



Target High-Quality B2B Audiences on LinkedIn with Ease

Drive positive ROI for your account-based retargeting campaigns with Albacross LinkedIn Integration.

The image displays two overlapping screenshots from the Albacross LinkedIn integration interface. The left screenshot shows the 'US Companies Ready to Buy' selection screen, which includes filters for employee count (500+), location (EU, US), and duration (5 minutes+). It lists two companies: Spotify and Sigma, each with an activity bar, a duration indicator, and a tag (customer and prospect respectively). A large white arrow points from the 'customer' tag on the Spotify entry to the right screenshot. The right screenshot shows the 'Retargeting B2B Web Visitors' audience list in the LinkedIn Campaign Manager, featuring a table with columns for Audience name, Status, and Audience Size. A '+ Create new audience' button is visible in the top right of this section.

Audience name	Status	Audience Size
EMEA Companies	Ready	5,782
Finance Companies	Ready	1,239
Marketing Department	Ready	2,356

LinkedIn: The *Go-to Channel* For B2B Marketers

x10

increase in purchase intent was observed by B2B brands that invested in LinkedIn ads.

(LinkedIn Research)

82%

of B2B marketers think LinkedIn is their most promising marketing platform.

(Hubspot)

4 out of 5

LinkedIn members drive business decisions within their companies.

(LinkedIn Audience 360 Study)

32.2%

of the \$5.09 billion B2B ad spend in the US in 2021 was from LinkedIn ads.

(B2B Advertising Forecast 2021)

Common practices to build your ad audience

Method 1:

Target individuals visiting your site



A person visit your site



Cookie-based tag



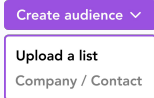
Individual + Lookalike audience

Room for Improvements

- Unknown buying intent
- Low audience quality with cookie-based tracking
- GDPR sensitive

Method 2:

Manually upload list of target companies or contacts



Upload your lists



Matched Audience



Company-level targeting

Room for Improvements

- Manual uploads
- Static audience list
- Unable to target anonymous B2B visitors
- Unable to target by departments or job titles

Better Audience, Higher ROI

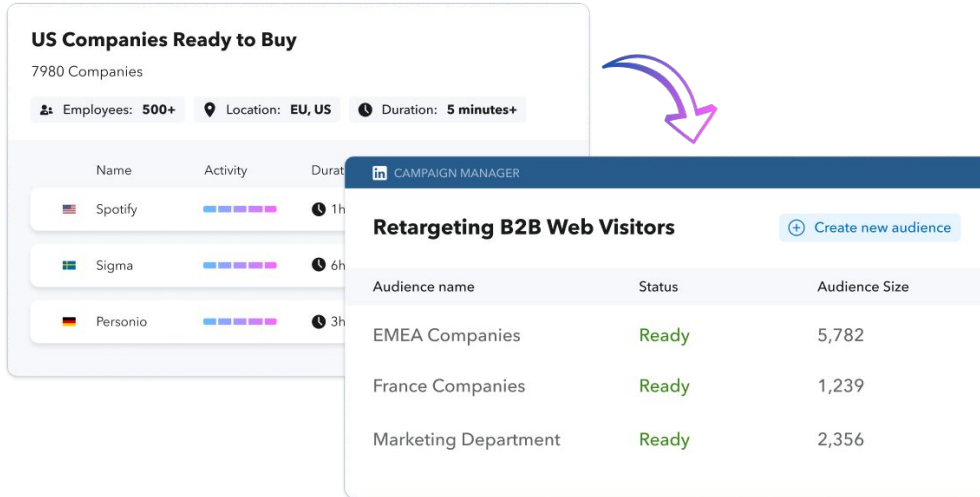
Before Albacross

- Low-quality ad audiences
- Don't support precise targeting
- Manual uploads
- Static audience list
- GDPR sensitive

Albacross + LinkedIn Ads

- High quality ad audiences
- Precise retargeting
- Automated workflow
- Cookieless Ad Strategy
- Monitor within LinkedIn Platform

Value 1: High Quality Audience



US Companies Ready to Buy
7980 Companies

👤 Employees: 500+ 📍 Location: EU, US ⌚ Duration: 5 minutes+

Name	Activity	Duration
🇺🇸 Spotify	■■■■■	1h
🇩🇪 Sigma	■■■■■	6h
🇩🇪 Personio	■■■■■	3h

Retargeting B2B Web Visitors [+ Create new audience](#)

Audience name	Status	Audience Size
EMEA Companies	Ready	5,782
France Companies	Ready	1,239
Marketing Department	Ready	2,356

Target **in-market accounts** based on your anonymous website traffic.

Choose 8 customized **data fields** to create more **accurate audience**.

Value 2: Precise Retargeting

Who is your target audience?

Start building your target audience by searching for attributes of professionals you want to reach [Close](#)

