NANOTARGETING ON LINKEDIN

"Analysis and Implementation of Nanotargeting on LinkedIn Based on Publicly Available Non-PII"

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Grant UNICO CLOUD of project A2-PRIVCOMP funded by Ministerio de Asuntos Económicos y Transformación Digital and by European Union-NextGenerationEU as part of PRTR and MRR

CONCEPT: NANOTARGETING

STORYTIME

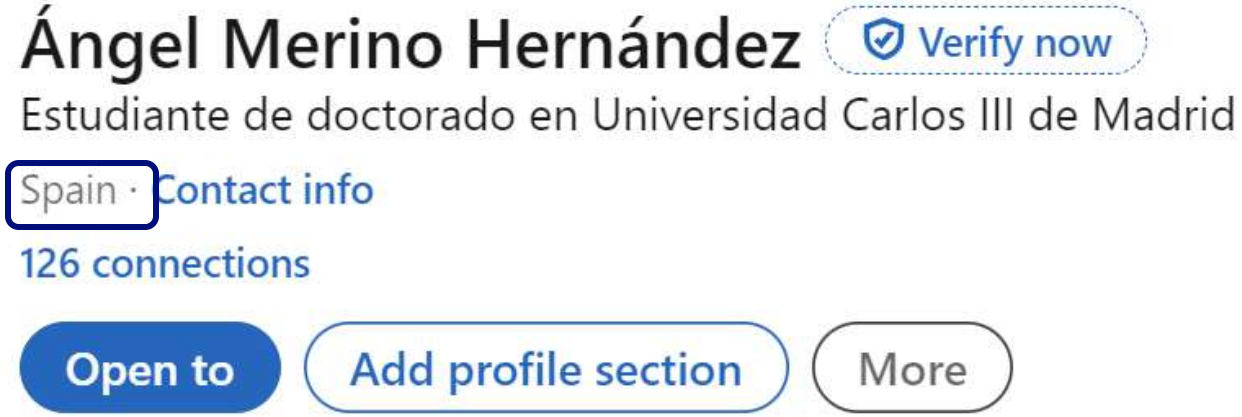
HAWKERS

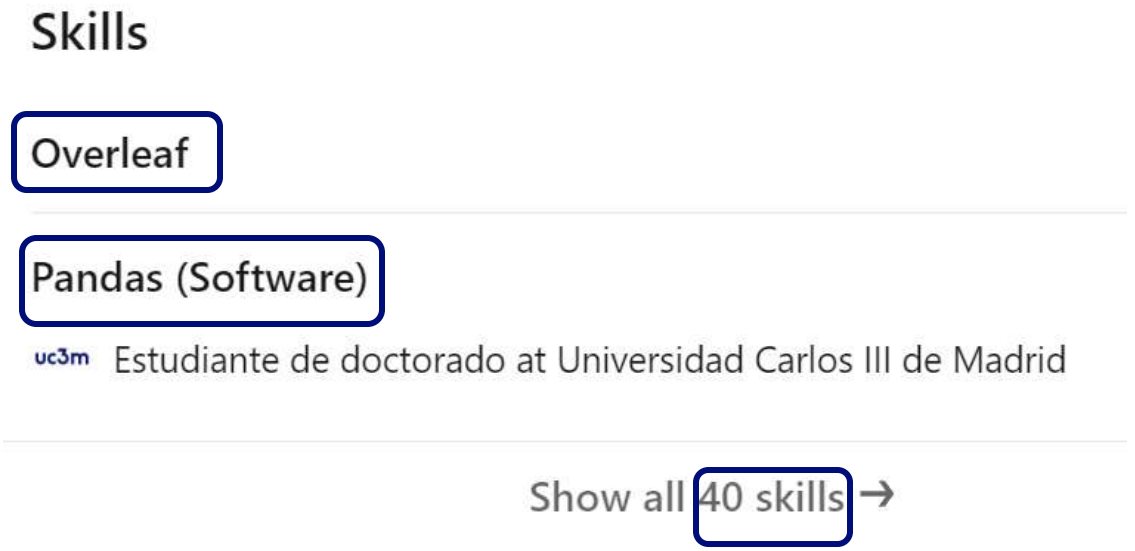
Ads
exclusively to one user?

Unique combination
of location & skills?

I LIST 40 SKILLS... AND YOU?

