

Cvent Audience Connector for LinkedIn

Sync your audiences. Amplify your events.

Getting Started Guide



How Cvent's Audience Connector for LinkedIn helps you



Reach the right
audience

Target invitees directly
on LinkedIn and
expand with
lookalikes.



Save time

Eliminate manual
CSV uploads
with automated,
ongoing syncing.



Protect your data

Keep invitee data
secure within Cvent
while activating
LinkedIn campaigns.



Prove ROI

Connect registrations
to event campaign
performance to
increase registrations.



Setting up the Integration

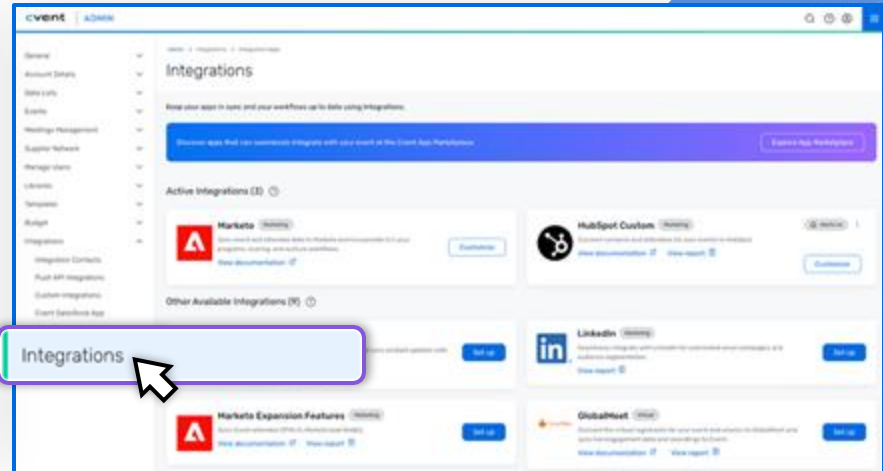
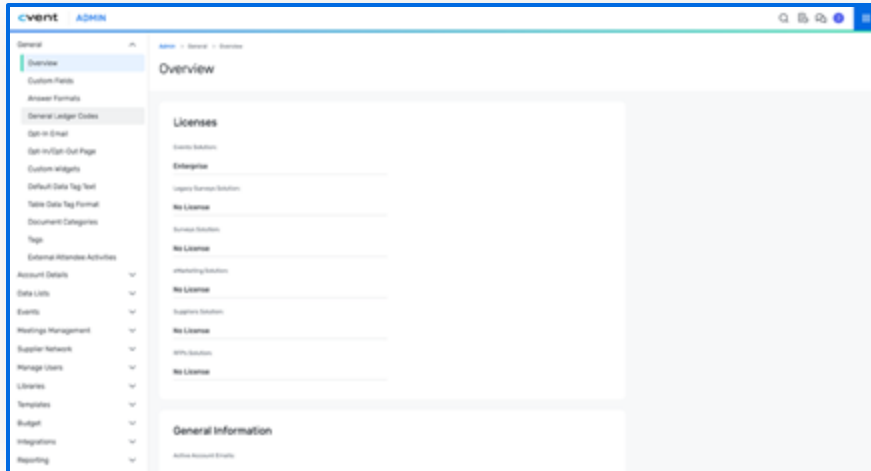


