

[PRODUCT GUIDES](#) > [LEAD GEN AND SEGMENTS](#) > [HOW TO FILTER SEGMENTS](#)

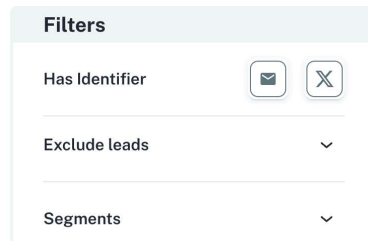
LinkedIn Audience filters



Company and Off-chain filter to make precise subsegments

General Filters:

1. Has Identifier:

- Email:** Helps filter leads with business validated emails in the database
- Twitter:** Helps filter leads with Twitter accounts in the database
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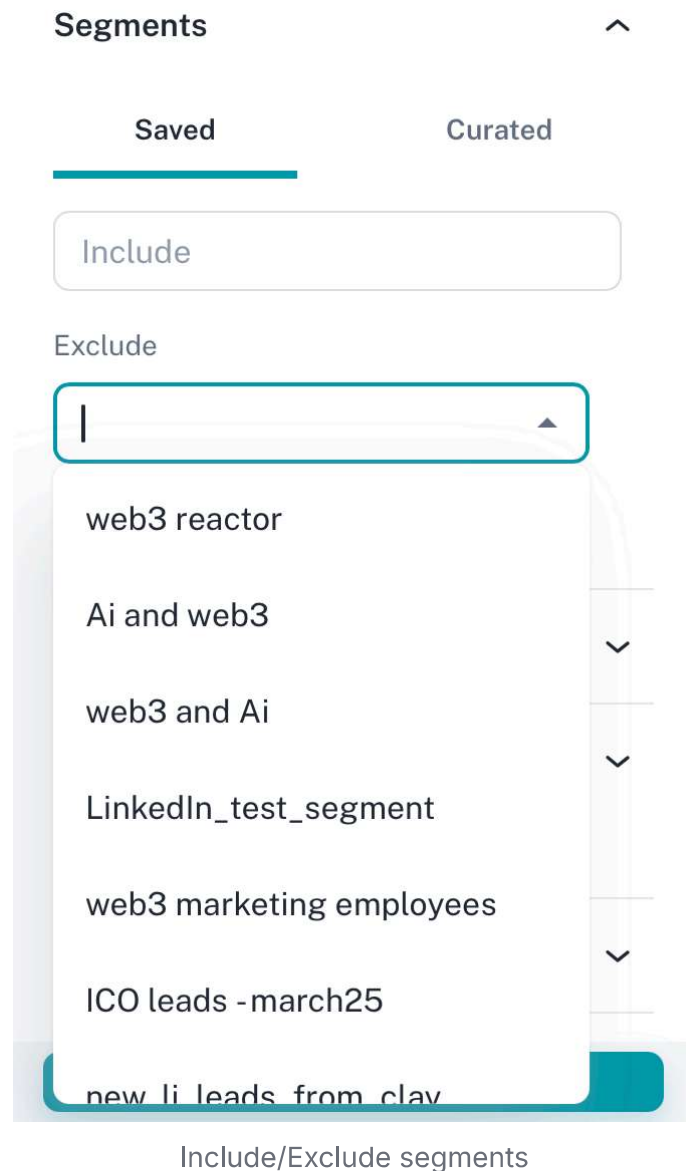


Filters	
Has Identifier	 
Exclude leads	▼
Segments	▼

LinkedIn general filters

2. Include and Exclude Segments

- Curated:** Choose a segment from the curated segments to exclude or include out of the lead list to be created from the LinkedIn Audience Builder
- Saved:** Choose a segment from the saved segments to exclude or include out of the lead list to be created from the LinkedIn Audience Builder
-



3. Exclude leads:

- a. **Exclude previously saved leads:** Removes the leads from the segment which you saved earlier

a.

Exclude leads

☐ Exclude previously saved leads

Exclude Leads

Personal Filters:

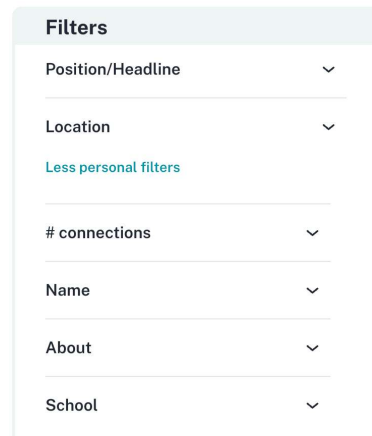
Personal identifiers that could be related to an individual or an account.

Identifiers

1. **Position/Headline:** The current/past employment status or position held by the user or account. Filtering by this will help identify leads based on their role in the organization.
2. **Location based:** The geographical location associated with the user or account.
3. **No. of connection:** Total number of linkedin connection associated with the account
4. **Username:** Name used by the user to identify themselves.
 - a. **Full name:** User's name on LinkedIn
 - b. **Username:** User's LinkedIn handle - ([linkedin.com/in/](https://www.linkedin.com/in/<username>) ><username>)
5. **About/Summary:** A brief overview of professional bio that talks about an individual's background, skills, and experiences. Enter phrases or keywords to filter by this attribute.
6. **School/Educations:** A record of schools and institutions attended. Enter school names to filter based on their academic experience.

