

Account-Based Buyer Intent LinkedIn Campaigns



Target High-Potential Accounts with Precision

Unlock the potential of Account-Based Buyer Intent LinkedIn Campaigns. By harnessing the insights from ProSource's product category searches, we can pinpoint specific accounts displaying buying intent and deliver targeted messages on LinkedIn.

With our advanced data analytics, we identify companies researching your product category and relevant individuals likely to be part of the buying committee. This product is ideal for expanding your customer base and extending your reach across organizations.

Capitalize on the chance to spotlight your product while customers are narrowing down their vendor options.

What is ProSource?

ProSource, the PMMI member directory, garners over 100,000 monthly searches. It hosts 1,000+ suppliers across 17 primary and 62 secondary categories.

How it works

1.



Someone searches for your product category on ProSource.org

2.



We confirm the person works for an end user company, not a supplier

3.



We identify individuals within the company with relevant decision-making roles

4.



We collect the contacts from interested companies and show them your ad on LinkedIn

Ad targeting available for searches in the following categories and subcategories:

- Bagging, Pouching, Wrapping
 - Form / Fill / Seal
 - Bag, Pouch, Fill & Seal
- Cartoning, Multipacking & Case Packing
 - Cartoning
 - Case / Tray Packing
- Controls, Software & Components
- Coding, Marking & Labeling
 - Labeling
 - Coding / Marking
- Conveying, Feeding & Handling
 - Conveyors & Accumulators
- Filling, Capping & Closing
 - Liquid Fillers
- Inspection & Testing Equipment
- Materials Containers & Consumables
- Palletizing & Load Stabilization
- Plant Facilities, Infrastructure & Operations
- Processing Equipment
- Robotics
- Robotics Manufacturers

Frequently Asked Questions

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| Is LinkedIn the only channel for ad targeting? | Yes, currently, LinkedIn is the only channel allowing us to target specific titles at named companies. |
| What is the audience size per category? | Each category audience comprises a minimum of 20,000 CPG decision-makers. |
| How recent is the search data? | The search data used for our ad targeting remains valid for 12 months and undergoes monthly refreshes to align with average equipment sales cycles. |
| How long will my ad run? | LinkedIn campaigns will run for two weeks. |
| Will my ads target other suppliers? | No, suppliers are excluded from the targeting audience. |
| What sets Account-Based Buyer Intent apart from PMMI Audience Network LinkedIn campaigns? | Account-Based Buyer Intent targets accounts with recent searches in a specific product category. PMMI Audience Network campaigns target users based on industry, job interest, or product interest from first-party data including PACK EXPO registration. Both campaign types reach verified end users. |