Setting up the Integration

Connect your LinkedIn account to Cvent

Step 1

Within Cvent, go to **Admin** → **Integrations** → **Integration Apps**

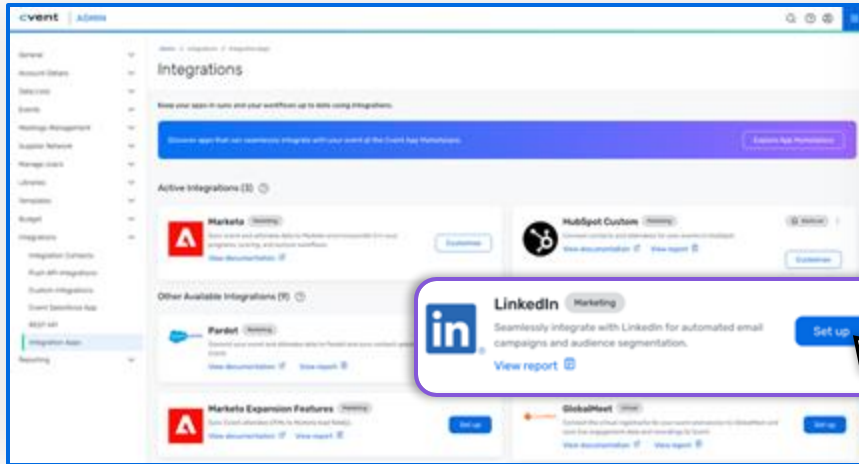


Setting up the Integration

Connect your LinkedIn account to Cvent

Step 2

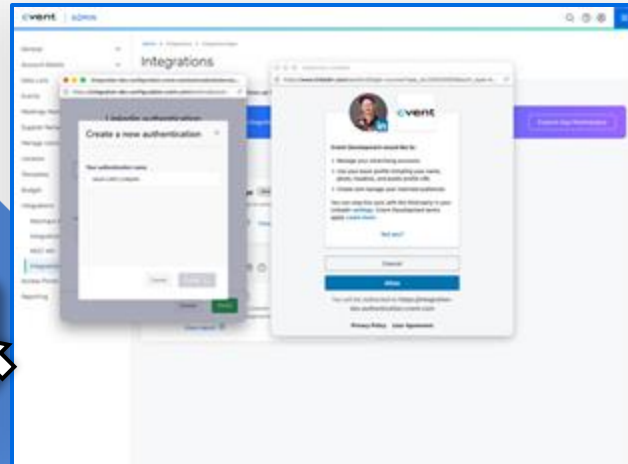
Find LinkedIn and click **Setup**



Step 3

Log into your LinkedIn Ads account

Note: Admin access to the Ads account is required

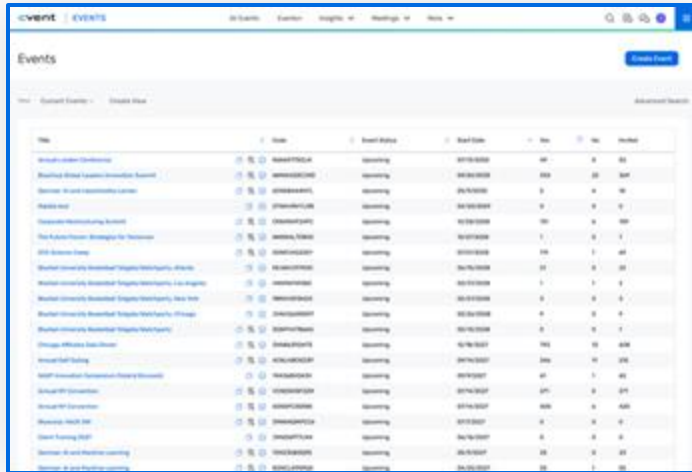


Setting up the Integration

