OCTANEII × Linked in

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

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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