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Marketing Solutions

Implementation Guide

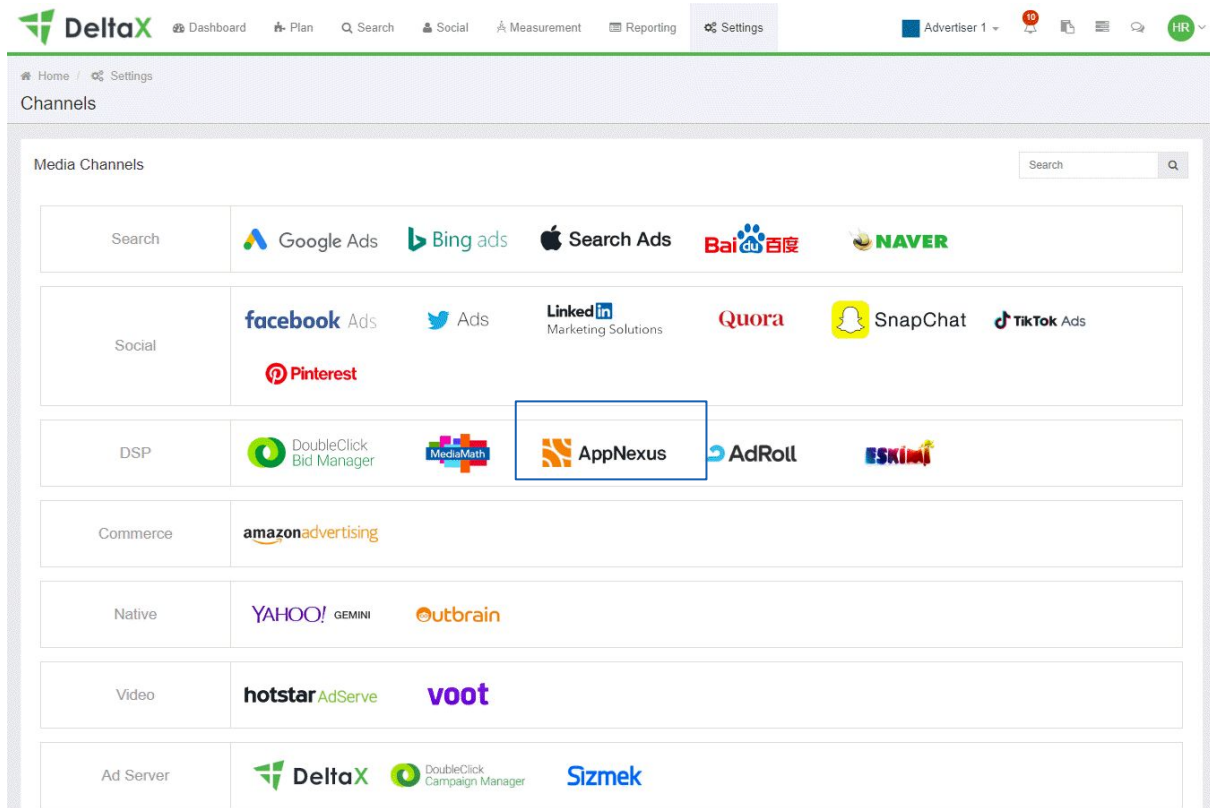
Version v1.1

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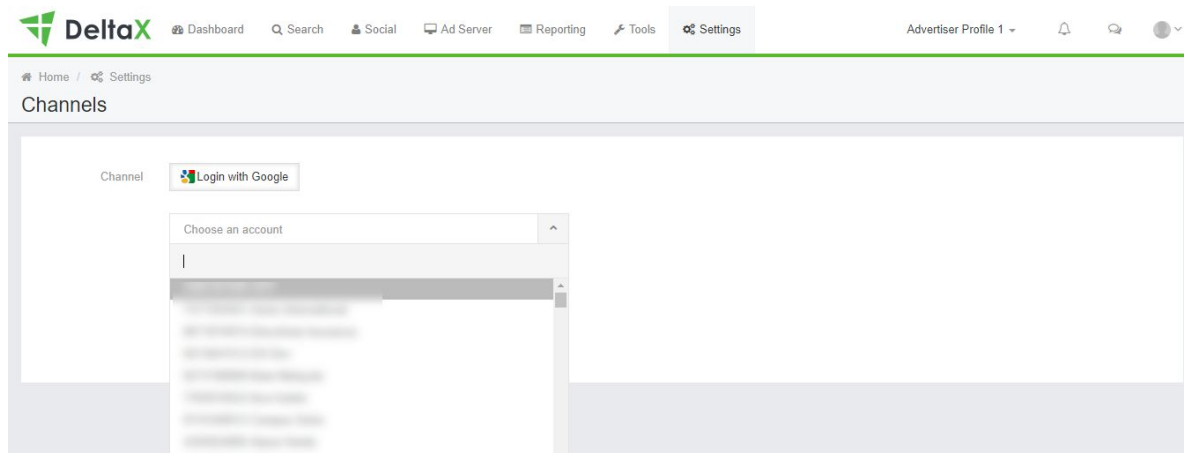
- 1. How to link Ad Account**
- 2. Generate Standard Reports**
- 3. Generate Custom Reports**

