ActionIQ

Integration Guide

LinkedIn

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Overview

LinkedIn is the world's largest professional network. Marketers can upload custom audience lists into LinkedIn in order to more accurately target recipients of a specific LinkedIn advertising campaign. LinkedIn attempts to match the uploaded audience list against their user community based on a number of traits, such as email, advertising ID, or name.

ActionIQ supports two different integrations with LinkedIn: **matched audiences** and **Conversion API**. These two integrations are described below in more detail.
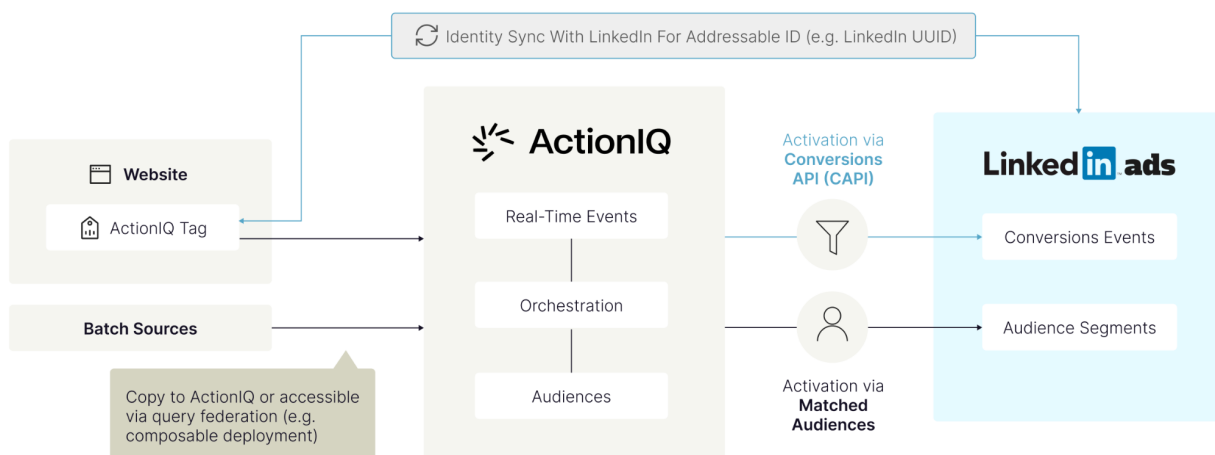
Integration: Matched Audiences

The primary use case for the LinkedIn matched audience integration is to build Audiences in ActionIQ using the platform's segmentation tools, then export those segments to LinkedIn for ad campaign targeting and suppression. The integration supports the following segment types:

- Business-to-consumer marketing to individual platform **users**
- Business-to-business marketing to **companies**

Please note that you can't export a single Audience with both user and company information. These two audience types must be exported in different Activations with different required Attributes.

Key Facts

- **Category**: Advertising
  - **Sub-category**: Ad Tech, Identity, and Data Vendors
- **Method of Data Transfer**: API
- **Integration Pattern**: Segments with Contextual Attributes
- **Update method**: Deltas
- **Support for Triggers**: No

Setup

Prerequisites

To use ActionIQ's LinkedIn integration, you must have:

- A LinkedIn Company page

Requirements

To configure your LinkedIn integration, please provide the following information to your Professional Services team:

- LinkedIn Ad Account ID(s)
- The user who will authenticate with LinkedIn to give ActionIQ access to the desired Ad Account(s)

As noted above, the ActionIQ integration supports the Activation of **users** or **companies**. The requirements for these different integrations are described below.

In order to identify a LinkedIn **user**, the Activation must include the following Attribute:

- Hashed email address (export header: **sha256_email**)

Additional, optional Attributes in the Activation include:

- First name (export header: **firstName**)
- Last name (export header: **lastName**)
- Country (export header: **country**)

In order to identify a LinkedIn **company**, the Activation can include at least one of the following values, but can use as many of them as you have available:

- Company Name
- Organization URN
- Company Website Domain
- Company Email Domain
- Company Page URL

If you're targeting companies, please work with your Professional Services Representative on defining an Attribute with the above company information.

Additional supported company information is available in LinkedIn's documentation.

Usage

The ActionIQ Matched Audience Integration allows advertisers to create and dynamically send Audiences from the ActionIQ platform into the LinkedIn Campaign Management Tool (CMT) for targeting.

Please note that you can't export a single Audience with both user and company information. These two audience types must be exported in different Activations with different required Attributes.

To use the integration with LinkedIn, ActionIQ must ingest your list of users and / or companies, along with any other information that you require for Audience creation and Activation. For example, you may want to create an Audience based on purchase history, actions taken on your website, or the customers' demographic profile.

Once the data is ingested and loaded into the platform, you can then create an Audience to select users or companies based on the desired business rules or conditions. Please see Audiences Overview for more information on creating Audiences.

