

Tactic	Description	Use Case
Upload a List of Companies or Contacts	Upload lists of company names or email addresses to target specific organizations or individuals.	Account-based marketing (ABM), direct outreach to curated prospect lists.
Retarget Website Visitors	Target users who visited your website, tailoring messaging based on their interests or engagement.	Remind visitors of specific products or encourage purchase after browsing.
Engaged with Single Image Ad	Target users who interacted with your single image ads, nurturing leads with further interest.	Follow up with ad clickers, offering more information or promoting registration.
Engaged with Document Ad	Target users who engaged with your document ads (viewed or downloaded), furthering conversations with content-interested prospects.	Offer related content (case studies, webinars) to users who engaged with a whitepaper.
Viewed Your Video Ad	Target viewers of your video ads, reinforcing your message or advancing the narrative for engaged users.	Follow up with product launch video viewers, offering demos or special promotions.
Opened or Submitted Lead Gen Form	Target users who opened or submitted a lead gen form, re-engaging users who showed interest but didn't convert.	Encourage webinar attendees who didn't convert to access the recording or attend future events.
Opened Conversation or Clicked Conversation Ad CTA	Target users who interacted with conversation ads, indicating high engagement and interest.	Retarget engaged users who didn't convert with more compelling offers or CTAs.
Engaged with Your Company Page	Target users who interacted with your company page (likes, comments, shares, follows), showcasing your brand to interested individuals.	Keep your brand top-of-mind for engaged users with content updates or product announcements.
Responded to Your LinkedIn Event	Target attendees or interested users of your LinkedIn events, nurturing connections beyond the event.	Offer post-event content, invite attendees to follow-up sessions, or promote related events.
Integrate Contacts from a Third-Party System	Import contact lists from CRMs or marketing tools, ensuring consistent and relevant ad follow-up.	Automatically target recent leads with personalized LinkedIn ads, leveraging existing data.
Create a Lookalike Audience or Predictive Audience	Expand reach by targeting professionals similar to your existing customers or leads.	Broaden lead generation with highly relevant targeting, reaching prospects likely to be interested.
Website Visitors by URL	Target users who visited specific pages on your website based on URL data.	Offer granular targeting based on website browsing behavior (specific product pages, etc.).
Engagement by Job Title	Target users based on job title who interacted with your company page, content, or ads.	Target specific B2B decision-makers within relevant professional networks.
Company Connections	Target users connected to individuals already working at your company.	Expand reach within relevant professional networks through existing employee connections.
Engagement with Lead Gen Forms from Partner Solutions	Target users who interacted with lead gen forms created by your partners.	Expand audience reach through collaborations with integrated solutions.