

# Introduction to LinkedIn Marketing APIs

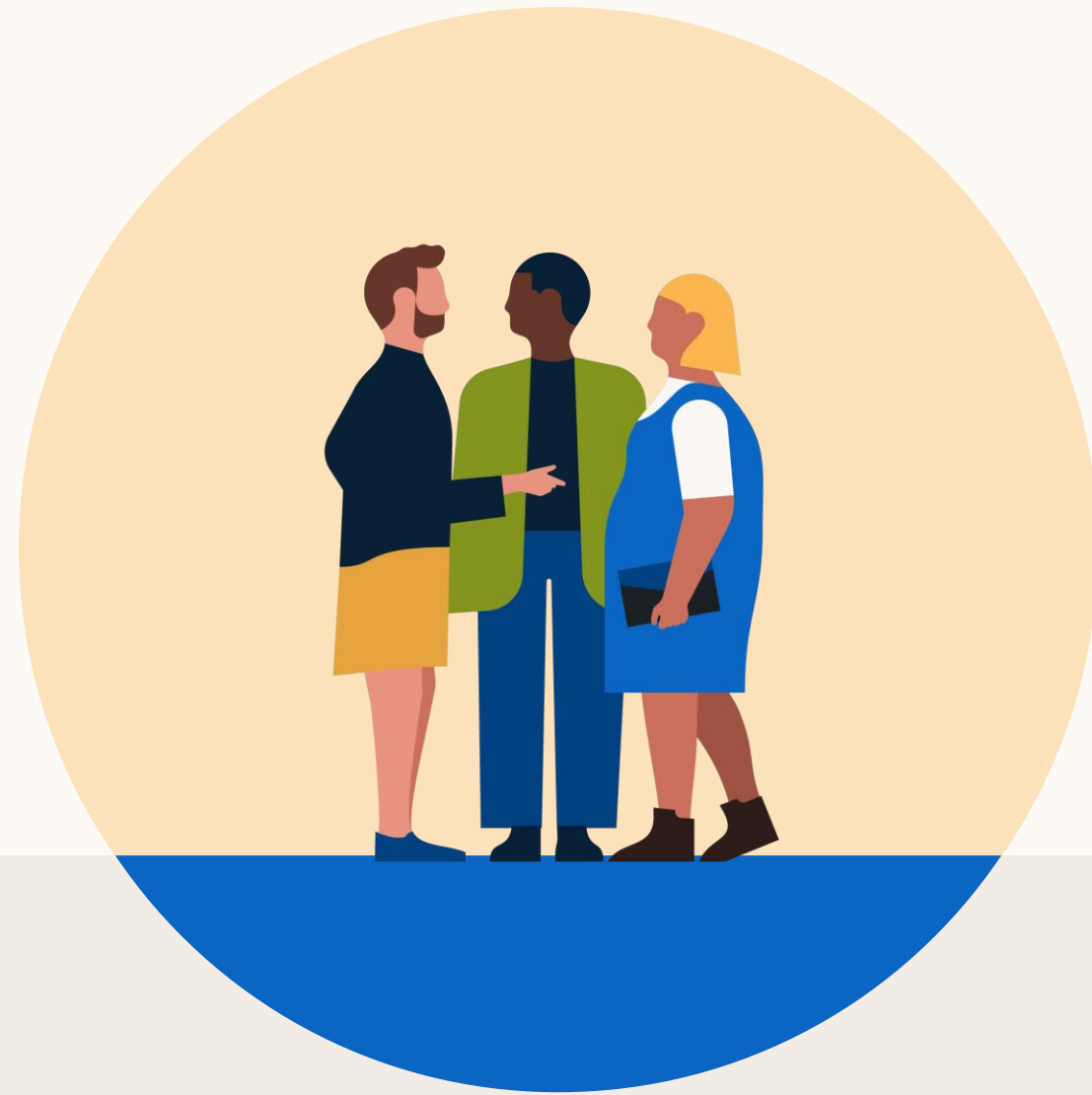
Build technology to grow B2B  
communities and businesses