- Accessible for anyone that finds me by my name!
- No need to be contacts!





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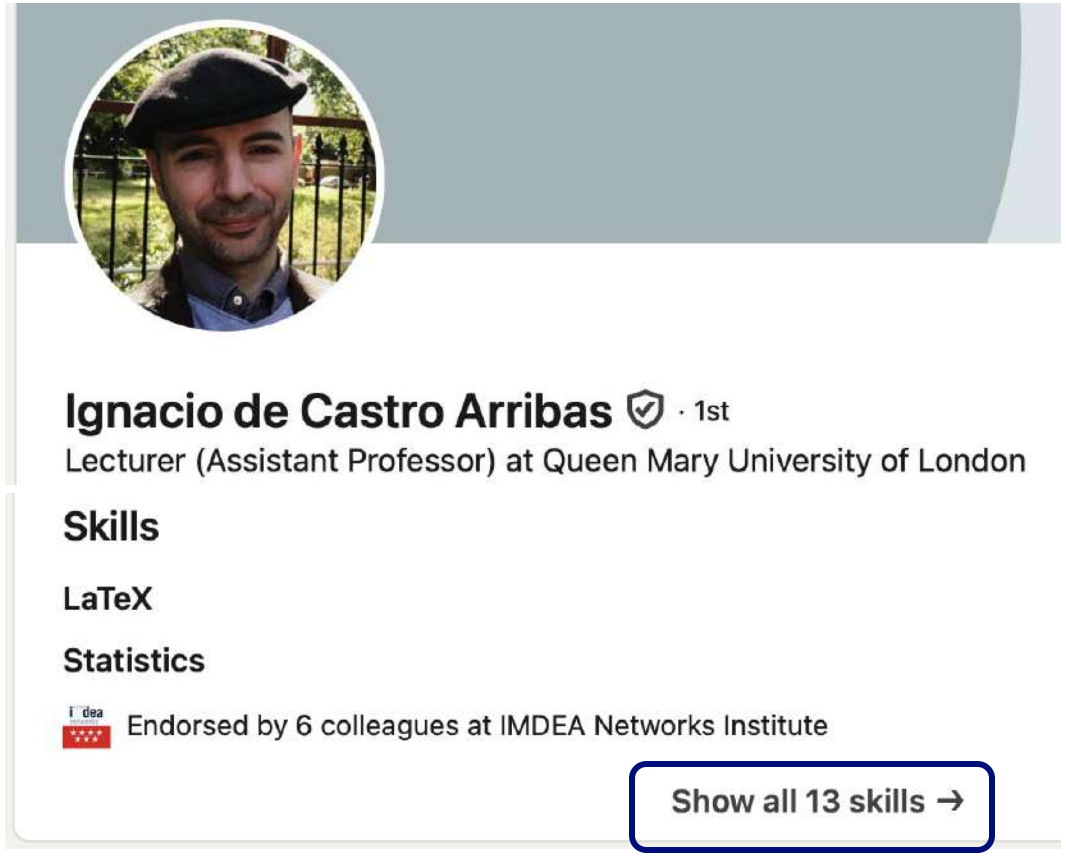