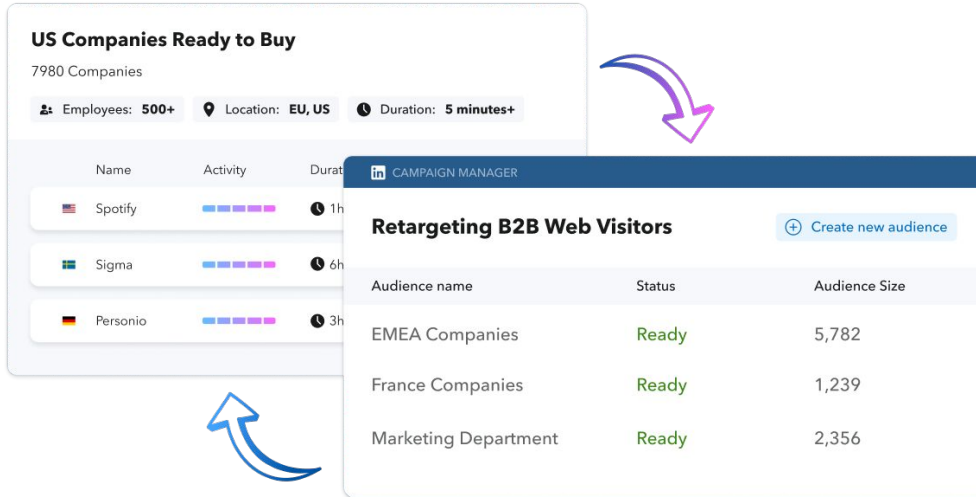
Search [Learn more about targeting criteria](#)

Audiences Use your data to retarget website visitors or reach known contracts and accounts	Company
	Demographics
	Education
Audiences Use your data to retarget website visitors or reach known contracts and accounts >	Job Experience ^
	Job Functions
	Job Seniorities
	Job Titles
	Member Skills
	Years of Experience

Push your ads to **all decision-makers** working for the target accounts.

Narrow down the audiences based on **departments** or **job titles** when needed.

Value 3: Automated Workflow



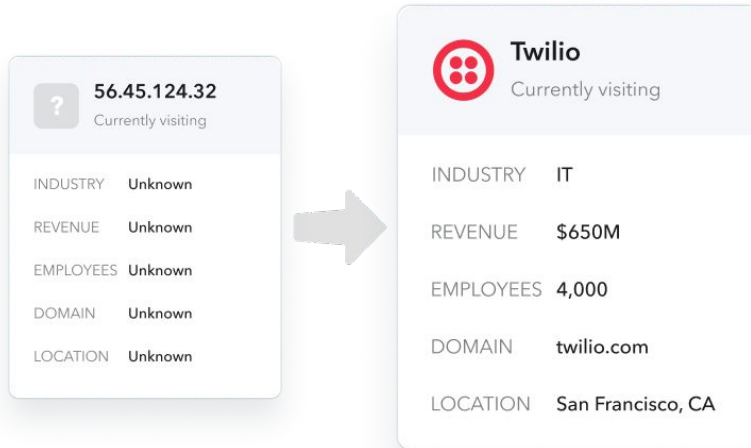
The screenshot displays a workflow for audience creation. On the left, a card titled "US Companies Ready to Buy" shows 7980 companies with filters for Employees (500+), Location (EU, US), and Duration (5 minutes+). A purple arrow points from this card to a "CAMPAIGN MANAGER" window. This window shows a "Retargeting B2B Web Visitors" campaign with a "Create new audience" button. Below this, a table lists audience groups with their status and size.

Audience name	Status	Audience Size
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Automate audience creation:
Less time on admin, more time on converting.

Actively sync your LinkedIn audience groups:
Agilely add new in-market accounts and remove accounts that are converted.

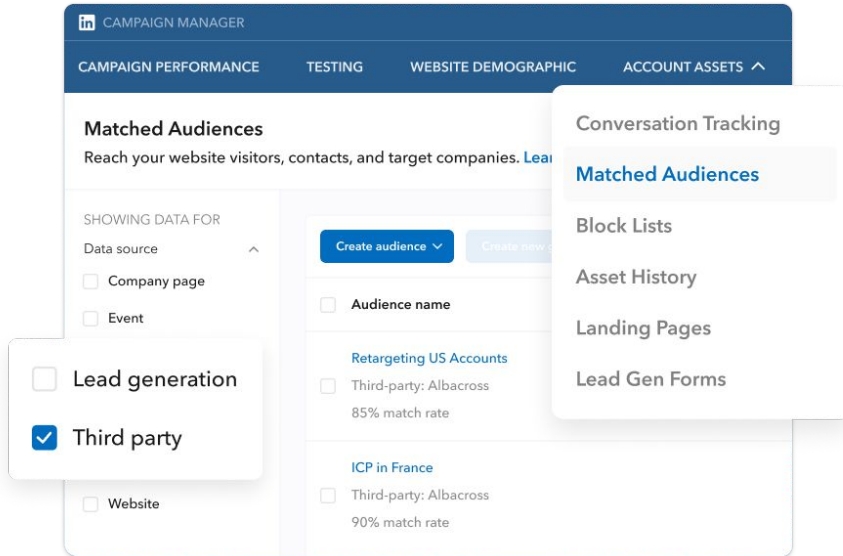
Value 4: Cookieless Strategy



Stricter cookie and privacy policies are taking place.

Secure your **long-term revenue growth** with IP mapping technology.

Value 5: All within LinkedIn



Monitor, analyze, and optimize directly **within LinkedIn Campaign Manager.**

Albacross in **not another tool** you need to learn and adapt to.

What our customers say

(to be filled out after kicking off the Beta Program)



Create engaging ads for a higher ROI

Net Solutions jest jedynym polskim partnerem szwedzkiej firmy Albacross i wspiera wdrożenia jej platformy Account Based Marketing.

Wdrażamy, konfigurujemy, utrzymujemy platformę dla naszych klientów, szkolimy jak efektywnie z niej korzystać. Pomagamy w integracji platformy Albacross z innymi narzędziami, jak Slack, Salesforce, Pipedrive, a także wieloma innymi, z którymi nie ma gotowych integracji, za pośrednictwem Zapier. Pomagamy konfigurować lub prowadzimy kampanie LinkedIn w oparciu o dane pochodzące z Albacross.

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