# LinkedIn Marketing Solutions

Do business where business gets done



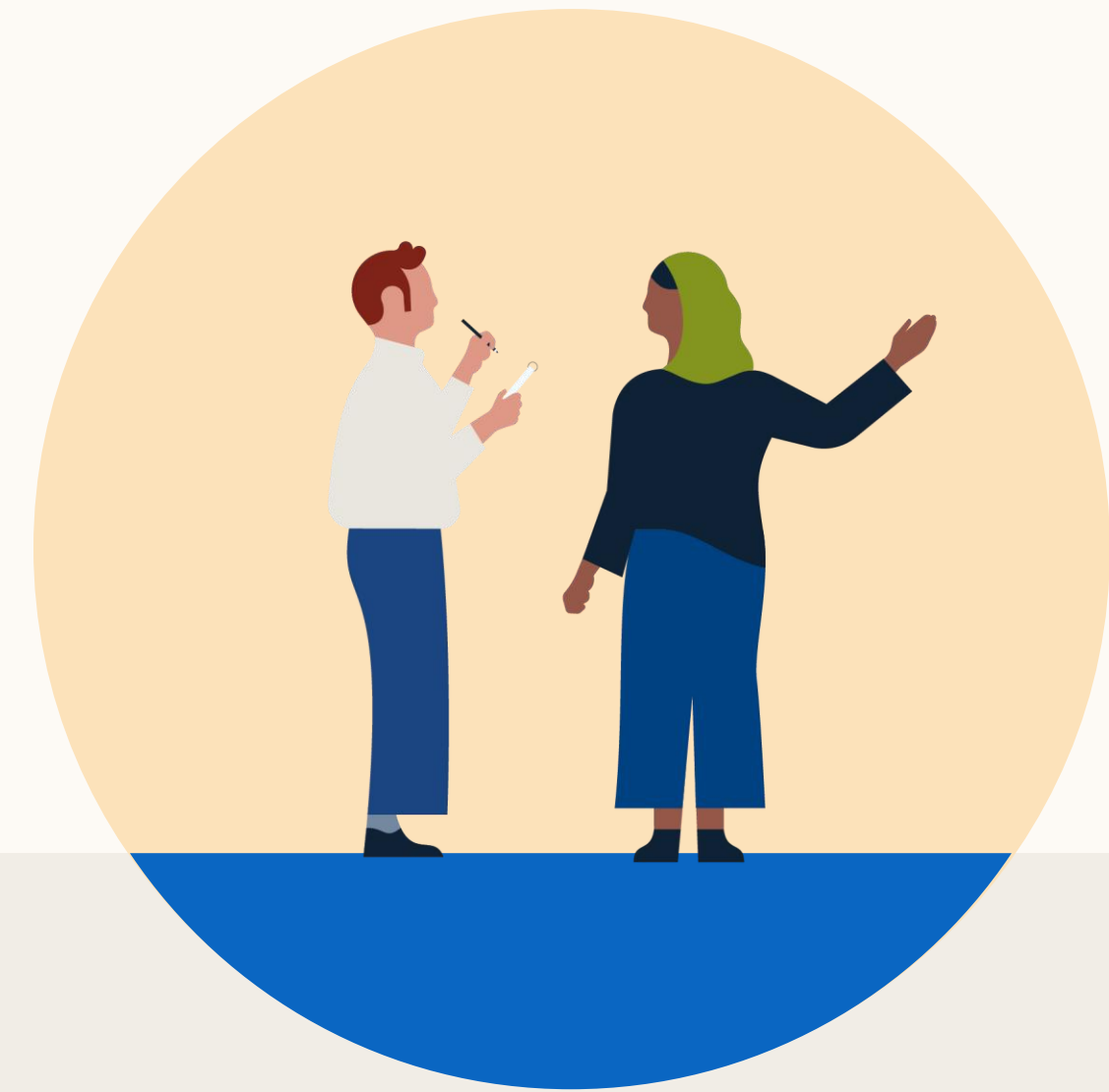
Connect with  
**professional audiences**

**78%** B2B marketers rate  
LinkedIn the most effective  
social media platform<sup>1</sup>



Drive meaningful  
**engagement**

**2X** Higher engagement using  
Sponsored Messaging  
compared to traditional email <sup>1</sup>



In **environments**  
that yields results

**2X** Higher conversion rate<sup>2</sup>

1: LinkedIn internal data

2: Compared to Google Search. [Hubspot global customer analysis](#)

