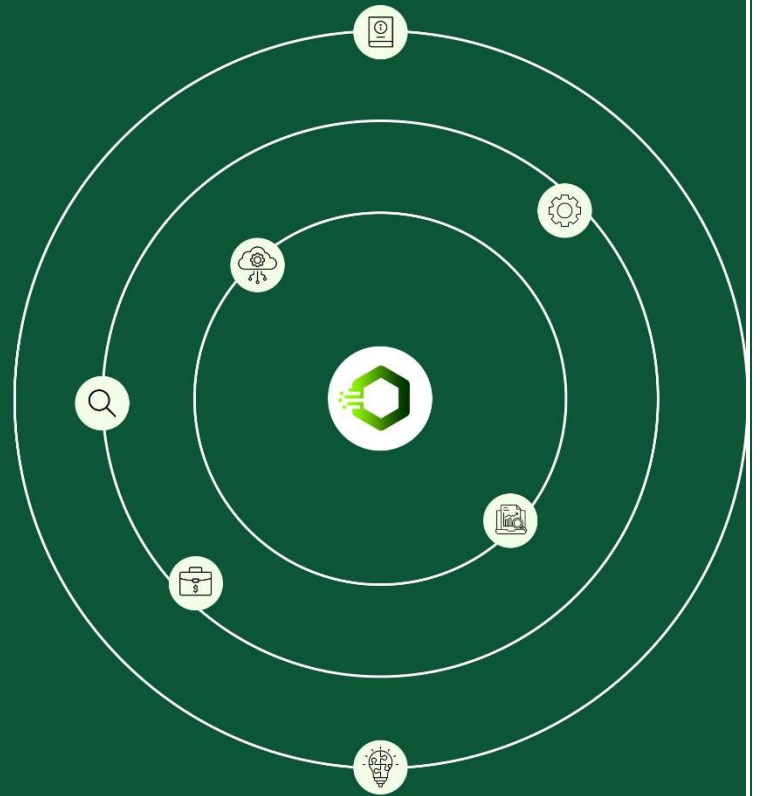




Implementation Guide



INTRODUCTION

B2B buyers are navigating through non-linear, self-guided journeys. The one-size-fits-all approach doesn't work for today's buyers. Buyer journeys are evolving, and so are marketing goals. MQLs no longer cut it. With the spotlight on revenue generation, the challenge lies in achieving more with less. BambooBox is an AI-powered ABM platform that integrates all the Martech systems, channels, and accounts to help you drive revenue-focused marketing efforts. With BambooBox, our customers leverage engagement and intent signals to prioritize accounts that are more likely to convert. We enable SDR teams to be more efficient and improve conversions by 40%. BambooBox is a system of intelligence that brings data-driven insights for marketers to improve their campaign and channel performance.

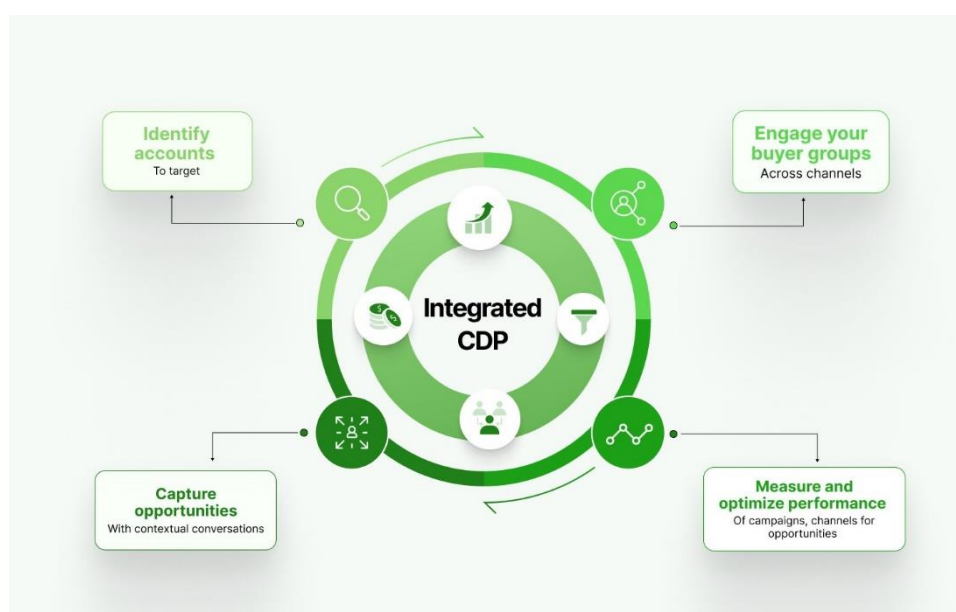


How does BambooBox help you run LinkedIn campaigns effectively?

