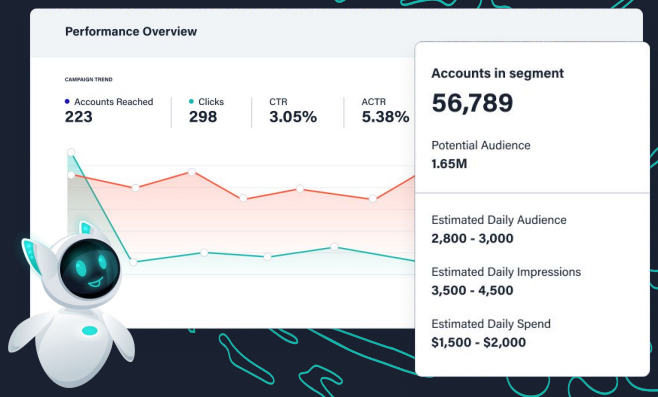
6sense
KNOW EVERYTHING. DO ANYTHING.

LinkedIn Advertising with 6sense

Engage your high-value prospects on the leading B2B social network with 6sense audience data



Activate cost-effective, hyper-targeted digital ABM campaigns to reach the audiences that matter — without guesswork and wasted ad spend.

6sense's deep partnership with LinkedIn enables mutual customers to leverage 6sense's industry leading account data and insights, combined with LinkedIn's profile targeting, to reach the audiences that matter most to their businesses. Both digital advertisers and savvy LinkedIn power users can benefit from 6sense's flexible options to deliver personalized, targeted advertising campaigns across LinkedIn's vast inventory.

To set up campaigns, customers have two options. The first option, **6sense Campaigns for LinkedIn**, enables customers to build, launch, and manage LinkedIn campaigns directly within the 6sense platform, making it easier to optimize digital ABM programs across multiple channels, including display, video, retargeting, and social. The second option, **6sense Segments for LinkedIn**, enables customers to combine 6sense dynamic account segments with more comprehensive LinkedIn targeting criteria, making it easier to scale large advertising budgets.

Innovative companies around the world use 6sense & LinkedIn to drive efficient revenue from their digital ABM programs.

+7x
Return on advertising spend
RepTrak

-66%
Decrease in cost per opportunity
qualtrics XM

+50%
Increase in conversions
florence

Benefits of Using 6sense & LinkedIn

B2B Intelligence

Leverage 6sense's industry leading data, including buying stage predictions, intent, firmographics, and technographics - to focus on the right accounts.

Efficient Spend

Reach more of the right audience and reduce wasted ad budget by prioritizing your spend on the accounts and contacts that matter most to your business.