1. How to link Ad Account

Mouse over Settings and go to the Channels Page > Link Another Channel



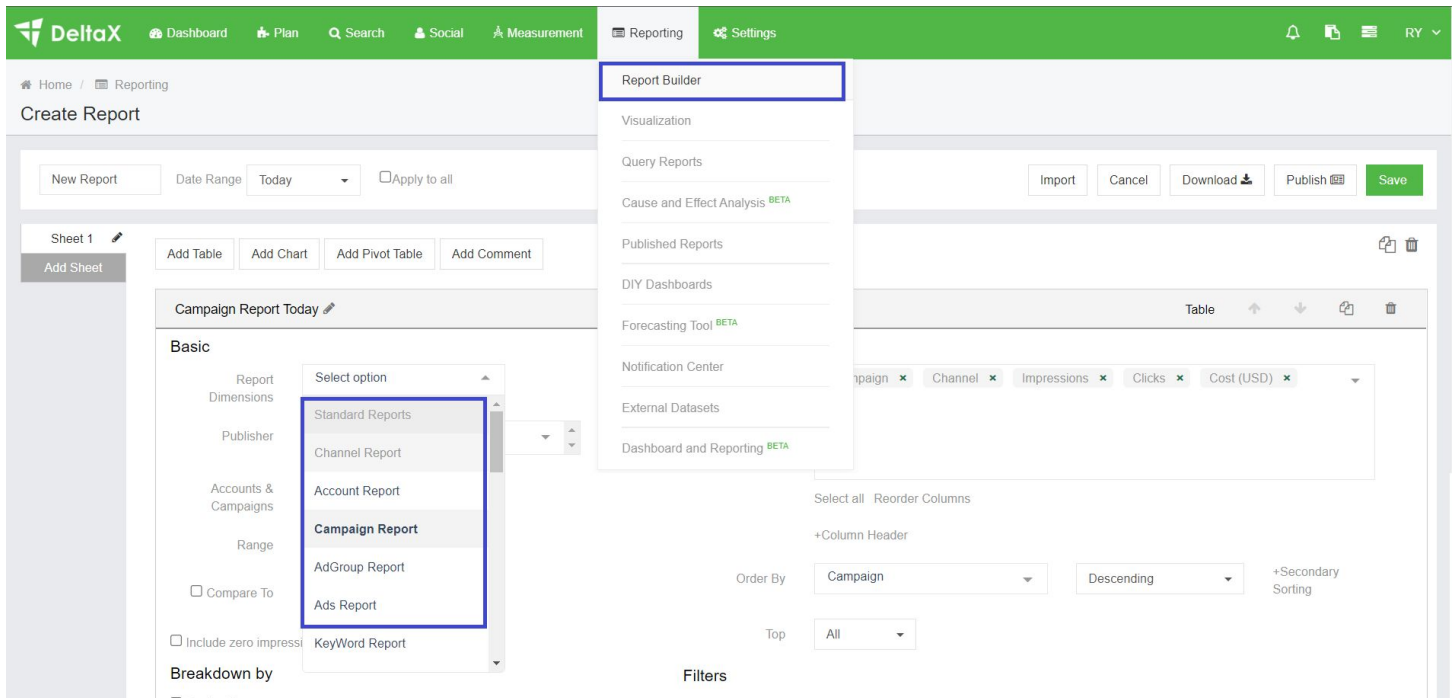
Log in with your credentials. A list of accounts that your email has access to will appear in the form of a list. Please select the desired account and proceed to link



Note: Only one account can be linked at a time. In case you intend to link multiple accounts, please follow the same process for each account.

