



## Build customer profiles that power real-time experiences with LinkedIn

### About Adobe Real-Time CDP

Adobe Real-Time Customer Data Platform (Real-Time CDP) – built on the Adobe Experience Platform – allows companies to consolidate known and anonymous data from multiple sources to create customer profiles that enable personalized customer experiences in real-time. Build profiles and define audiences using Real-Time CDP's data governance, identity management, advanced segmentation, and data science tools to unlock hidden insights and enforce strict data governance policies.

Real-Time CDP plugs into LinkedIn Ads to let you create high-value audience segments for real-time B2B and B2C use cases across the marketing funnel without relying on third-party cookies.

You can create custom destinations with pre-built LinkedIn channel integrations, track customer journeys with LinkedIn-enabled canvas, and utilize event-level data directly without needing third-party cookies or legacy integrations.

### Partner Snapshot:

**Industry:** Software

**No. of employees:** 30,000+

**HQ location:** San Jose, California

[View on LinkedIn](#)

### Real-Time CDP features and use cases

#### Tag management and event forwarding

Capture digital interactions from leads and prospects as they happen in real-time on any device and distribute the event data to Adobe and non-Adobe applications with greater flexibility and improved site performance.

#### Fast and flexible data connections

Unify your known, pseudonymous, online and offline lead and account data using Adobe's Experience Data Model (XDM), a single, uniform data model purpose-built for B2B customer experience management.

#### Actionable unified profiles

Create, segment, and enrich your real-time person, account, and opportunity profiles using unified sales and marketing data – powered by AI predictive lead and account scoring to provide accurate, complete, and up-to-date B2B audiences.

#### Governance, security, and privacy

Manage your B2B data from a centralized place easily using consent management and patented data labeling, policy creation, and data usage enforcement to keep your data operations compliant.

#### Activation anywhere

Utilize your unified lead and account-based audiences using pre-built connectors to power highly targeted campaigns with in-the-moment personalization using complete and granular data.

## LinkedIn Matched Audiences

Real-Time CDP's integration with LinkedIn Matched Audiences enables marketers to activate first-party audience segments using supported hashed identifiers to personalize the displayed content on LinkedIn.

Activate profiles for your LinkedIn campaigns for audience targeting, personalization, and suppression, based on hashed emails and mobile IDs.

## Benefits of LinkedIn Matched Audiences



Leverages a real-time customer profile to deliver up-to-date experiences on LinkedIn.



Reduces manual effort of querying, segmenting, and uploading files to LinkedIn.



Access to data governance and privacy control to safely handle customer data.



Ability to send multiple identities into LinkedIn to maximize reach.

## LinkedIn Conversions API extension

LinkedIn Conversions Application Program Interface (CAPI) is a conversion tracking tool that creates a direct connection between marketing data from an advertiser's server and LinkedIn. This enables advertisers to evaluate the effectiveness of their LinkedIn marketing campaigns regardless of the location of the conversion and utilize this information to drive campaign optimization.

LinkedIn CAPI extension can help strengthen performance and decrease cost per action with more complete attribution, improved data reliability, and better optimized delivery.

## Benefits of LinkedIn CAPI



### Improve full-funnel measurement

Connect online and offline conversions to LinkedIn to measure performance across your whole customer journey.



### Unlock greater optimization

Power your campaign optimization with all kinds of conversion data to drive more of the actions you care about.



### Strengthen performance

Drive more efficient cost-per-action, as you track both online actions from your website and offline actions like in-person sales or trade show leads.