



LinkedIn Business Manager: Understanding Account and Page Ownership

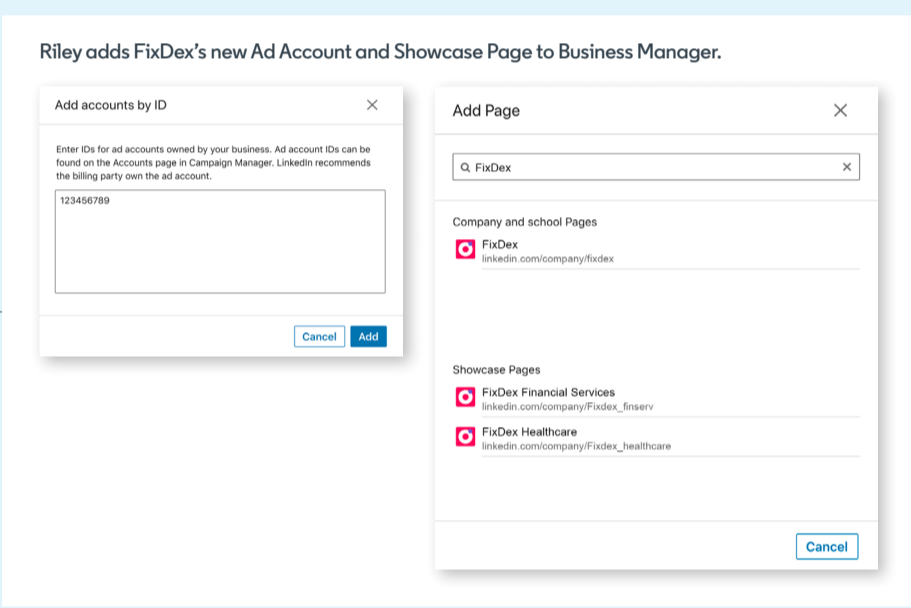
Business Manager enables you to safely and efficiently centralize ownership of your LinkedIn Ad Accounts and Pages. Use it to:

- Track all of your organization's Ad Accounts and Pages.
- Ensure your organization continues to have access to your Ad Accounts and Pages when your employees move on to other companies.
- Connect your Business Manager with another organization's, like your clients or agencies, to share access to your Ad Accounts and Pages while retaining full ownership.

Here's how it works

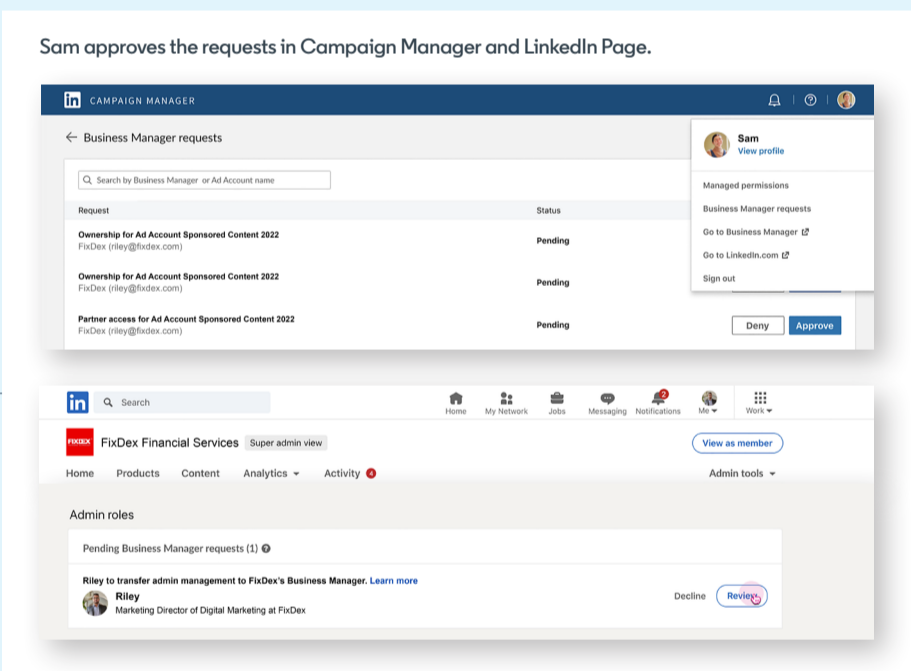
FixDex, a professional services firm that regularly advertises on LinkedIn, has created a new Ad Account and Showcase Page in preparation for the launch of a new business unit..