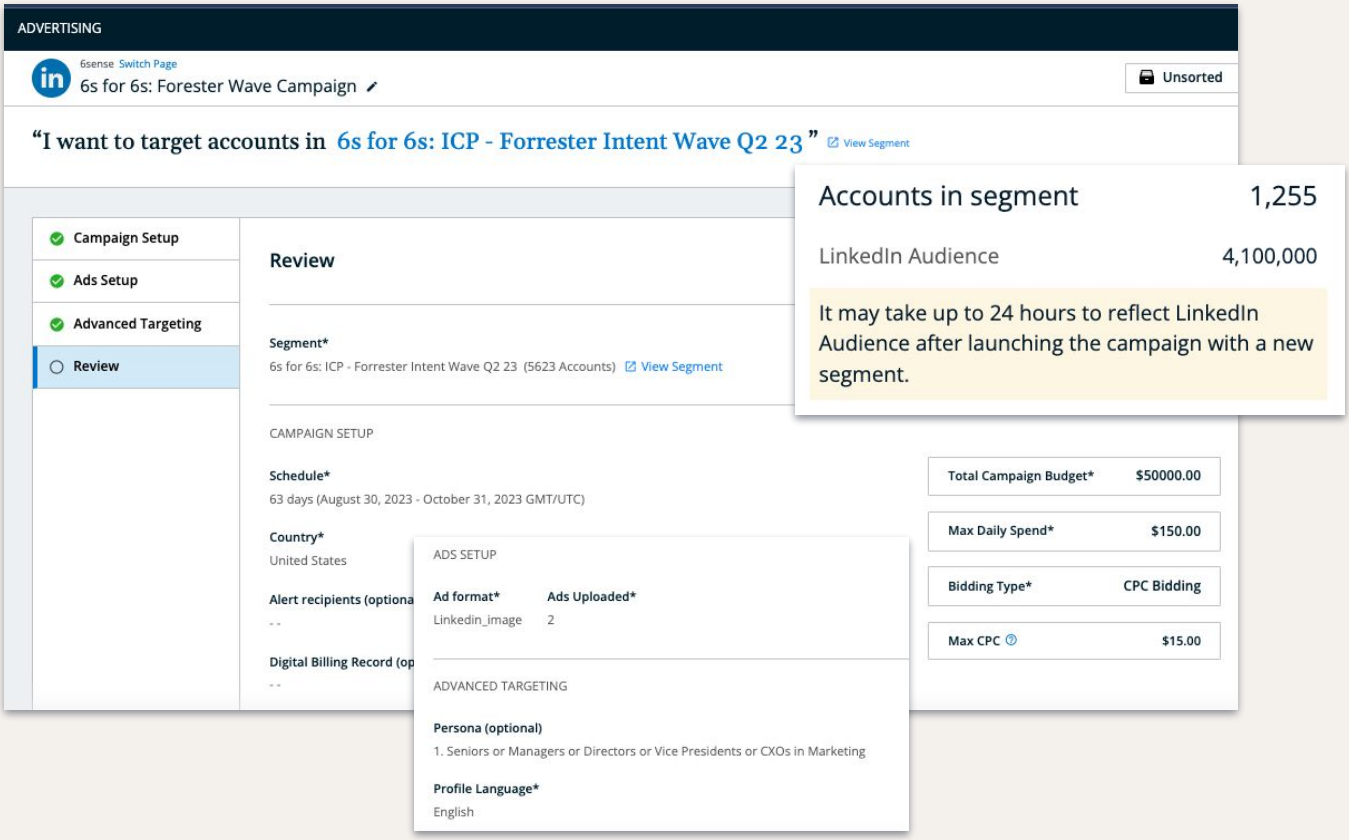
Visible Impact

Analyze campaign performance with account-level metrics and pipeline reporting to prove impact.

How Advertising with 6sense & LinkedIn Works

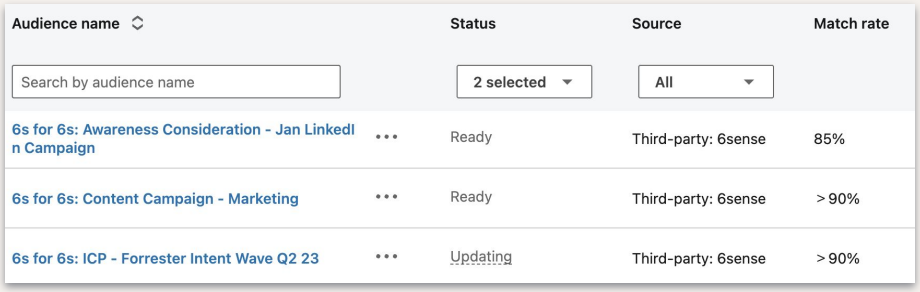
6sense Campaigns for LinkedIn

Build, launch, and manage LinkedIn campaigns directly within the 6sense platform using dynamic segments and profile attribute targeting (i.e., job level, job function, and job title). Both CPM and CPC bidding options are available to help you reach your campaign goals. This integration supports LinkedIn single image and video ad types.



6sense Segments for LinkedIn

Sync 6sense segments directly to LinkedIn Campaign manager to leverage LinkedIn's comprehensive targeting options. A synced 6sense segment becomes a Matched Audience of individual users in LinkedIn and is updated daily. This integration supports all LinkedIn ad types.



About 6sense

6sense reinvents the way organizations create, manage, and convert pipeline to revenue. 6sense Revenue AI™ captures anonymous buying signals, targets the right accounts at the ideal time, and recommends the channels and messages to boost revenue performance. Removing guesswork, friction, and wasted sales effort, 6sense empowers, sales, marketing, and customer success teams to significantly improve pipeline quality, accelerate sales velocity, increase conversion rates, and grow revenue predictably. 6sense has been recognized for its market-defining technology by Forbes Cloud 100, G2, and TrustRadius and its strong culture by Glassdoor, Inc. Magazine, and Comparably.