Configure LinkedIn Integration for your Event

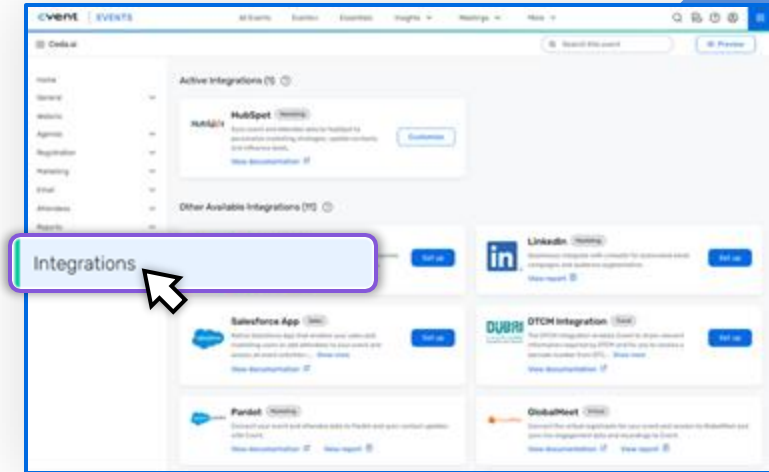
Step 4

Navigate to your event in Cvent



Step 5

Go to **Integrations** in the event menu

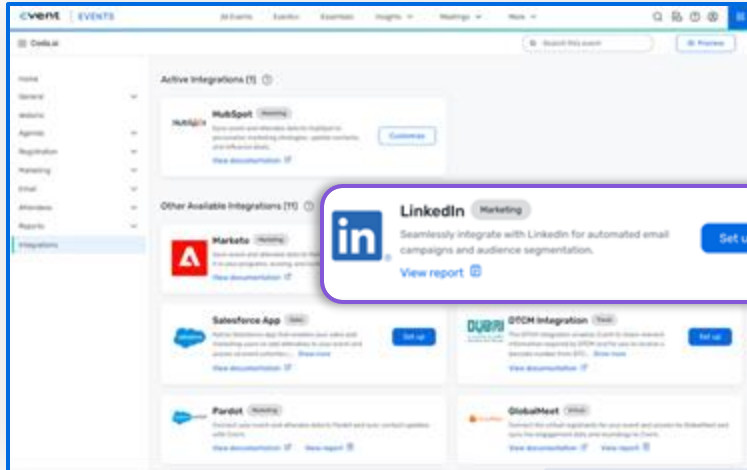


Setting up the Integration

Configure LinkedIn Integration for your Event

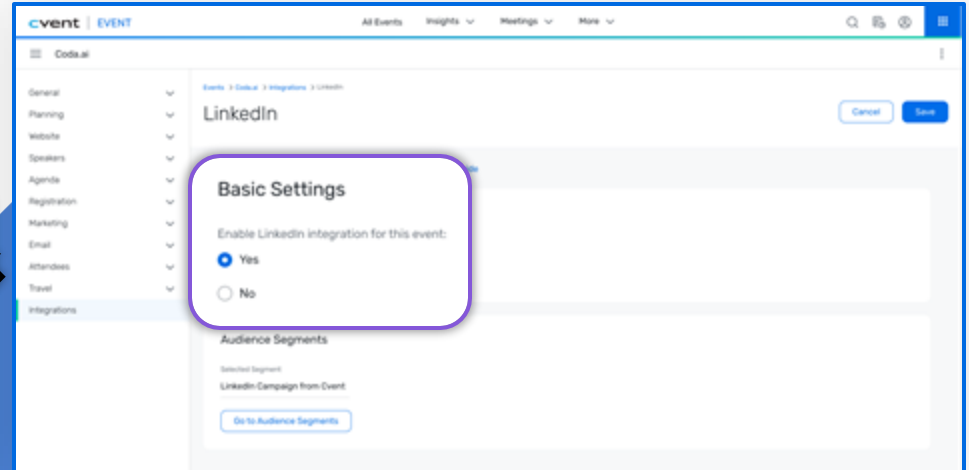
Step 6

Select **LinkedIn** → **Setup**



Step 7

Turn on **Enable LinkedIn Integration**



Using the Integration

Setup and Publishing Steps

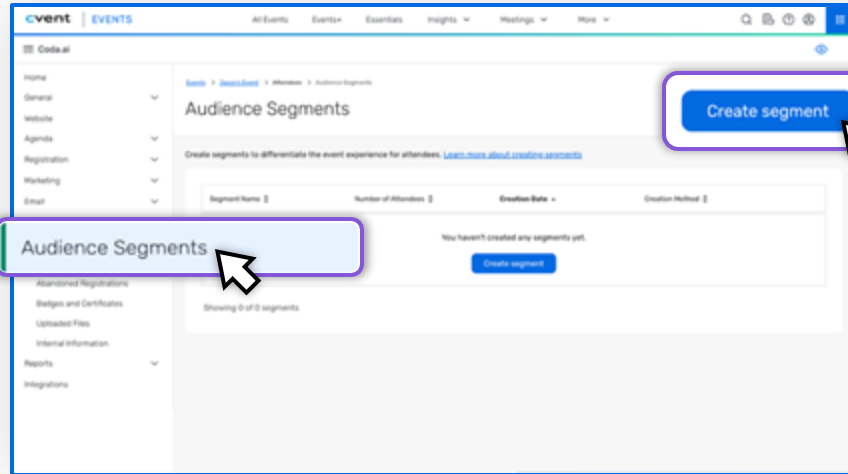
Using the Integration