Ignacio de Castro Arribas · 1st

Lecturer (Assistant Professor) at Queen Mary University of London

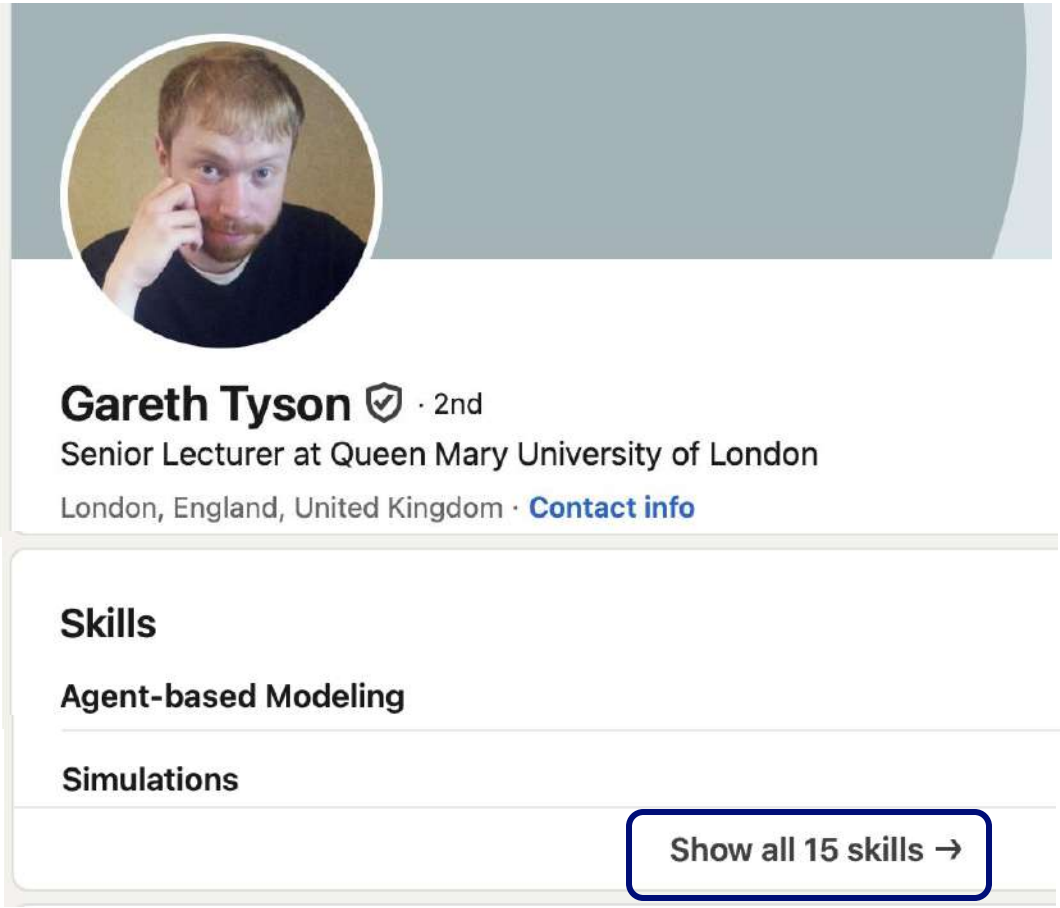
Skills

LaTeX

Statistics

Endorsed by 6 colleagues at IMDEA Networks Institute

Show all 13 skills →



Gareth Tyson · 2nd