# Why build with LinkedIn Marketing APIs?

Grow your business by building innovative products for B2B marketers



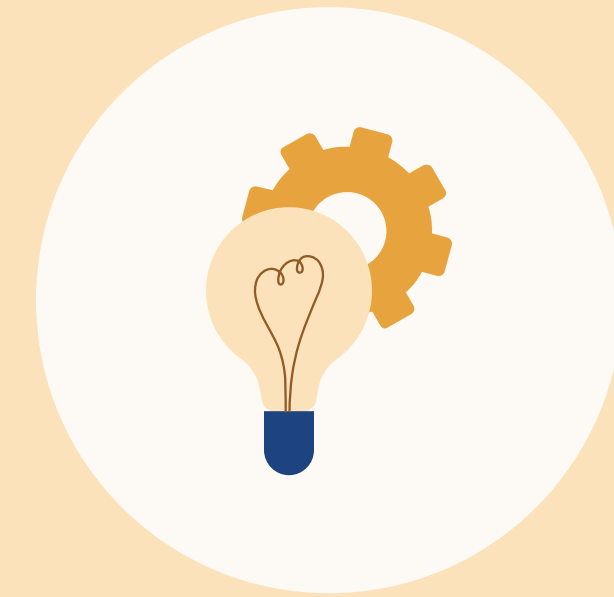
## Build better technology

Develop innovative solutions and gain a competitive advantage



## Drive better results

Deliver deeper insights and measurement at scale



## Customize solutions

Provide solutions catered to a client and business needs

# Tips to get started

## Know what you have access to

### Know if your access fits your needs

The Advertising API and the Community Management API each have two access tiers with different criteria for approval. All applications start with Development tier. You will have to apply separately for Standard tier. Learn how to upgrade your access [here](#).

### Check your permissions

Our platform uses [permissions](#) which provide transparent access control for our members and their data. Your application must have the appropriate permissions before it can access data. Make sure you have the right permissions for your application through the developer portal.

### Understand access roles for Pages and ad accounts

Know which [roles](#) can manage a LinkedIn Page and ad account.

## Don't forget to...

### Get an access token

Generate an access tokens to make API calls on behalf of authenticated members. Use [refresh tokens](#) to get new access tokens without interrupting your customers.

### Become familiar with error codes

LinkedIn provides [standard HTTP status codes](#) and clear and concise messages to help you easily troubleshoot and provide a better customer experience.

### Review our policies

Ensure you adhere to the [data storage requirements](#) & [MDP terms](#). Make sure to review the [breaking change](#) policy.



# Resources to help build your integration

## Keeping you informed

- Monthly API update email\*
- [Developer news site & blog](#)
- [Recent change & migrations](#) page
- Product roadmap annual preview
- Eligible to attend LinkedIn annual partner events

## Supporting your integration

- Get help from a support specialist by submitting a [Zendesk](#) ticket
- [API product endpoint catalog](#)
- [Test ad account](#)
- [API status & incidents page](#)
- [Usage insights on your app](#)
- [Token generator tool](#)
- [Token inspector](#)
- [Sample application](#)

\* The email is sent to your primary email associated with your LinkedIn profile. To ensure your colleagues receive the monthly email, make sure to add them as a team member under My Apps in the developer portal.







# Discover what's possible with LinkedIn Marketing APIs

- Advertising API
- Community Management API

Scale and optimize  
advertising on  
LinkedIn to promote a  
business



### Campaign Management

Enable ads creation and  
management at scale



### Reporting

Build holistic view of marketing  
performance



### Lead Sync

Automate lead delivery



### Audiences\*

Enhance LinkedIn  
targeting



### Offline Conversions\*

Track conversion events

\*These APIs are private and require additional approval. Please submit your request through Zendesk.



# Campaign Management

Enable ads creation and management at scale

## Create & manage

Create LinkedIn campaigns across ad formats and reach audiences using LinkedIn targeting facets.

Apply an insight or 3rd-party tag to track conversions.

