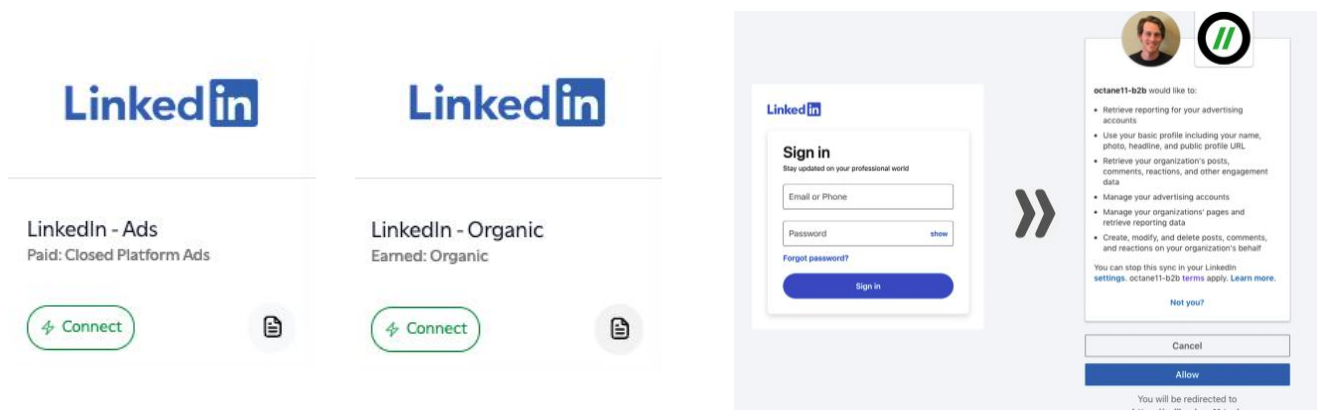


## Implementation Guide

### LinkedIn Ads & Organic Integration Overview (Estimated Time: 2 Mins)

Integrate LinkedIn Ads, LinkedIn Organic and LinkedIn Lead Gen Forms data into Octane11 for unified, multi-channel B2B analytics.

- Connect your LinkedIn data directly from the Octane11 Integrations page (reach out to Octane11 for access)
- For LinkedIn Ads, the integration user must have Account Manager access in LinkedIn Campaign Manager
- For LinkedIn Organic, the integration user must have Super Admin access to the company's LinkedIn Page / Account
- If connecting LinkedIn Ad Forms, the integration user must have Lead Gen Forms Manager access on the company page



### Steps

1. Click Connect on the LinkedIn Ads tile on the Octane11 Integrations page
2. Follow the prompts to login using your LinkedIn credentials and grant permissions to Octane11
3. Follow the instructions and select the Account you would like to connect in the dropdown
4. Click Save to complete the integration
5. Repeat process for LinkedIn Organic by clicking connect on the LinkedIn Organic tile