



LinkedIn Integration Guide

INTRODUCTION

Overview

Marin’s LinkedIn Integration allows marketers to connect their LinkedIn Ad Campaigns to Marin, analyze and optimize them alongside their other channels. All LinkedIn ad types are supported.

Integration Prerequisites

- The client must already be running LinkedIn Ad Campaigns.
- All LinkedIn Ad Campaigns (Campaign Groups, Campaigns, Creatives) with cost metrics and publisher conversion types will be pulled on a daily basis.

Note: LinkedIn has a slightly different account structure than Marin, the following mapping indicates the mapping between the two.

LinkedIn Object	Marin Tab
Campaign Group	Campaign
Campaign	Adgroup
Creative	Creative







- Bids for LinkedIn are set at the campaign-level. Marin will control bids for LinkedIn Campaigns (mapped to Marin Groups) that are in folders set to Traffic

LINKING ACCOUNTS

Authorization

In MarinOne, you can simply follow the steps in our Linking Wizard to connect your LinkedIn Ad account(s)

Publisher Account Management x

Select Publisher	Add Publisher Account
<ul style="list-style-type: none"> Google ➤ Microsoft Advertising ➤ Amazon ➤ LinkedIn ➤ Other ➤	<p>Marin Software offers a complete digital marketing management platform, incorporating the workflow, analytics, and optimization solutions necessary for marketers to save time, make smarter decisions, and improve financial results.</p> <p>Select a publisher, link in your account, and begin winning the battle for revenue online.</p> <div style="text-align: center;"><p>21 Linked Accounts</p></div>

Add Publisher Account Finish

BIDDING SETUP

Bidding Model

Marin recommends to optimize towards an external conversion event such as a Lead on the client's website or Offline Revenue values from the client's CRM (Marin 3rd and 1st party tracking capabilities) and leverage Marin + LinkedIn eCPC

Compatibility

Max Cost Bidding (Manual Bidding)	Enhanced CPC Bid (Manual bidding with high-value clicks adjustment)
Advertisers set their max bid, and cost will not exceed that value; bid is not optimized	Bid on cost-per-click basis, for those members who are most likely to convert
CPC, CPM, CPV, CPS	CPC
Maximum bid control	Optimize your bid for conversions and leads
<ul style="list-style-type: none"> - CPC: All objectives (except brand awareness) - CPM: All objectives - CPV: Video views 	<ul style="list-style-type: none"> - Website visits - Engagement - Lead generation - Website conversions

How it works

