

# LinkedIn Money-Leak Checklist

There are three common leaks: audience expansion, the Audience Network, and targeting polluted by consulting-firm employees. Most accounts have at least one, and closing each takes minutes once you know where to look.

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## Only got 15 minutes?

Do these three, in this order:

1. Campaign settings → audience expansion → **off**, every campaign (5 min).
2. Campaign settings → placements → **opt out** of the Audience Network (3 min).
3. Analyze → Demographics → Company on your biggest campaign. If consultancies dominate, import the exclusion list below (7 min).

That's the bulk of the recoverable waste. The rest of this checklist is how you keep it recovered.

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## How to use this

Six leaks, in the order of damage. Each one: where it hides, what it costs, how to close it. Most take minutes. At LinkedIn prices, none of them are rounding errors.

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## Leak 1 - Audience expansion

**Where:** campaign settings → "Enable audience expansion". On by default on new campaigns.

**What it does:** quietly adds people "similar to" your targeting. You built a precise audience and pay premium CPCs *because* of that precision; expansion waters it back down toward average.

**Close it:** untick it on every campaign, and re-check when you duplicate campaigns - the setting travels.

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## Leak 2 - The LinkedIn Audience Network

**Where:** campaign settings → placements.

**What it does:** serves your ads on third-party apps and sites at lower CPMs. Cheap impressions, and for qualified-lead goals, mostly noise. Your CFO-targeted ad running inside a mobile game is not brand building.

**Close it:** opt out unless you've tested it against pipeline - not clicks - and it won.

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## Leak 3 - Consulting-firm pollution

**What it does:** consultants and agency staff match every job-title filter, research every industry, click expensively, and never buy. They can be a meaningful slice of a B2B audience.

**Close it:** exclude by company. Starter list to import (extend from your own disqualified-lead data):

Accenture · Deloitte · McKinsey & Company · Boston Consulting Group · Bain & Company · KPMG · EY · PwC · Capgemini · IBM Consulting · Infosys · Tata Consultancy Services · Cognizant · Wipro · Slalom · Publicis Sapient · Gartner · Forrester

Then check the damage already done: Analyze → Demographics → Company. If the top of that list reads like a consulting league table, this leak has been running a while.

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## Leak 4 - Audiences too small or too stacked

**Where:** forecasted results panel when editing an audience.

**What it does:** stack five targeting facets and you get a tiny audience LinkedIn struggles to deliver to - frequency climbs, fatigue arrives early, CPMs rise. Under ~50k for lead gen is usually too tight.

**Close it:** loosen one facet at a time; let exclusion lists do the precision work instead of intersection-stacking.

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## Leak 5 - Lead gen forms nobody re-checked

**Where:** your lead gen form fields and the leads they produce.

**What it does:** autofill makes form fills cheap - and effortless. Effortless fills need downstream filtering, or your "cost per lead" is measuring curiosity.

**Close it:** add one intentional field (a question autofill can't answer), and review lead quality with sales monthly. Judge campaigns on cost per *qualified* lead only.

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## Leak 6 - The demographics report nobody opens

**Where:** Analyze → Demographics, per campaign.

**What it does:** nothing - that's the problem. It's the one report that shows who actually saw your ads versus who you intended. Unopened, every other leak stays invisible.

**Close it:** monthly, ten minutes: companies, job functions, seniority. Feed what you find back into exclusions.

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## The monthly hygiene routine

1. Demographics vs intention - who actually saw the ads.
2. Exclusion lists updated from last month's junk leads.
3. Expansion and Audience Network settings re-checked on anything new or duplicated.
4. Lead quality review with sales - which campaigns produced leads sales accepted.
5. Frequency check - past ~4/week per person, expect fatigue, plan the creative swap.

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## The "is this lead real" worksheet

One page, agreed with sales, before you judge any campaign:

- An MQL is: [firmographics + behaviour, written down]
- An SQL is: [sales-accepted criteria, written down]
- Auto-disqualified: [competitors, consultants, students, wrong geography, wrong seniority]
- Cost per *qualified* lead target: [number]
- Who reviews the list, and when: [name, cadence]

CPL without the Q is how bad campaigns survive quarter after quarter.

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### 3WH

From 3WH. LinkedIn featured our client work as an official customer story; this checklist is the hygiene layer of how we run accounts. The done-for-you version closes the leaks and keeps them closed. [hello@3wh.com](mailto:hello@3wh.com)