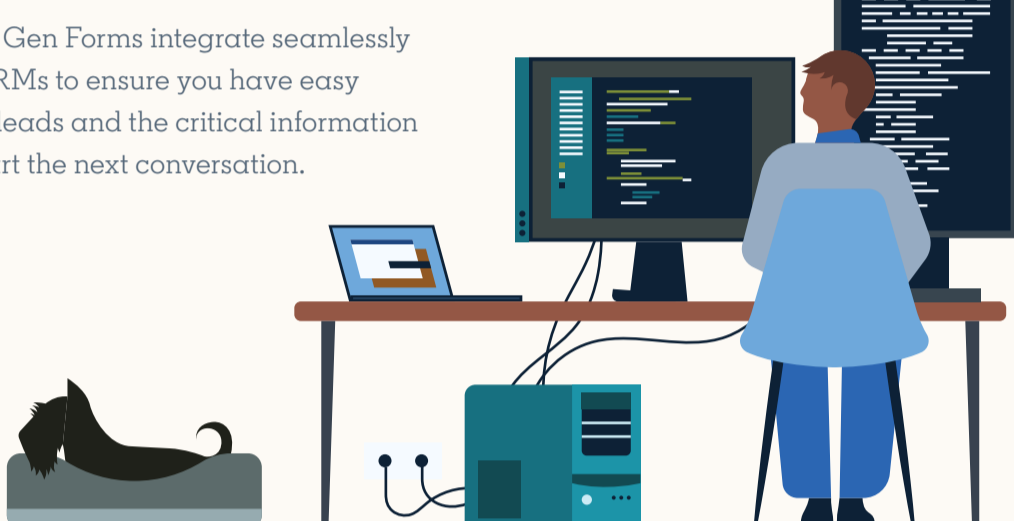
Matching target companies against 50 million company pages on LinkedIn

State Street and other Financial Services firms find success with Matched Audiences.

Because you can constantly test and optimize using LinkedIn insights, you'll strike the ideal mix of Sponsored Content, Text Ads, Message Ads, and Conversation Ads.

Advance insights and data from our measurement partners also let you dive deeper than vanity metrics to show true ROI.

LinkedIn Lead Gen Forms integrate seamlessly with several CRMs to ensure you have easy access to your leads and the critical information you need to start the next conversation.

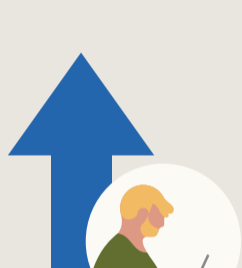


Go beyond the standard variables.

Finding matches beyond email addresses is a game changer. LinkedIn's Matched Audiences' provides flexible variables like job title, first and last name, or company. These capabilities, along with new feature enhancements like retargeting by engagement and lookalikes, make Matched Audiences the effective, go-to tool for financial services firms.



50% of financial services' spend uses Matched Audiences

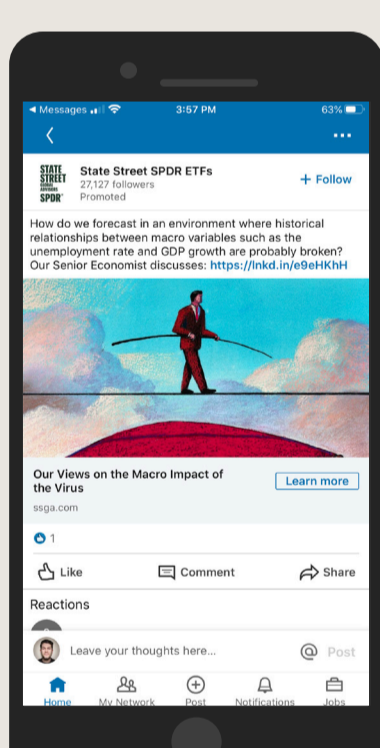


State Street increased match rate up to 25%

The State Street SPDR® ETFs LinkedIn program relies on Matched Audiences to leverage its rich database to target the right people. State Street uses the unique match parameters to significantly increase their match rate, expand the size of their matched audience, and micro-target when they need to.

“Using the additional match parameters, we've expanded our matched audiences while also creating niche segments that were previously impossible. Thanks to this, we can reach a greater number of important contacts.”

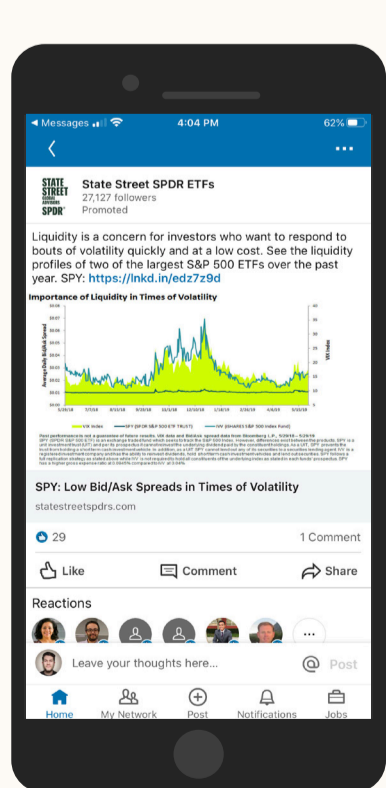
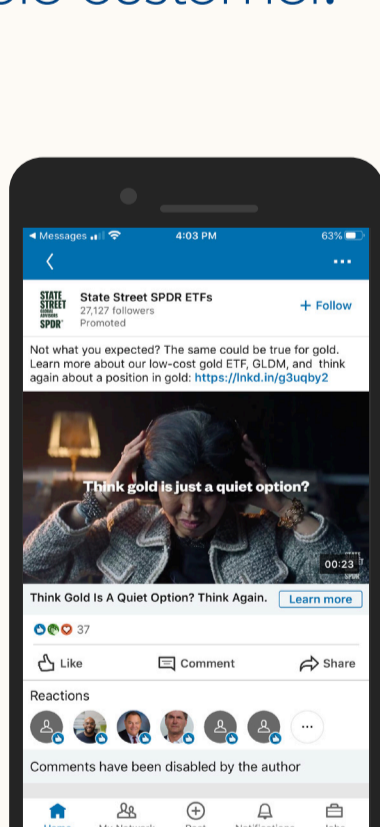
Liz Kiehm,
Global Head of Social Media,
State Street Global Advisors SPDR® ETFs



Hone in on your most valuable customer.

Matched Audiences allows advertisers to focus just on the most relevant prospects. You can even select a segment of your audience then apply parameters for even more specific targeting. That way, you'll know your marketing messages are reaching the most relevant people.

State Street's media agency EMI Strategic Marketing uses Matched Audiences to identify and target niche groups for the State Street SPDR® ETFs LinkedIn program. They use advanced parameters to deliver relevant ad content to small audience segments, and they make adjustments to their overall strategy to lean into where they see the most success.



“I love how we can choose one audience and add additional layers. It's so easy to take this whole universe of people and whittle it down in an interesting way to the niche audience we're trying to reach. That's huge for us.”

Amy Ricketts,
Senior Account Director at EMI Strategic Marketing



Reach your most relevant audience today with Matched Audiences.

Get started