Senior Lecturer at Queen Mary University of London

London, England, United Kingdom · Contact info

Skills

Agent-based Modeling

Simulations

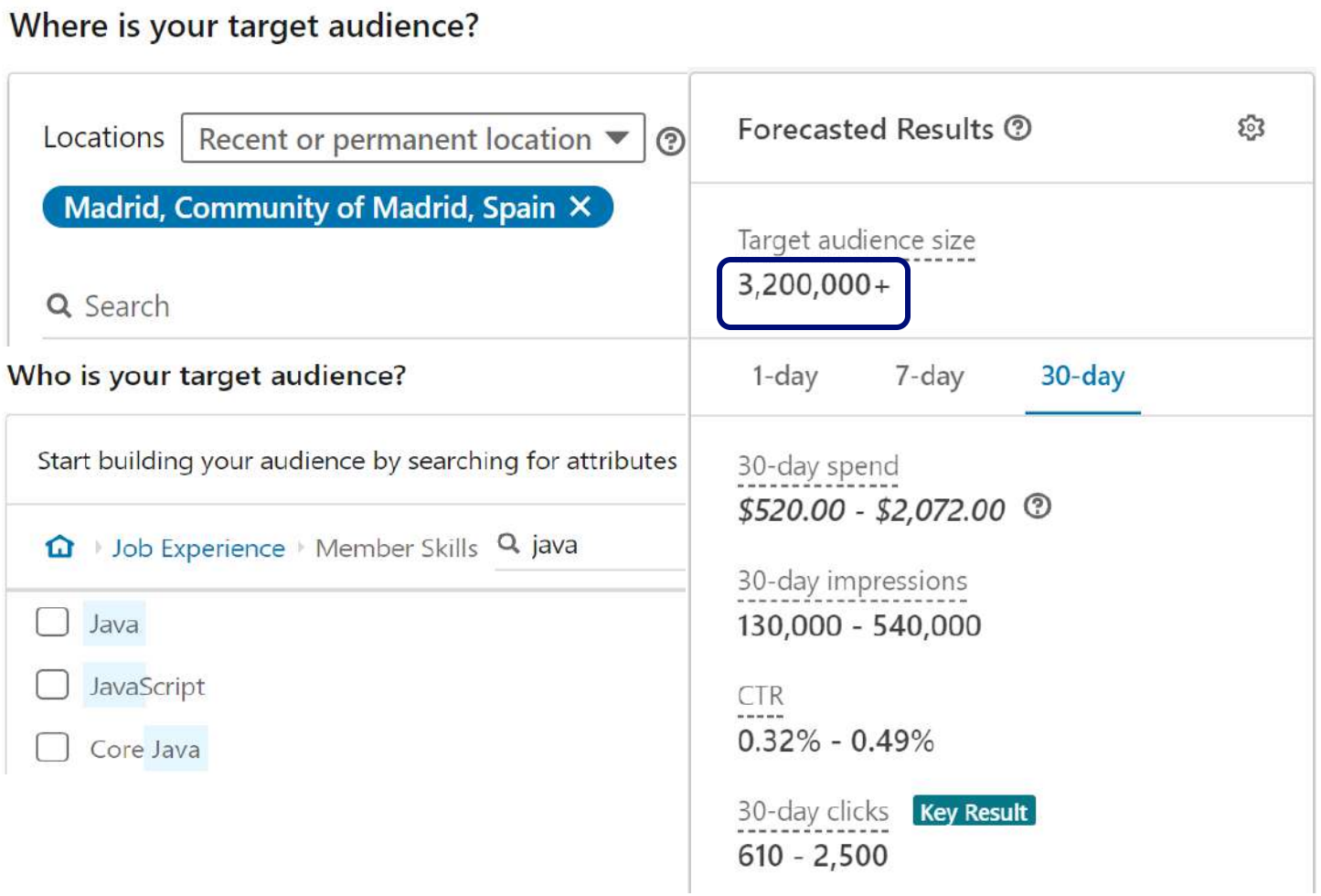
Show all 15 skills →

ADS MANAGER: SOURCE OF INFO

- How many users are there in Madrid?