Syncing Audience Segments

Step 1

From your event, go to

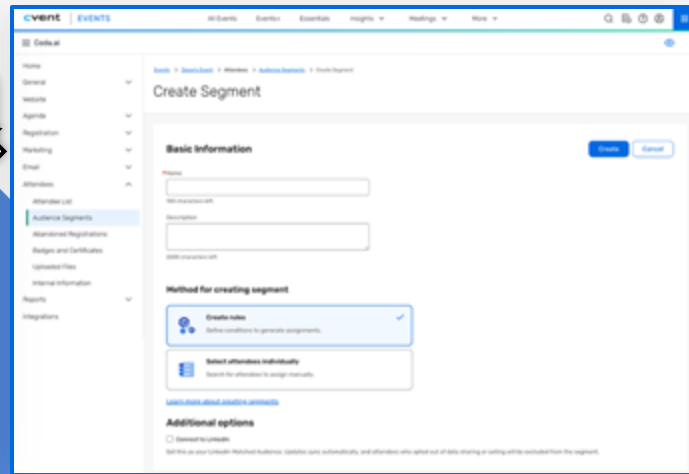
Attendees → Audience Segments



Step 2

Create a new segment or choose an existing one.

Note: Only rule-based segments can be synced.



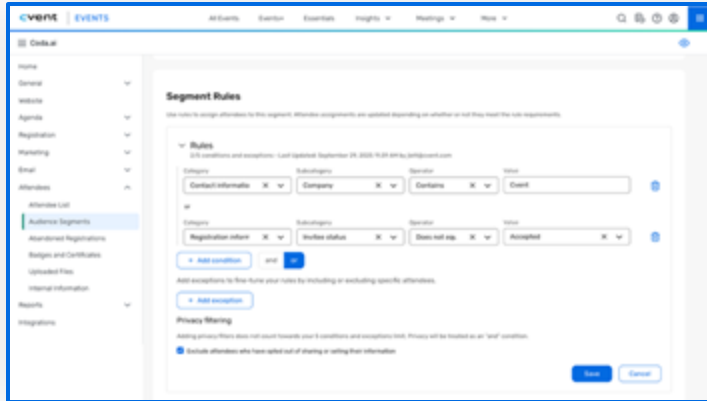
Using the Integration

Syncing Audience Segments

Step 3

Define your segment criteria

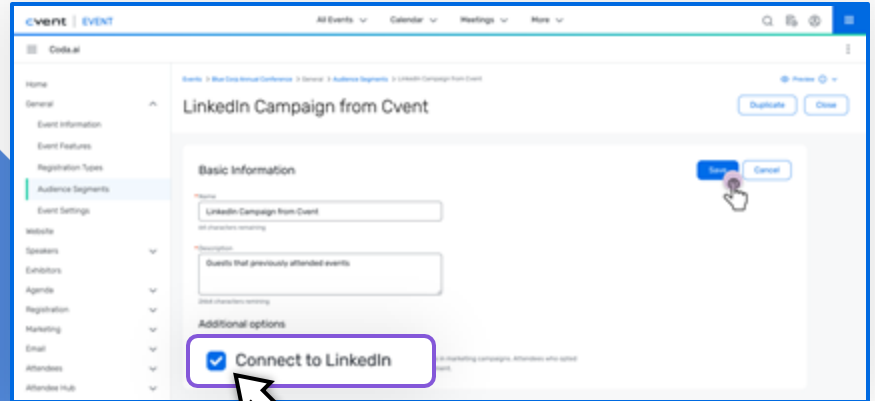
Note: One rule we recommend is excluding Accepted registrations, so you no longer target those who have already registered.