2. Generate Standard Reports

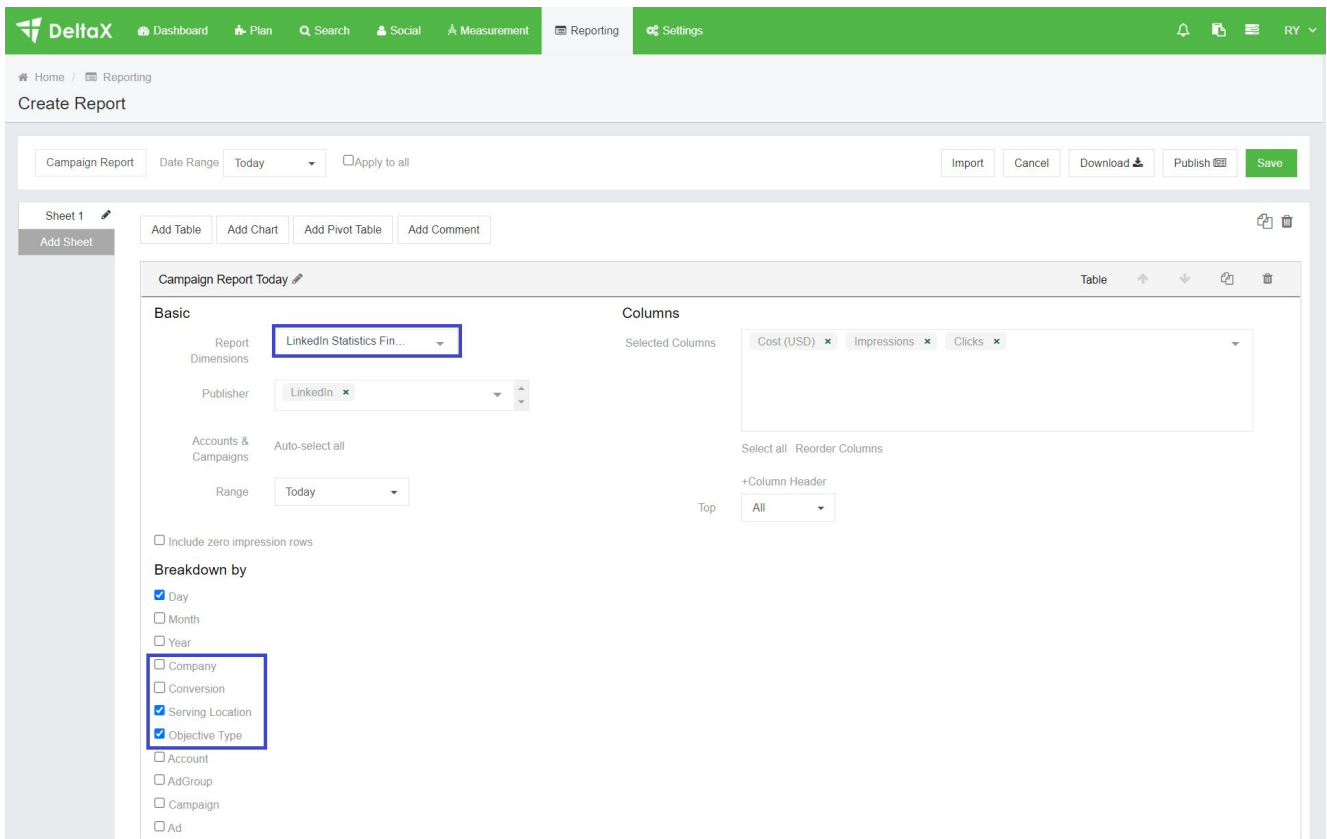
Head to Reporting > Report Builder > Design New Report



1. Generate and save standard reports as templates across different breakdowns:
 - Campaign Groups
 - AdGroup
 - Ads
2. Add the required metrics and breakdowns
3. Order the report basis primary and secondary dimensions
4. Breakdown the report by:
 - Day
 - Day of the week
 - Week
 - Month
 - Quarter
 - Year
5. Easily schedule reports also on the fly once the reports are saved.

3. Generate Custom Reports

Head to Reporting > Report Builder > Design New Report > LinkedIn Statistics Finder



Create reports with LinkedIn specific breakdowns:



Industry



Company & Job Title



Serving Location



Objective Type

If you are looking for further details and have a specific use, feel free to reach out to your DeltaX partner or write an email to partner@deltax.com / ace@deltax.com with a brief of the requests and requirements and our team will help you achieve the same.