After building the Audience, you must Activate it, which exports the selected records to the LinkedIn platform. The Activation can be executed by: a one-off or a recurring scheduled Audience Activation; a larger, coordinated Campaign; or an Activation Step within a Journey.

When the Audience is Activated, ActionIQ uses an API request to manage the users or companies included in a **DMP Segment**. ActionIQ can either add new records to the DMP Segment, or remove existing records.

For subsequent exports of the same Audience and export setting, the client can dynamically add / remove records from the DMP Segment based on the export-to-export delta.

Limitations

- After the initial processing, which could take up to 48 hours, any subsequent addition or removal of records happens in near real-time.

Integration: Conversion API

LinkedIn's Conversions API (CAPI) is designed to allow marketers to deliver personalized LinkedIn advertisements to customers who browsed the client's website. The integration between CAPI and ActionIQ enables marketers to use ActionIQ's Audience tools to target LinkedIn ads to specific customers who may or may not be "known" by the client.

This integration offers two different ways of ingesting the necessary information into ActionIQ.

The first way (described in more detail below) is to ingest **email addresses** or customer **first / last names** through ActionIQ's normal ingest methods.

The second way utilizes the **LinkedIn UUID**, and comprises two steps. The first step is to identify an individual as they are browsing a website. The most common deployment of this step is to use the ActionIQ Tag with [IdentityEdge](#) to call LinkedIn's Insight Tag. The intent of this query is to return the LinkedIn UUID of the individual visiting the website. The ActionIQ Conversion API integration with LinkedIn requires that you have this ID synchronization in place by means of the ActionIQ Tag, or some other mechanism.

In the second step (described in more detail below), the UUIDs collected by the Tag are ingested by ActionIQ and segmented using the platform's Audience creation tools.

Note: The UUIDs synchronization process described above is coming soon.

Key Facts

- **Category**: Advertising
  - **Sub-category**: Ad Tech, Identity, and Data Vendors
- **Method of Data Transfer**: API
- **Integration Pattern**: Profile Matching
- **Update method**: Snapshots
- **Support for Triggers**: Yes

Setup

Prerequisites

To use ActionIQ's LinkedIn integration, you must have:

- A LinkedIn Company Page
- The LinkedIn Insight Tag enabled on your website

Requirements

To configure your LinkedIn integration, please provide the following information to your Professional Services team:

- LinkedIn Ad Account ID(s)
- The user who will authenticate with LinkedIn to give ActionIQ access to the desired Ad Account(s)

The Activation to LinkedIn must include at least one of the following Attributes:

- **Hashed email address** (export header: **sha256_email**)
- **First name / Last name** (export headers: **firstName / lastName**)
- **LinkedIn UUID** (export header: **linkedin_first_party_ads_tracking_uuid**)

Additional, optional Attributes in the Activation include:

- **Country Code** (export header: **country**)
- **Company Name** (export header: **company**)
- **Job Title** (export header: **title**)
- **Event ID** (export header: **event_id**): This Attribute is used to deduplicate conversion events that are sent both to the Conversion API via ActionIQ, and also captured from

LinkedIn's Insight Tag. If two conversion events are loaded to the same conversion rule, and have the same Event ID, LinkedIn will keep only one of them.

Usage

If ingesting UUIDs, this section assumes that you have already synchronized the anonymous ID with LinkedIn and retrieved the UUID by means of IdentityEdge, or some other similar mechanism.

To use the integration with LinkedIn, ActionIQ must ingest your customer identifiers (email address, customer first name / last name, or UUID), along with any other information that you require for Audience creation.

Once the identifiers are ingested and loaded into the platform, you can then create an Audience to select customers based on the desired business rules or conditions. Please see Audiences Overview for more information on creating Audiences.

After building the Audience, you must Activate it, which uploads the selected records to LinkedIn's Conversion API. The Activation can be executed by: a one-off or a recurring scheduled Audience Activation; a larger, coordinated Campaign; or an Activation Step within a Journey.

The integration method also supports the use of Triggers to execute the Activation. To use Triggers, Event records are ingested into the platform's Streaming Ingest system. The Event is evaluated, and if valid, is then automatically Activated.

Once the export has been uploaded into the LinkedIn platform, LinkedIn attempts to match the identifiers in the Activation with their known users.

Each Activation acts as a conversion within LinkedIn (LinkedIn refers to these as "conversion rules"). Every customer in the Activation is considered a "conversion event." The integration associates an Activation with a conversion rule. When an Activation executes, the platform loads the conversion events into the conversion rule that has been associated with that Activation (see LinkedIn's documentation for more details).

Once these conversion events are loaded into LinkedIn, you can create segments off of them in order to target ads to LinkedIn users with specific conversions.

Note: The conversion event segmentation process described above is coming soon.

Limitations

The following features described above are not yet supported by this integration, but are coming soon:

- Create segments from conversion events within LinkedIn.
- Synchronize UUIDs with LinkedIn.