Step 4

Click **Connect to LinkedIn** and save.

Once connected, attendee data will automatically sync to LinkedIn.

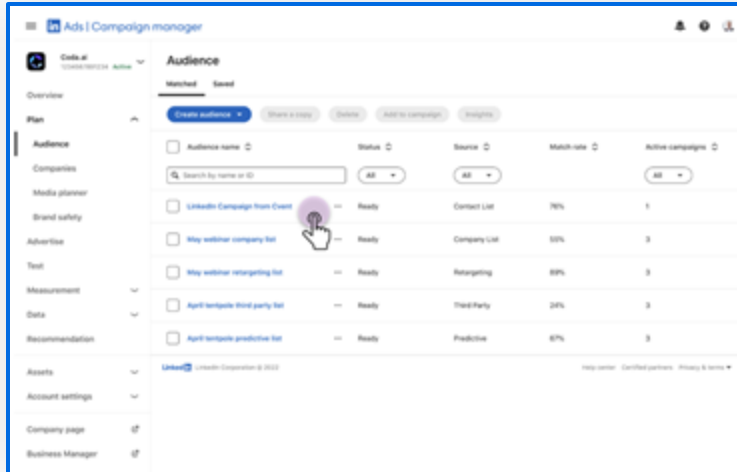


Using the Integration

Viewing in LinkedIn Campaign Manager

Step 1

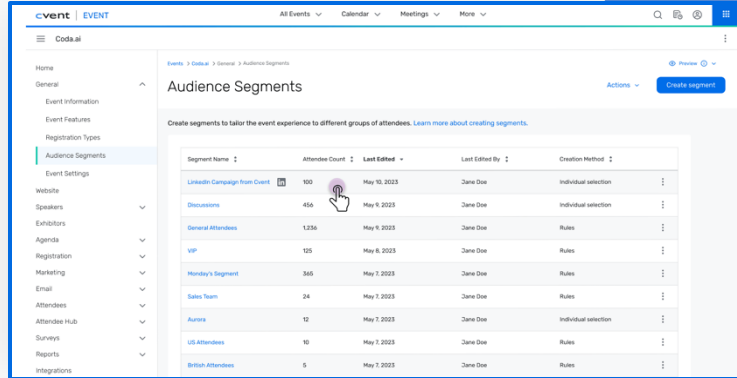
Log into LinkedIn Campaign Manager



Step 2

Your synced segment will appear as a Matched Audience.

Note: It may take up to 48 hours to fully build.



You'll receive an email once your audience is ready.

Best Practices

Best Practices



Start with a qualified list

Ensure your Cvent segment has at least 300+ records to meet LinkedIn's minimum audience requirements.



Refresh regularly

Rule-based segments automatically sync, keeping campaigns fresh without manual updates.



Expand with lookalikes

Use LinkedIn's lookalike modeling to reach similar professionals beyond your invitee list.



Track ROI

Compare LinkedIn campaign performance with event registration data in Cvent. Use reference IDs or UTM parameters for registration links.



Integrate with broader campaigns

Align your event promotions with ongoing digital marketing efforts.



Resources



Resources

Learn more and get help

[Cvent's LinkedIn Partner Directory Page](#) >

[Cvent's Help Page: LinkedIn Integration Setup](#) >

[LinkedIn Campaign Manager Help Center](#) >