Activate and optimize campaigns seamlessly across LinkedIn and other channels.

## Scale easily

Seamlessly create multiple ads and bulk manage creatives, audiences and bids.

Duplicate campaigns and creatives between different ad accounts.

Convert organic posts to Sponsored Content campaigns.

## Optimize & automate

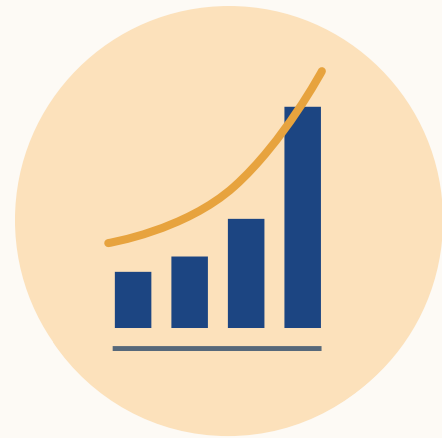
Automatically adjust campaigns based on a set of rules and improve performance.

Sequence and schedule campaigns to deliver ads in a specific order or only on a certain day.

Rotate creatives to serve those that resonate best with your audience.

Provide automated recommendations to improve ROI





# Reporting

Build a holistic view of marketing performance

## Setup campaign reporting

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Track key performance metrics by ad format or by demographic.

View the full impact of LinkedIn campaign performance against leads, conversions, or revenue.

## Better insights with custom dashboards

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Analyze multiple campaigns and compare organic and paid campaigns together.

Create custom metrics based on business needs.

## View reports & data where you want

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Schedule recurring reports delivered directly to an inbox.

Easily export LinkedIn campaign data to your data warehouse or another platform.





# Lead Sync

Automate lead delivery

## Effortlessly manage & retarget leads

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Sync leads directly to your marketing automation or CRM system.

Automatically funnel leads into a marketing nurture flow.

Connect leads with sales data to understand if a lead translated to a purchase.