BambooBox is an ABM platform that empowers you to run buyer-centric ads on LinkedIn. The one-size-fits-all approach doesn't work for today's buyers navigating non-linear, self-guided journeys. Run integrated campaigns across all channels and leverage the power of BambooBox insights to display personalized ads matching your buyers' journey. BambooBox insights also help you monitor LinkedIn's true impact on your pipeline, opportunities, and revenue.

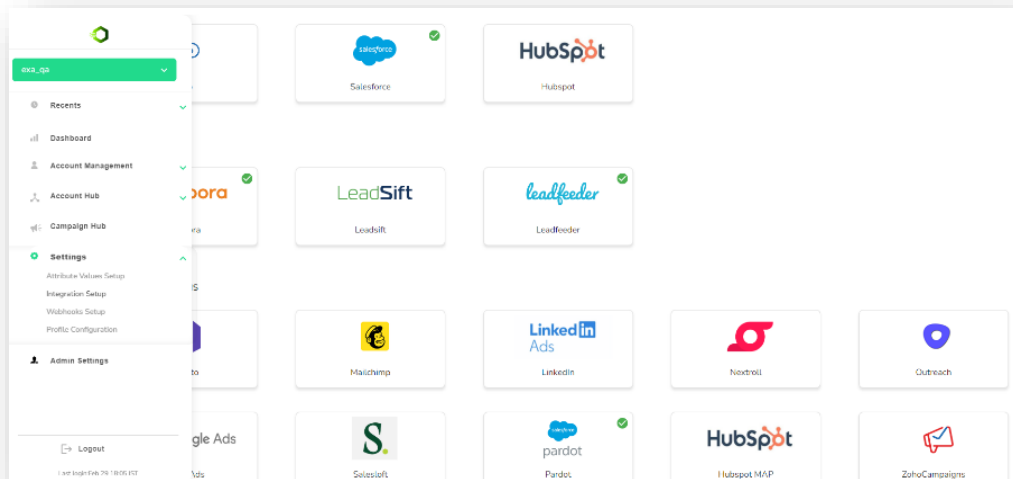
Leverage the power of BambooBox and LinkedIn to:

- **Break Free from Martech Silos-** A unified view into account engagement on LinkedIn and other channels
- **Surface in-market account-** Identify accounts looking to buy your solution by combining 3rd party intent signals and 1st party engagement data
- **Run Personalized ads-** Move away from the spray-and-pray approach to running integrated campaigns. Create intent and engagement-based intelligent segments and run personalized ads.
- **Track Funnel-based analytics-** Track the impact of LinkedIn ads on the account's movement across different stages of the funnel
- **Optimise spend and improve conversions-** BambooBox insights help you monitor LinkedIn's true impact on your pipeline, opportunities, and revenue.

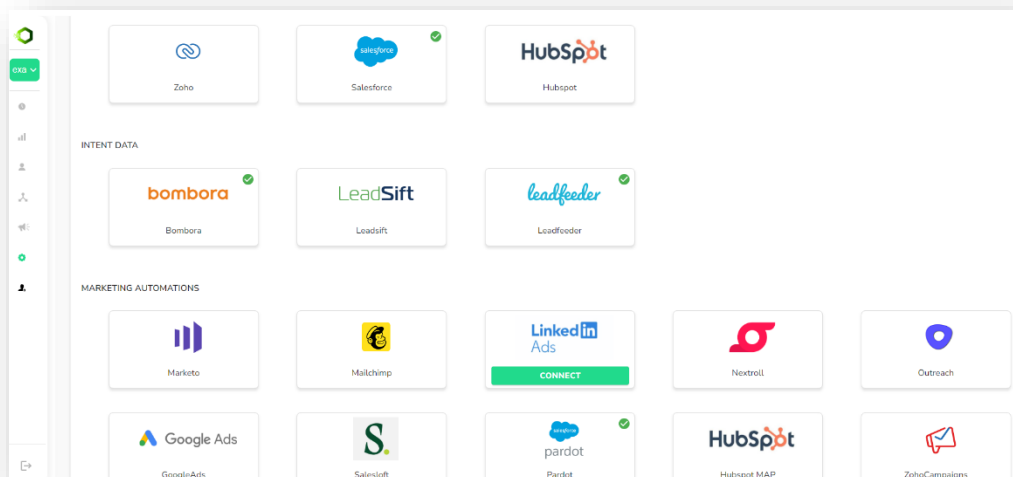


How to get started?