Who: Riley, Director of Digital Marketing, FixDex
Business Manager Role: Business Manager Admin



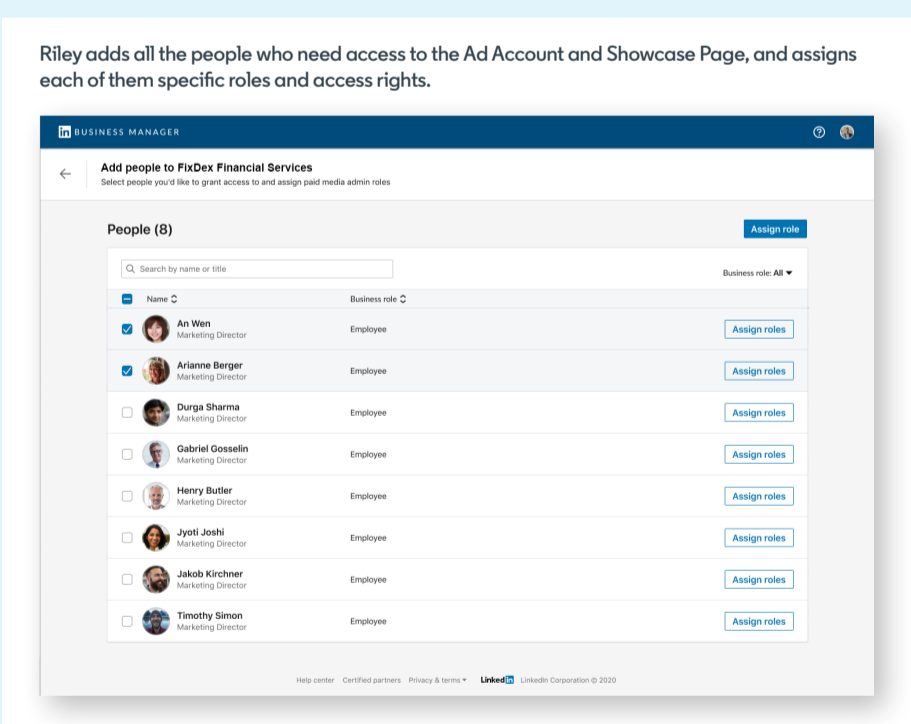
This triggers a notification to Sam, who created the Ad Account and Showcase Page

Who: Sam, Paid Media Coordinator, Financial Services Business Unit, FixDex
Ad Account Role: Account Manager
Page Role: Super Admin



Once approved, Riley sees the Ad Account and Showcase Page in Business Manager.

Who: Riley, Director of Digital Marketing, FixDex
Business Manager Role: Business Manager Admin



Business Manager enables organizations to have different levels of access to Ad Accounts and Pages to fit their needs:

- Business Managers can own Ad Accounts and Pages
- Business Managers can receive access to Ad Accounts and Pages owned by other organizations

	1 Business Manager Owns the Ad Account or Page	2 Business Manager is Shared Access to the Ad Account or Page
Examples of when to use	You're a brand running advertising campaigns for your business	You're an agency and need access to your clients' Ad Accounts or Pages
Managing Access	Can manage full access to the Ad Account or Page	Can only manage access at the roles specified by the owner
Sharing Permissions	Can share or remove access with other Business Managers	Cannot reshare with other Business Managers

Tip

All APIs will continue to work as they did before Business Manager. It's recommended that you add the person who originally set up your integration to your Business Manager account.