# Audiences\*

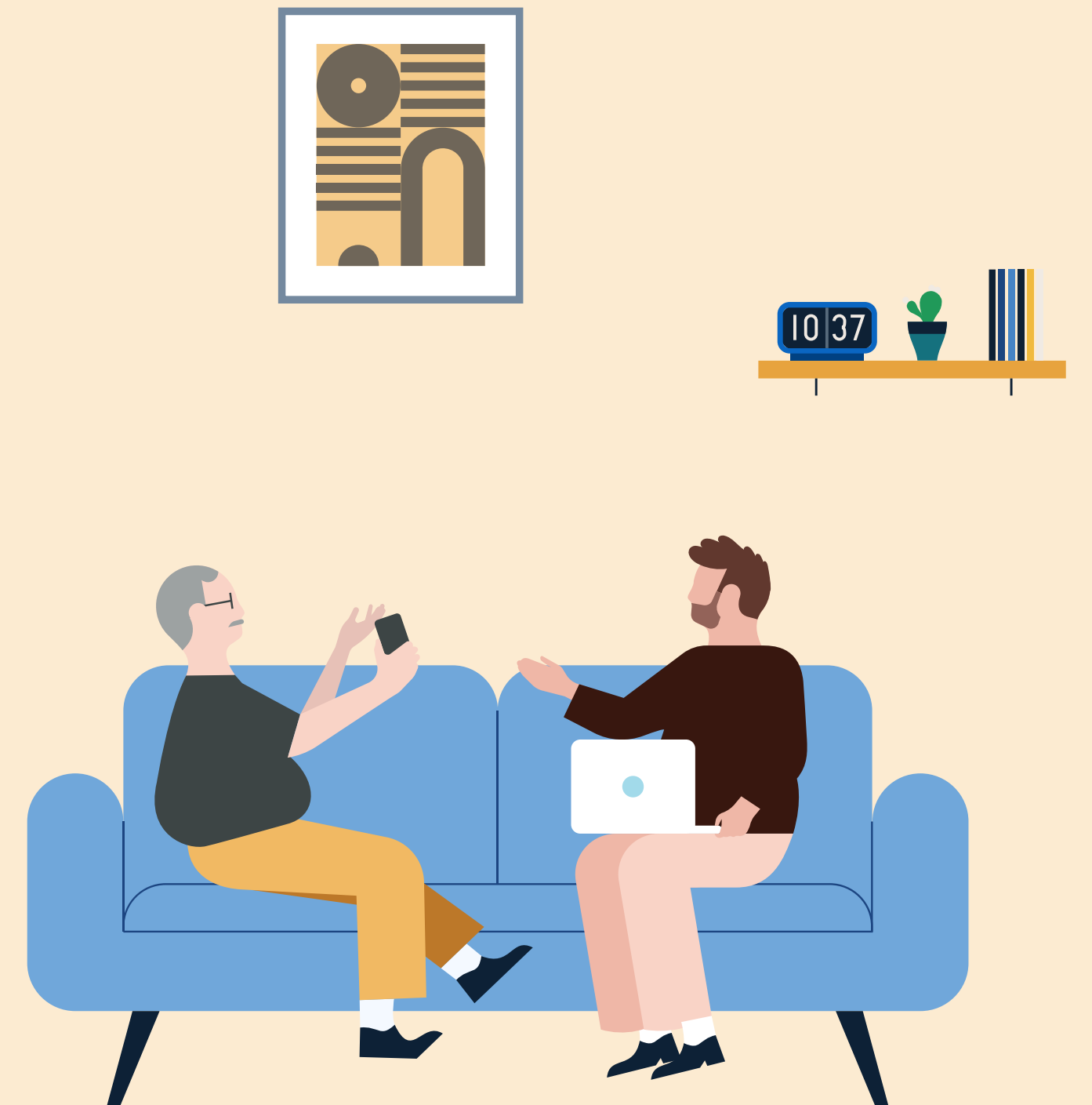
Enhance LinkedIn targeting

## Create dynamic audience lists based on existing contacts

Seamlessly upload email or account lists to create an audience segment.

## Expanded targeting capabilities

Enhance LinkedIn targeting with behavior or intent data.



[Audiences API documentation](#)

\*Audiences API is private and requires additional approval. Request through Zendesk.





# Offline Conversions\*

Track conversion events

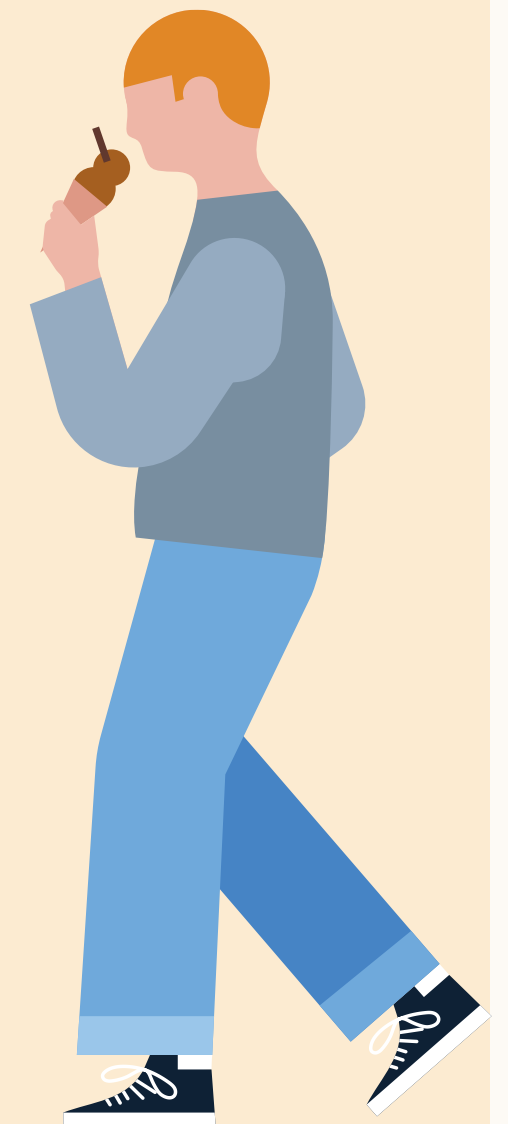
Attribute offline marketing data to LinkedIn campaigns

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Stream offline events data to LinkedIn Campaign Manager.