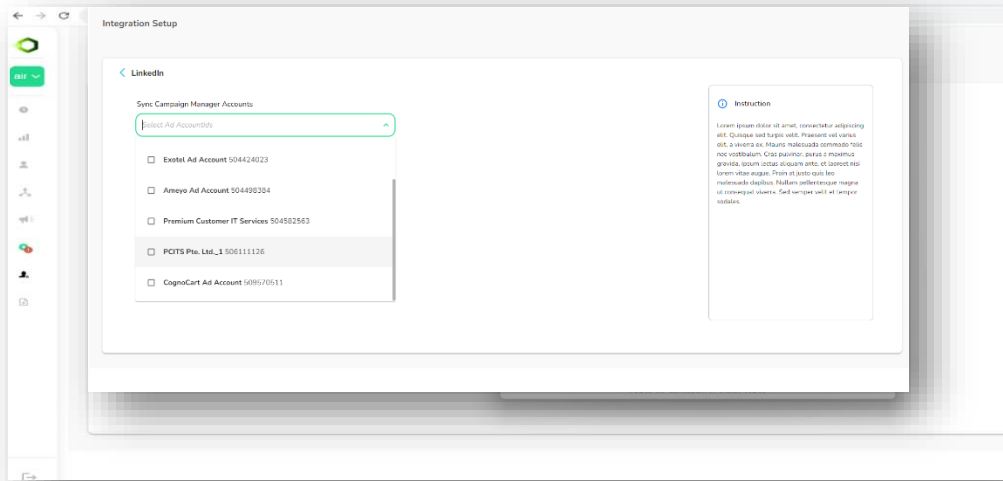
- **Step 1 - Login to the BambooBox Platform and navigate to the integrations page**



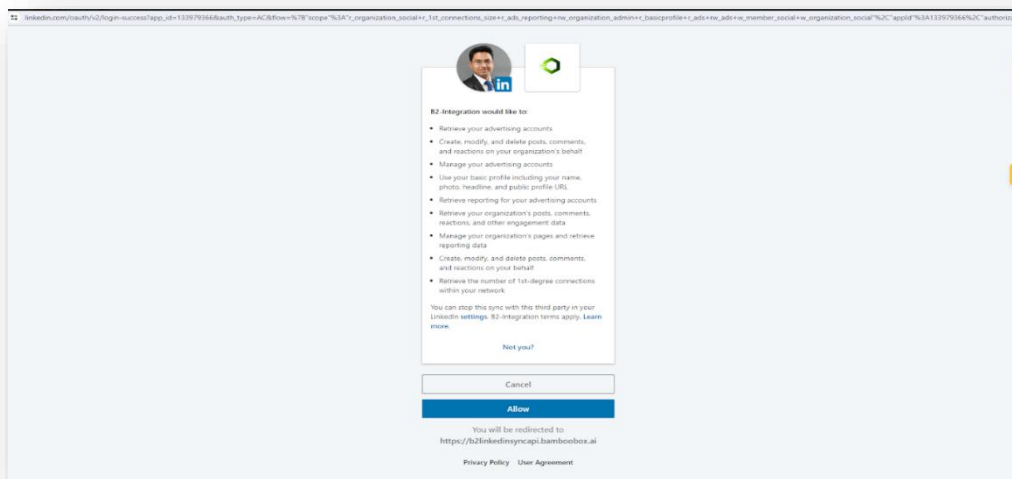
- **Step 2 - Click on the connect button on LinkedIn Tab**



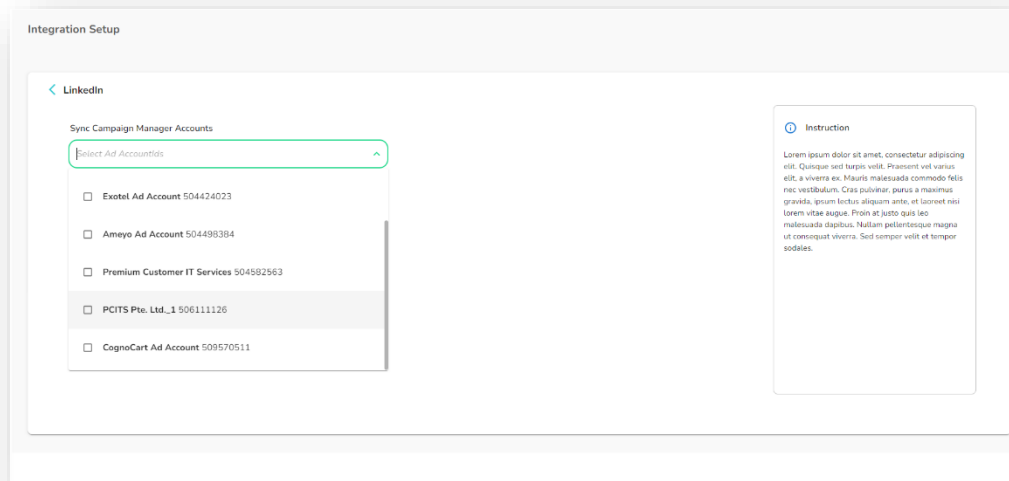
- **Step 3 - Complete the authentication by logging into your LinkedIn Account**



