LinkedIn Lets Advertisers Target Users by Interest by @MattGSouthern

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LinkedIn ads can now be targeted to other users based on their professional interests.

In an announcement, the company states:

> *"… we're excited to announce interest targeting in Campaign Manager. Interest targeting lets you reach members with relevant ads that match their professional interests – based on the content they share and engage with on LinkedIn. With these added options, you can more easily achieve your campaign objectives and grow your business."*

Advertisers can target their campaigns using over 200 professional interests, like artificial intelligence, global economy, customer experience, and more.

LinkedIn emphasizes the following benefits of Interest Targeting:

- **More relevant ads:** Shape brand perception by associating your brand with the topics your audience cares about.
- **Target specific accounts + interests:** Use account targeting along with interest targeting to reach potential buyers who have an interest in the content that's relevant to your business.
- **Target people** by **degrees + interests:** You can also use a combination of degrees and interests to reach an even more targeted audience.

LinkedIn has been testing Interest Targeting over the past few

months, with customers seeing a 25% increase in click-through rate.

Interest Targeting will be available to all LinkedIn advertisers over the next week.

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