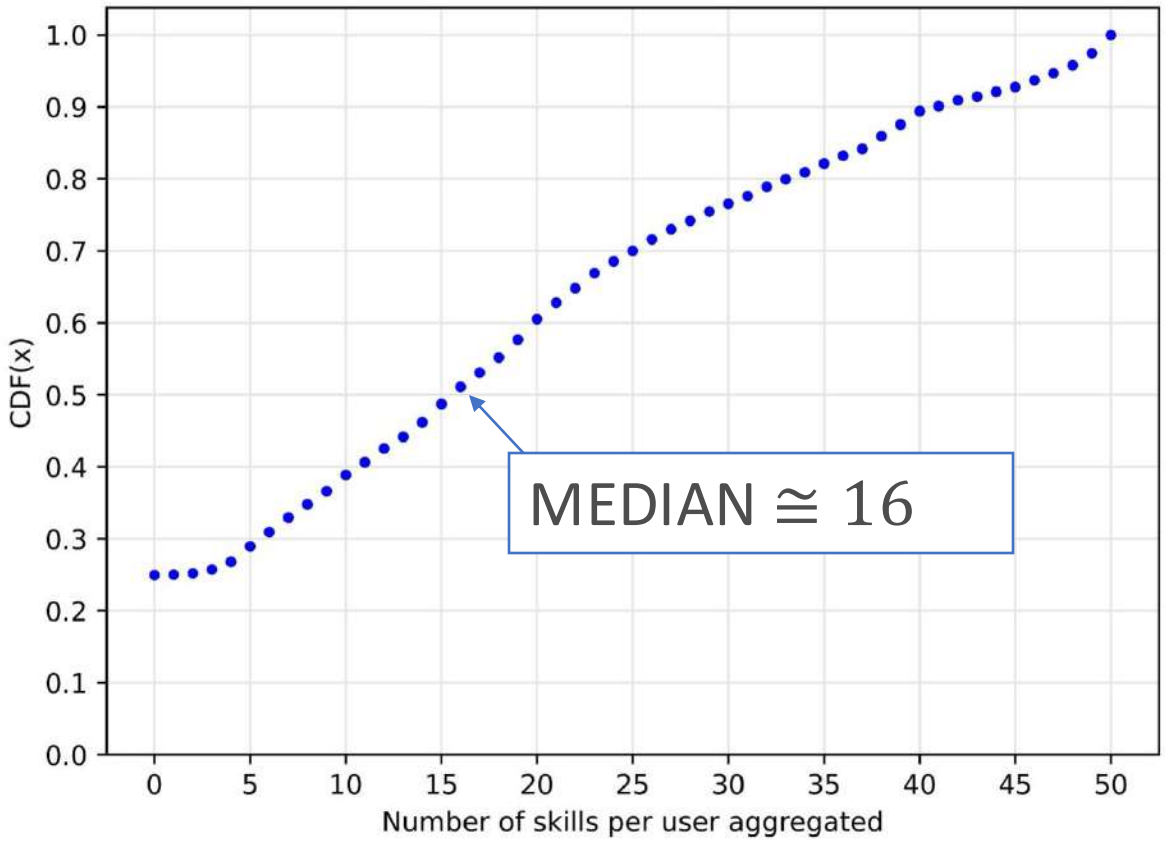
3.2 M

You can add skills & more!



50% LIST 16+ SKILLS

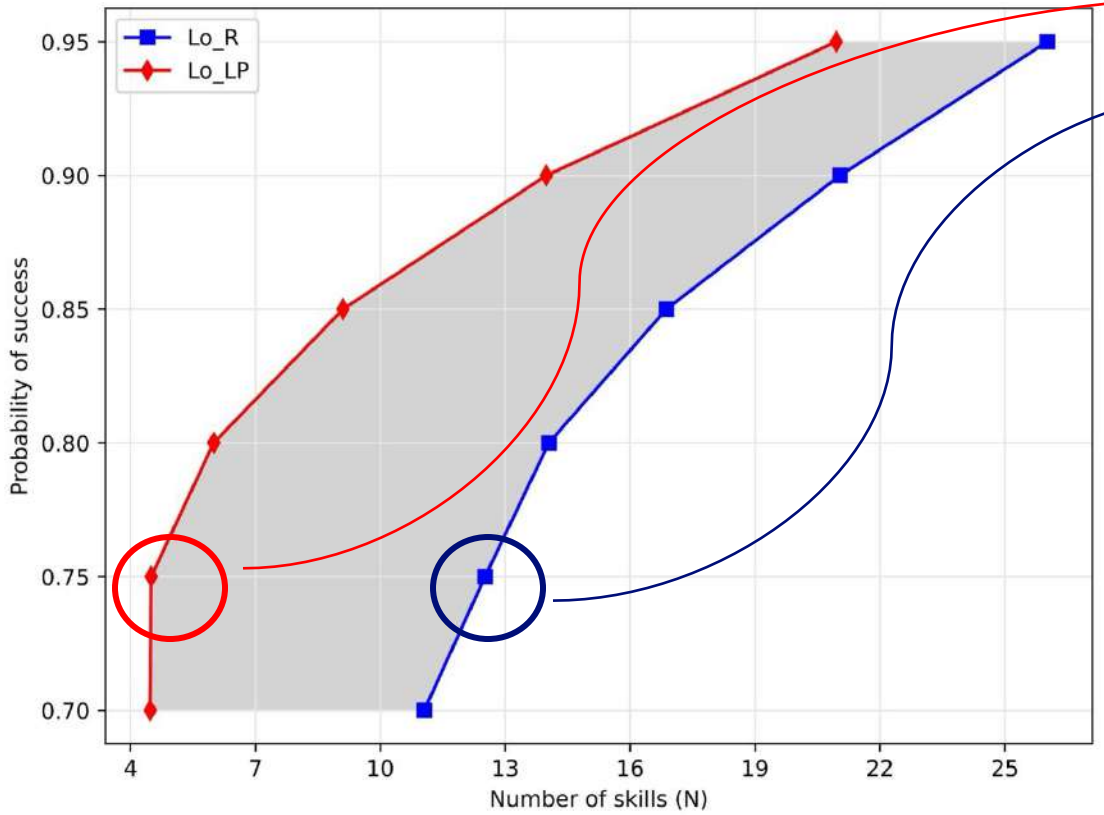
SKILLS PER USER:



USER PROFILES	4467
WITH SKILLS	3352
TOTAL SKILLS	78794
UNIQUE SKILLS	8533

~50% USERS MAY BE UNIQUE

For location scenarios:



