



LinkedIn Business Manager:

Managing People and Permissions

Business Manager makes it easy to ensure the right people have access to the right Ad Accounts and Pages:



Keep work and personal activities separate with work-email based Business Manager Profile's to access Business Manager, Ad Accounts, and Pages.



Audit who has access to your organization's Ad Accounts and Pages.



Give new team members immediate access to Ad Accounts and Pages, or remove people from all your Ad Accounts and Pages in a single click.

Business Manager uses a two-tiered permission model that allows people to get the precise access they need across Business Manager, Ad Accounts, and Pages.

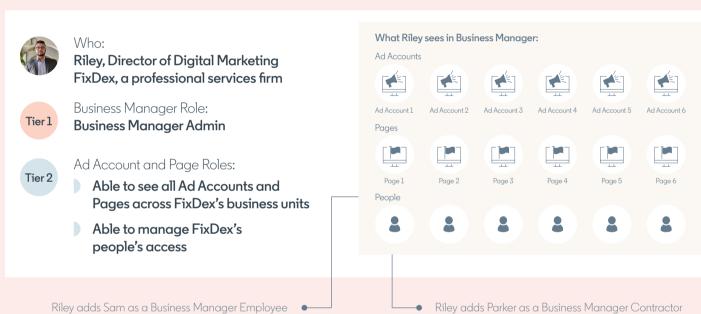


People have a specific Business Manager role that governs what they can see and do in Business Manager.



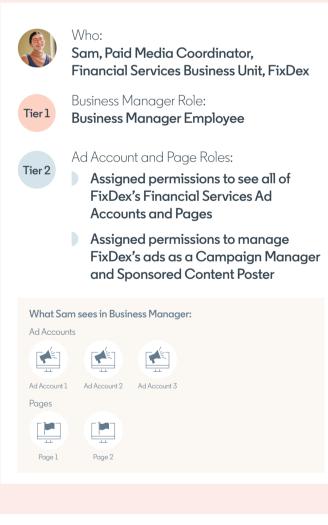
They are further assigned access to specific Ad Accounts and Pages to do their job.

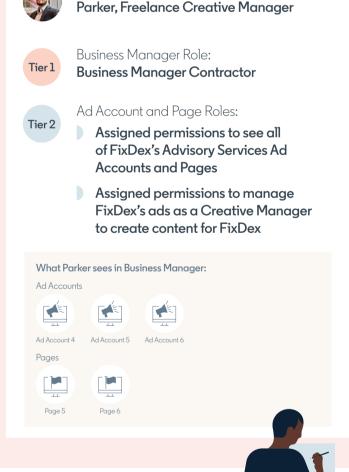
When people log into Business Manager, they will see a combination of their Business Manager, Campaign Manager Ad Accounts, and LinkedIn Pages roles. For example:



Thirty dads sum as a bosiness manager Employer

Thirty adds trainer as a bosiness triainager contracte





People and Permissic	ons: Quic	k View					
Tier 1: Business Manager Role	Admin Controls Business Manager and everything added to it		limite and F	loyee riew-only acce d to the Ad Ac Pages they hav ned to	counts	Contractor Similar to Employee but can be used for people who don't work at your organization	
Add People, Ad Accounts and Pages							
Add and Remove Partners							
Share and un-share Matched Audiences							
View Ad Accounts and Pages			Only	if assigned		Only if assigne	ed
Tier 2:	Ad Accounts						
Ad Account and Page Roles	Billing Admin	_		Campaign Manager		Creative Viewer Manager	
Change billing details							
Full control of an Ad Account							
Create and edit campaigns							
Create and edit creatives							
View campaign data							
Tier 2:	Pages						
Ad Account and Page Roles	Page Admin	Content Admin	Curator	Analyst	Sponsored Content Poster	Lead Ge Form Manage	Page
Full control of a Page							
Create and manage Page content							
View content suggestions & analytics							

Create recommended content

Create Sponsored Content ads

Lead Gen Form campaigns

Create and edit landing pages

View Page analytics

Download leads from