IAS LinkedIn O&O Viewability & IVT Measurement

Customer Guide

Product Overview

IAS and LinkedIn have joined forces to provide Viewability and Invalid Traffic Measurement for video ads on LinkedIn Owned & Operated (O&O) inventory. All reporting is available within the IAS Signal Platform.

Advertiser Benefits

- Independent, third party reporting for LinkedIn O&O post-bid inventory
- Global measurement for a holistic view of your LinkedIn campaign
- Cross-environment measurement across web and in-app on mobile, desktop and tablet

Product Snapshot

Environments:

- Web and in-app across Mobile, Desktop, Tablet
  - *To note, reporting will not be at the placement level*

Ad Formats:

- Video
- LinkedIn Ad type: Sponsored Video ads

Standards:

- MRC: Yes

Availability:

- Global

Getting Started

Important notes to keep in mind:

- You will need to create a new campaign and generate a new pixel for LinkedIn.
    - "LinkedIn - Partner Measurement" does not need to be the only media partner on a campaign
- There will only be one IAS pixel created for LinkedIn per campaign.
- The IAS campaign should be 1:1 with the LinkedIn campaign.
- Reporting will not be at the placement level.

LinkedIn IAS Tag Setup within CM:

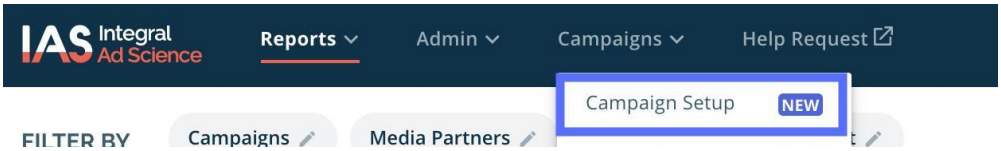
To set up IAS within LinkedIn please use this third-party viewability set-up flow. Overview video linked here.

Getting Started, Beta & GA

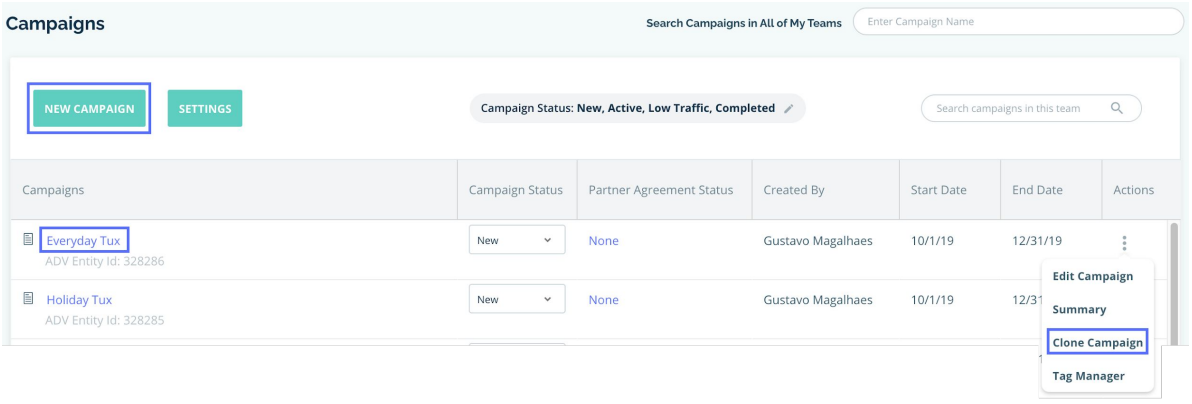
Using IAS' self service tools, you can set up your own LinkedIn campaigns or you can add "LinkedIn - Partner Measurement" to an existing campaign. You can then download the pixel for LinkedIn; the pixel will auto-generate in IAS' self-service Tag Manager (steps below).

IAS Self-Service Setup within Integral Platform:

1. From the top menu of the Integral Platform, click Campaigns, then Campaign Setup:

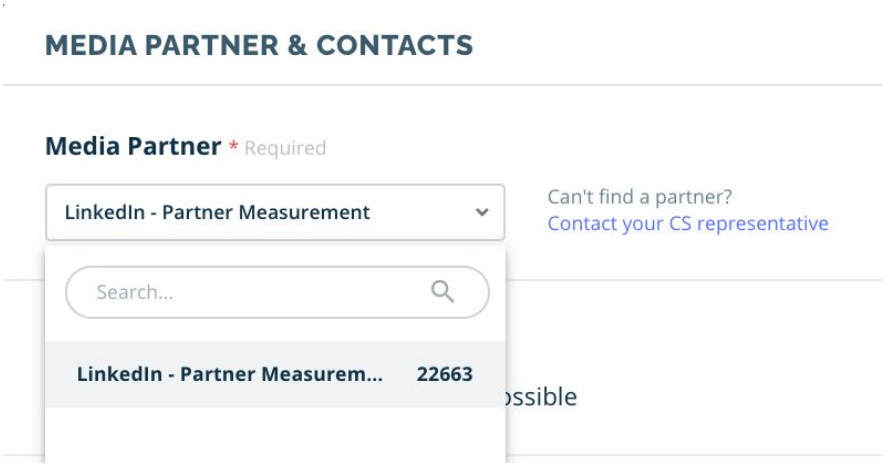


2. To create a new campaign, click on the NEW CAMPAIGN button or click on the drop down to the right of any campaign and select Clone Campaign. To update an existing campaign, search for and click on the applicable campaign name.