Location +

- 5 rare skills 529 M
- 13 random skills 407 M

75% probability of uniqueness

LAUCHED CAMPAINGS TO OURSELVES

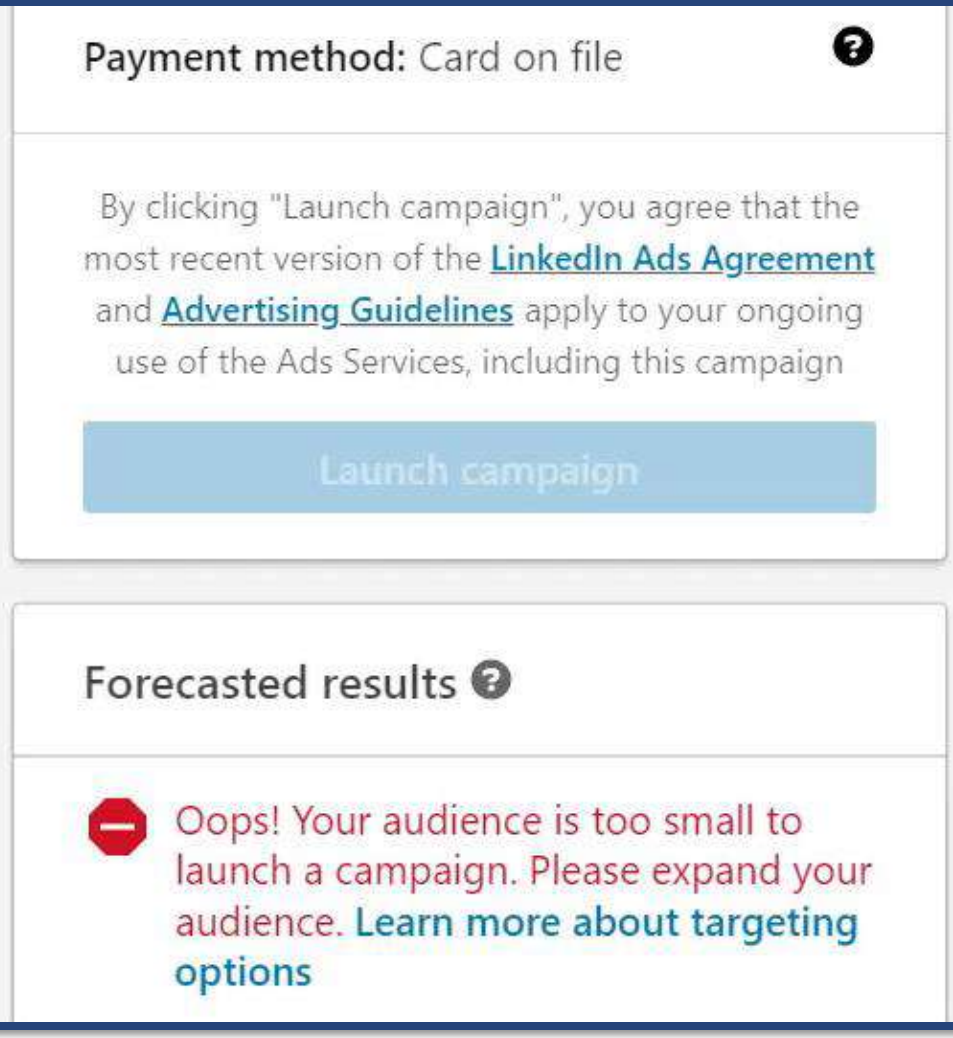
3	USERS TARGETED
5	CAMPAIGNS PER USER
7 10 13 16 19	N SKILLS CHECKED
15	TOTAL CAMPAIGNS
12	NANOTARGETING CAMPAIGNS