Use offline conversion data to optimize the next campaign.

Enhance your reporting solution by including both online and offline conversion data for a full-funnel view.



[Offline Conversions API documentation](#)

\*Offline Conversions API is private and requires additional approval. Request through Zendesk.

Establish brand  
presence and nurture  
a community on  
LinkedIn



### Page Management

Build a brand presence



### Brand Engagement

Engage in conversations  
around a brand





# Page Management

Build a brand presence

## Company page management

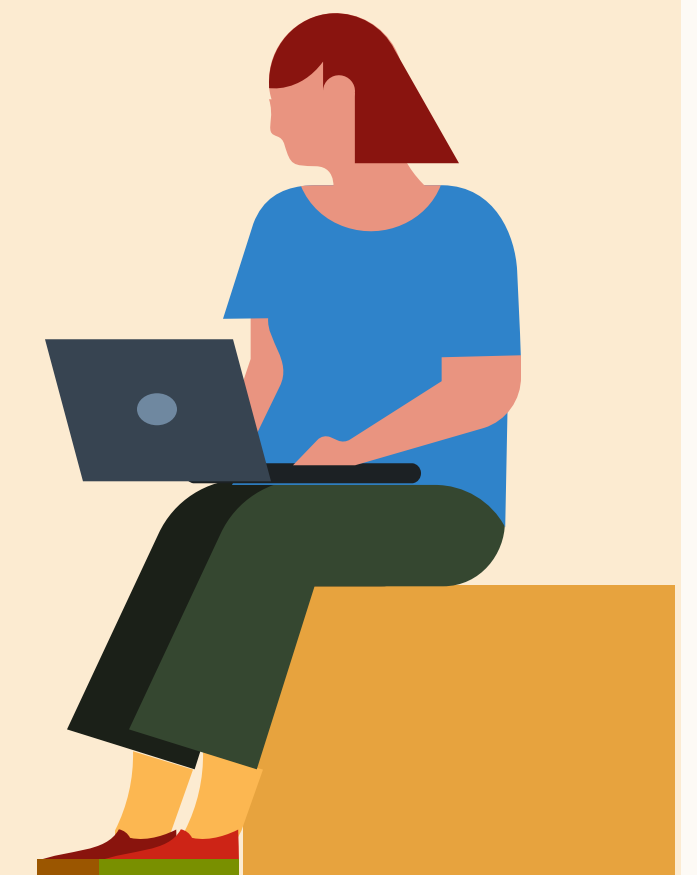
Manage company profile and page to build an online presence.

Create and share content, including articles, images, and video.

Analyze user engagement with your Page and shared content.

## Extend audience reach

Convert organic posts to paid campaigns to reach more members.





# Brand Engagement

Engage in conversations around a brand

## Monitor brand engagement

Monitor @mentions related to your brand.

Get automatic notifications when your brand is @mentioned.

@mention members for richer conversation





# Finding success with LinkedIn Marketing APIs

Bizible used [LinkedIn's Marketing API](#) to accurately report ROI data to their B2B marketing clients, [helping them optimize ad spend and save time.](#)

**Challenge:** More than 80% of Bizible customers advertise on LinkedIn, making it a valuable channel. Bizible's developer team wanted [to improve their product on this channel](#) but was finding it hard to even measure their performance given the tools at their disposal.



**Solution:** “By integrating directly with LinkedIn, we can better understand traffic at the channel level,” Stanislaw says, “because we can see everything with much greater accuracy and fidelity.”

The API also allows Bizible to automatically track all costs and accurately provide ROI associated with LinkedIn marketing products, making it easy for their customers to get answers without any manual uploads – a huge savings in both time and effort.

**Results:** Better data is already leading to better business for Bizible. “[We’ve definitely reduced churn and generated new sales as a result of this integration,](#)” says Stanislaw. “It’s become a contributing factor in making deals with clients.”





## Interested in joining the LinkedIn Marketing Partner Program?

Reach out at [PartnerEnablement@linkedin.com](mailto:PartnerEnablement@linkedin.com)

Please include the following in your email:

- Business name & overview
- Size of your user base
- Description of your solution's capabilities
- Why you want to be a LinkedIn Partner



Thank you