



LinkedIn Business Manager: Understanding Business Manager Partnerships

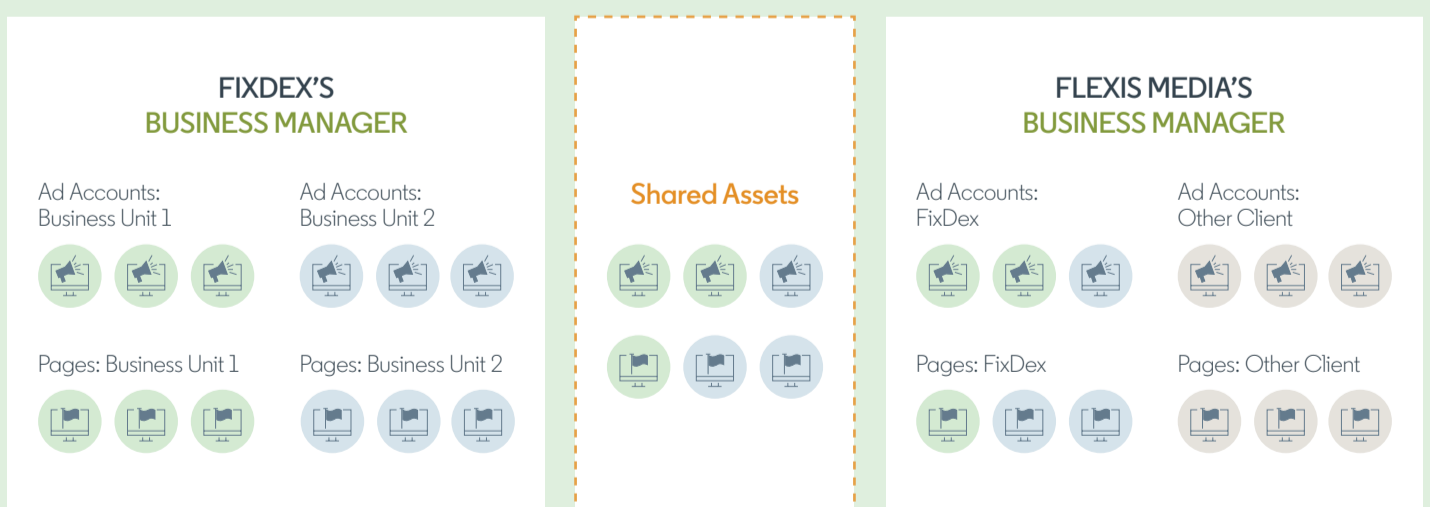
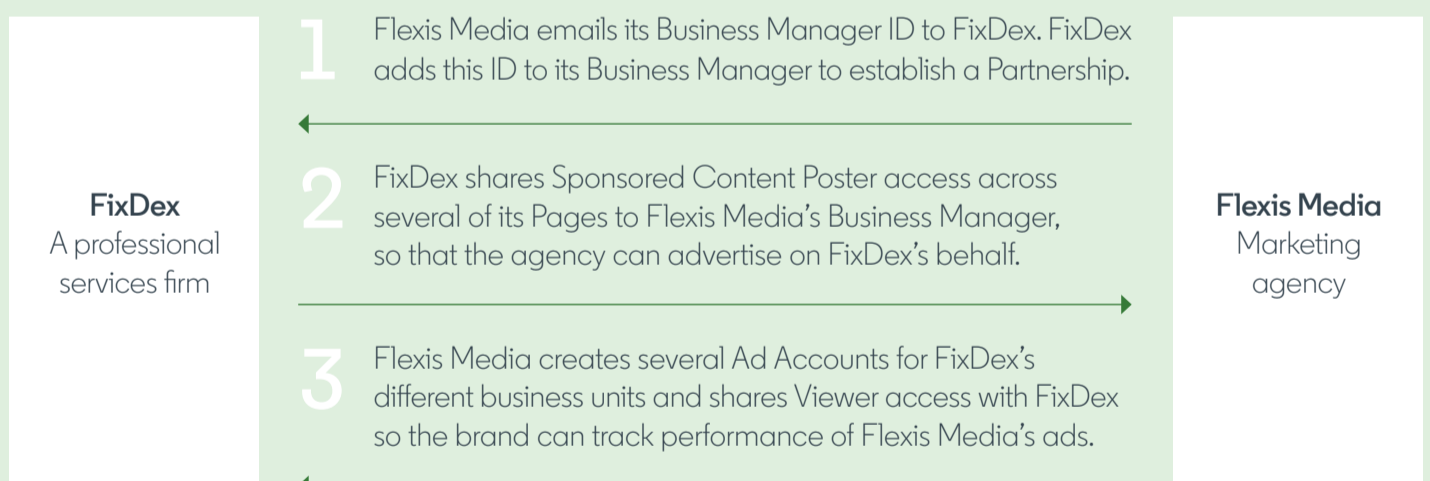
Business Manager Partnerships are a secure and efficient way for multiple organizations to work together on the same Ad Accounts and Pages. Partnerships allow a Business Manager account to share access to the Ad Accounts and Pages it owns with another organization's Business Manager account.

Use Business Manager Partnerships to:

- Have visibility into the organizations you work with**, who they are, and what they have access to.
- Save time managing access** as each organization manages its own people's access. For example, after a company shares its Pages with its agency's Business Manager, the agency can update its people's access when its account team changes or when someone new starts.
- Enhance security.** You can remove an entire organization's access to your Ad Accounts and Pages. For example, if a company stops working with an agency, the agency's Business Manager can be removed and all their employees will immediately lose access to the company's Ad Accounts and Pages.

How it works

FixDex onboards a new agency, Flexis Media:



Tips

- Your Partners can only see and access the specific Ad Accounts and Pages you share with them.
- Your Partners cannot share your Ad Accounts and Pages with other Business Managers.
- With confirmation from both Business Managers, LinkedIn Support can facilitate the transferring of ownership from one Business Manager to another if needed.