Advanced Filter operations

1. **Include:** This allows you to include a set of phrases/keywords
2. **Exclude:** This allows you to exclude a set of phrases/keywords
3. **Min:** Checks if the chosen measure is more than a specified value.
4. **Max:** Checks if the chosen measure is less than a specified value.



LinkedIn personal Filters

Company Filters:

Company or organization identifiers that could be related to an individuals linkedIn's profile

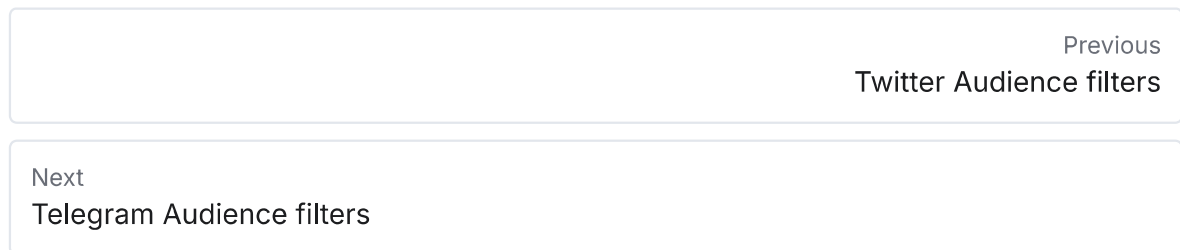
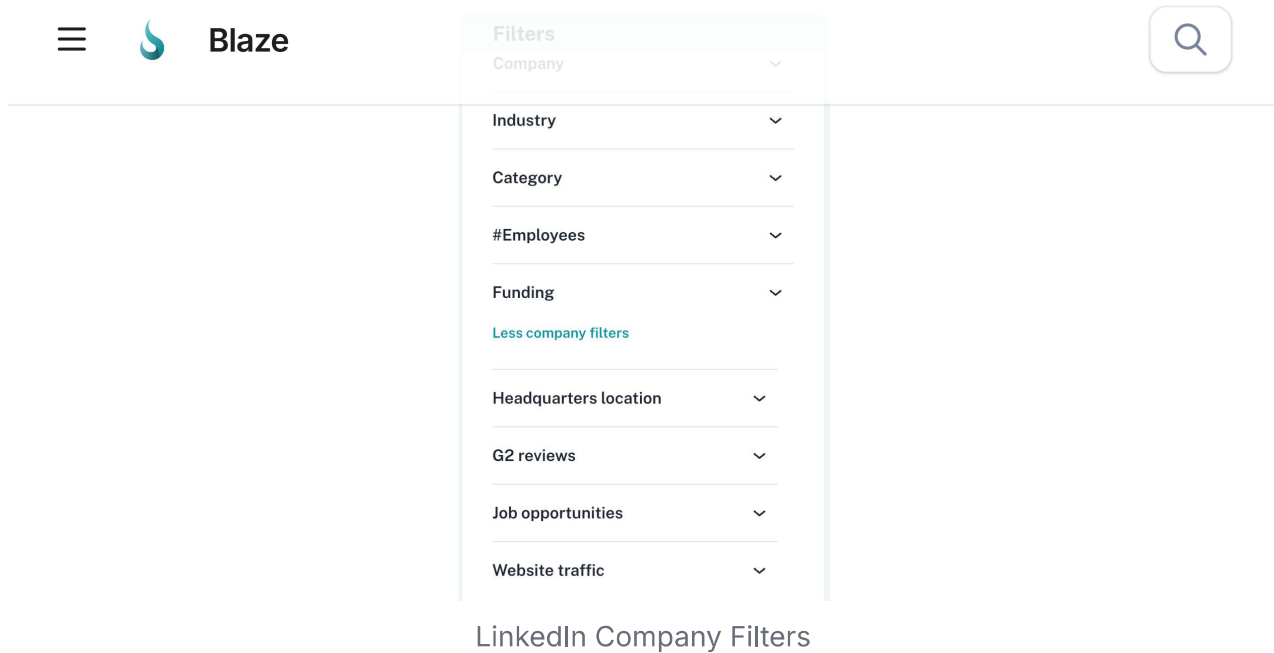
Identifiers

1. **Company:** Enter keywords with organization/firm/company names
 - a. **Current Company:** Latest company where the leads is working
 - b. **Past Company:** Old company where the lead used to work
 - c. **Company Description:** Search company by using Keywords from description
2. **Industry:** The industry associated with the company where the lead is employed
3. **Category:** The business category of the company where the lead is employed
4. **No. of Employees:** Indicates the number of employees within a company
5. **Funding:** The funding status associated with the company

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Last updated 1 month ago

Was this helpful?