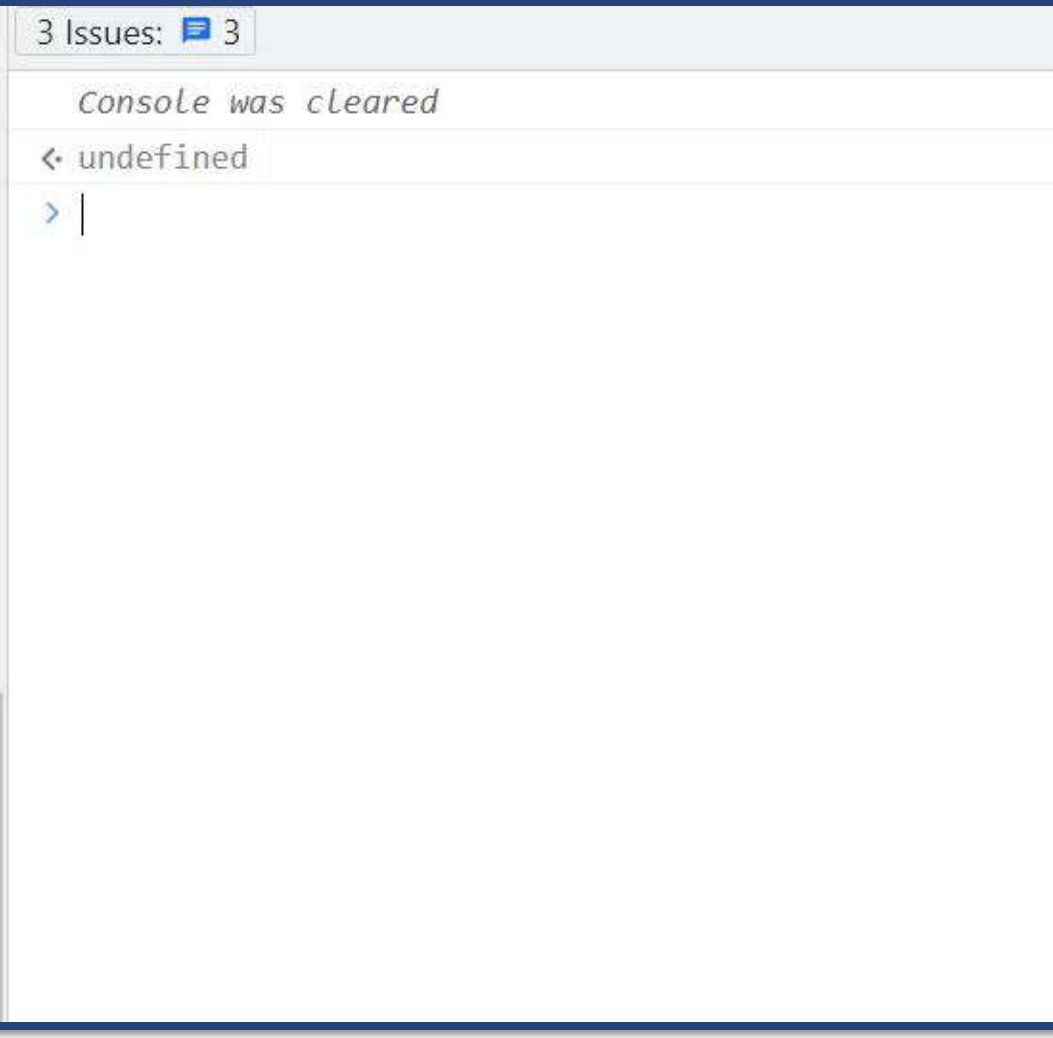
NANOTARGETING PoC

13+ SKILLS: ALL NANOTARGETED

SKILLS	MODEL PROBABILITY	MODEL NT CAMPAIGNS (Out of 3)	EXPERIMENT NT CAMPAIGNS (Out of 3)
7	0.46	1.38	1
10	0.61	1.83	2
13	**0.71**	**2.13**	**3**
16	**0.81**	**2.43**	**3**
19	**0.85**	**2.55**	**3**

THE <<BUG>>


Payment method: Card on file
By clicking "Launch campaign", you agree that the most recent version of the LinkedIn Ads Agreement and Advertising Guidelines apply to your ongoing use of the Ads Services, including this campaign
Launch campaign
Forecasted results
Oops! Your audience is too small to launch a campaign. Please expand your audience. Learn more about targeting options


3 Issues: 3
Console was cleared
undefined

LINKEDIN IGNORES THEN FIXES

Campaign Name	Off/On	Status	Key Results
1 selected campaign	-	-	-
nanotargeting ID: 304718326 · Sponsored Content		Not delivering Audience too small	- *Website Visits*

STILL: MICROTARGETING

Personal Data

Regulators and researchers should work in good practices for **combinations of non-PII**

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Authors: Ángel Merino, José González-Cabañas, Ángel Cuevas, Rubén Cuevas | Authors Info & Claims

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TESTABLE

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