

# LinkedIn Monthly Invoicing

Monthly Invoicing is a payment method that advertisers can use to pay for their advertising on LinkedIn. LinkedIn is introducing a new, enhanced self-serve experience to allow advertisers manage their monthly invoicing more efficiently: Agencies and their Clients can now share and manage payment methods directly within Business Manager.



**Agencies can set up billing for either direct or sequential liability depending on their local laws:**



## **DIRECT LIABILITY**

The Agency uses its own monthly invoicing payment method to pay for ad spend.



## **SEQUENTIAL LIABILITY**

The Agency uses its Client's monthly invoicing payment method to pay for ad spend. LinkedIn then issues the invoice to the agency.

LinkedIn agrees to hold the Agency liable for payments only to the extent that the Agency has received payment from the advertiser in accordance with the [LinkedIn Ads Agreement](#).

# Getting started with monthly invoicing

## DIRECT LIABILITY

- ✓ Agency **MUST** have a Business Manager.
- ✓ Agency **MUST** complete a monthly invoicing application.

- 1 Agency applies for monthly invoicing
  - a. Log in to your Business Manager account
  - b. Go to the Ads Billing Center
  - c. Click on the payment methods tab
  - d. Click apply for monthly invoicing
  - e. Choose **“my business”** when selecting “who you are applying on behalf of”
  - f. Complete the application form and follow the rest of the prompts

- 2 Agency creates Business Manager partnership with the Client (*optional*)
  - a. Log in to your Business Manager account
  - b. Go to “Partners”
  - c. Enter Agency’s Business Manager ID and select “Add partner”
  - d. Select the Ad Accounts you wish to give your Agency access to
  - e. Assign Agency “Account manager” role

- 3 Agency sets up account for invoicing
  - a. Log in to your Business Manager account
  - b. Go to the Ads Billing Center
  - c. On the Ad Accounts tab, find the account you want to set up for invoicing
    - If you’re setting up a new Ad Account, click “select payment method” and choose “monthly invoicing”
    - If you’re converting an Account currently paid via credit card, click “manage payment method” and choose “set up monthly invoicing”
  - d. Choose **“my business”** when selecting “this invoice setup will be used for”
  - e. Follow prompts through the rest of invoicing setup

## SEQUENTIAL LIABILITY

- ✓ Agency **MUST** have a Business Manager.
- ✓ Agency **MUST** complete a credit application.
- ✓ EITHER Client shares their monthly invoicing payment method with agency
- ✓ OR Agency completes a monthly invoicing application on behalf of their client

- 1 Agency applies for monthly invoicing
  - a. Log in to your Business Manager account
  - b. Go to the Ads Billing Center
  - c. Click on the payment methods tab
  - d. Click apply for monthly invoicing
  - e. Choose **“my business”** when selecting “who you are applying on behalf of”
  - f. Complete the application form and follow the rest of the prompts

- 2 Agency gets access to monthly invoicing for their client
  - a. If the client **has** their own Business Manager
    - Client follows step 1 above
    - Client creates partnership between Client and Agency Business Manager accounts
    - Client shares monthly invoicing payment method with the Agency
  - b. If client **does not have** their own Business Manager
    - The Agency may apply for monthly invoicing on behalf of the Client
    - The Agency chooses “client business” when selecting “who you are applying on behalf of” in the monthly invoicing application
    - Follow prompts through the rest of the application



- 4 Agency gets access to Client ad account
  - a. If the Agency owns the Ad Account, it must be claimed in their Business Manager
  - b. If the Client owns the Ad Account, it must be shared to the agency Business Manager with billing admin level permissions
- 5 Agency sets up account for invoicing
  - a. Log in to your Business Manager account
  - b. Go to the Ads Billing Center
  - c. On the Ad Accounts tab, find the account you want to set up for invoicing
    - If you're setting up a new ad account, click "select payment method" and choose "monthly invoicing"
    - If you're converting an account currently paid by credit card, click "manage payment method" and choose "set up monthly invoicing"
  - d. Choose "**client business**" when selecting "this invoice setup will be used for"
  - e. Select the **agency** entity as the "bill-to" legal entity
  - f. Select the **client's** monthly invoicing as the "payment method"
  - g. Follow prompts through the rest of invoicing setup

## Frequently Asked Questions

### Who will receive the invoices?

The legal entity that is selected as the "bill-to" legal entity on the invoice setup will receive and pay invoices. You will be able to include additional invoice recipients in your invoice setup who will also receive a copy of any invoices issued against that invoice setup.

*If you are an Agency advertising on behalf of a Client in France or Mexico, you are required to provide a contact at your Client to receive a copy of the invoice in accordance with local regulations.*

### What if the Client doesn't want to set up a Business Manager? Are there any workarounds?

The Agency may apply for monthly invoicing on behalf of the Client. The Agency must be able to make available upon request written confirmation of the relationship between themselves and the Third Party in accordance with the [LinkedIn Ads Agreement](#).

### What if the Client would like to own the Ad Account but have the Agency receive the invoices?

The client should share the ad account with the Agency Business Manager at the Billing admin permissions level. The Agency will then be able to set up billing from their own Business Manager on behalf of the Client.

### Is the Agency or Client able to see the actual amount of credit available?

No, LinkedIn will alert the customer if there are any issues regarding available credit or payments.

### What happens if the relationship between an Agency and Client is terminated?

If the Client has shared their monthly invoicing payment method with the Agency, they should revoke the Agency's access which will put on hold any Ad Accounts owned by the Agency using the Client's monthly invoicing.

If the Client has shared Ad Accounts with the Agency, the Client should revoke the Agency's access to these Ad Accounts in order to prevent the Agency from taking further actions using those accounts.

If the Client has no direct relationship with LinkedIn, then the Agency will need to suspend the Ad Accounts. The Agency can request a monthly invoicing payment method to be removed from their Ads Billing Center by contacting customer support.