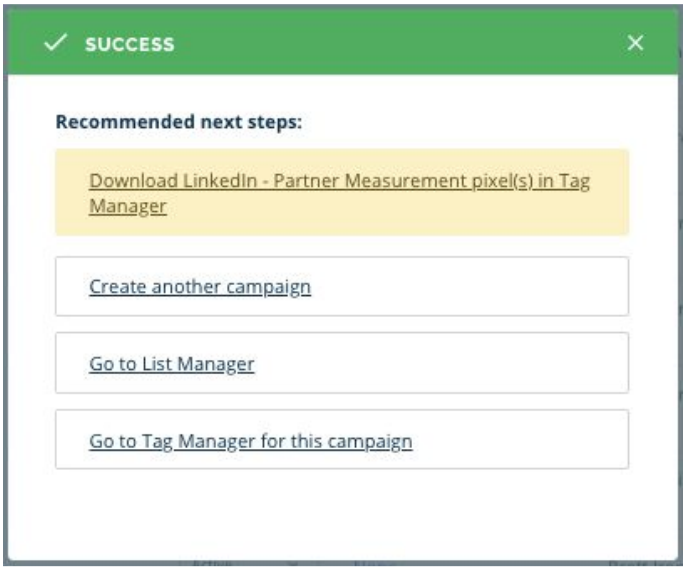


Getting Started, cont.

3. Once you are in the campaign, scroll down to the MEDIA PARTNERS section.
4. Click **ADD MEDIA PARTNER**. Search for, then select “LinkedIn - Partner Measurement” in the search bar. Click **ADD** this media partner.

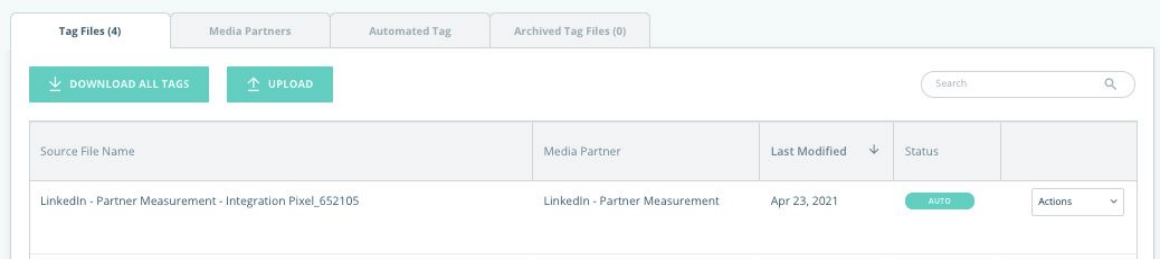


5. Then from the bottom right corner of your screen, click **SAVE** to finish the setup.
6. When you add the media partner “LinkedIn - Partner Measurement” to a campaign and save the campaign, a pop up will appear:



Getting Started, cont.

7. You can select the "Download...pixels in Tag Manager" option. Then you will be brought to the Tag Manager, where an auto-generated pixel will be available for you to download and send to LinkedIn, as shown below:



8. Once your pixel is implemented in LinkedIn's platform, you will begin to see reporting in the Signal UI within 24-48 hours.

FAQs

Q. Are there campaign length/impression count restrictions?
No limitations on campaign spend or impression volume.
Q. How does the LinkedIn and IAS integration work?
LinkedIn and IAS have partnered to develop a custom server-to-server solution to detect Viewability and Invalid Traffic. We collect the impression-level data via our integration and process the data using our technology to provide advertisers with reporting on their campaigns.
Q. Where can I access my IAS reporting?
Reporting is available through your IAS dashboard.
Q. Why might my viewability metrics be lower than my open web viewability?
Due to the nature of the feed environment and user behavior on proprietary platforms, you may experience lower viewability metrics. The way consumers engage with social/platform content, typically scrolling through a feed, is different from how they engage with standard open web ads.
Q. Why am I seeing some impression discrepancies between IAS and LinkedIn?
As with all server-to-server integrations, there is a chance for impression discrepancies due to the process of exchanging data. For example, if there is a delay or gap in the data (e.g., impressions) sent to IAS from LinkedIn, there is a chance for data discrepancies.