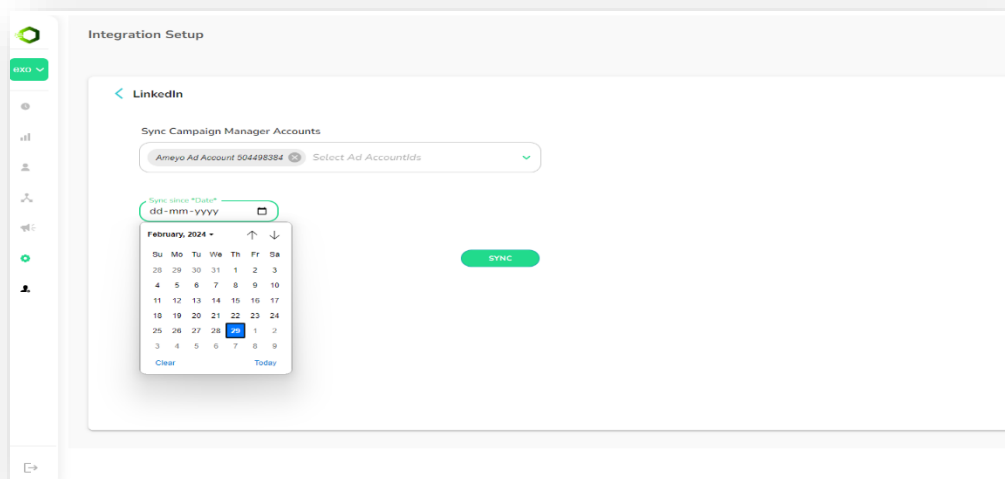
- **Step 4 - Complete the integration flow by allowing BambooBox access to LinkedIn campaigns data**



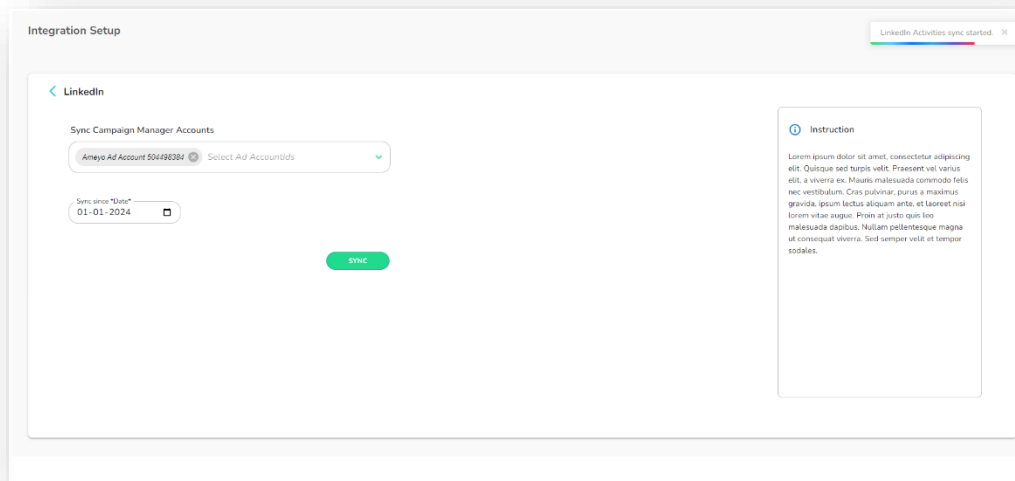
- **Step 5 - After Integration is completed, select the LinkedIn Accounts from which the data has to be synced into the platform**



- **Step 6 - Select the date from which the data has to be synced into the platform and click on sync button**



- A message will be displayed on the screen confirming the sync of activities (impressions, clicks, lead gen forms etc) and leads



- Please wait a few hours for the activities and leads to get ingested and attached to respective accounts.