

LinkedIn Connected App

Startup Guide

Delivering Linked Ads to the Convertr Platform

Essentially there are 3 Steps to get Leads delivered from LinkedIn to Convertr at a high level these are

Step 1 Create your Campaign in LinkedIn Campaign Manager

Step 2 Create the LinkedIn connection in Convertr and associate with the Campaign in Convertr.

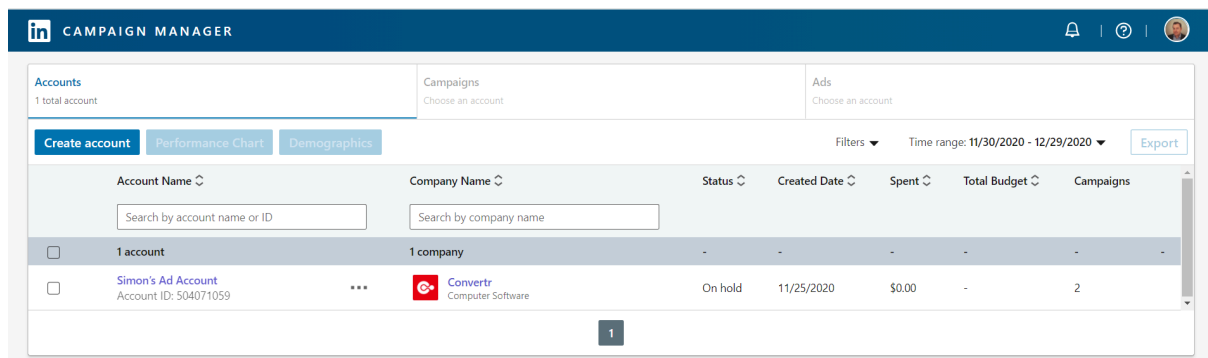
Step 3 Send the Test lead from the Newly create campaign in LinkedIn Campaign Manager.

Note: This document does not contain an exhaustive list of all the options within LinkedIn Campaign Manager.

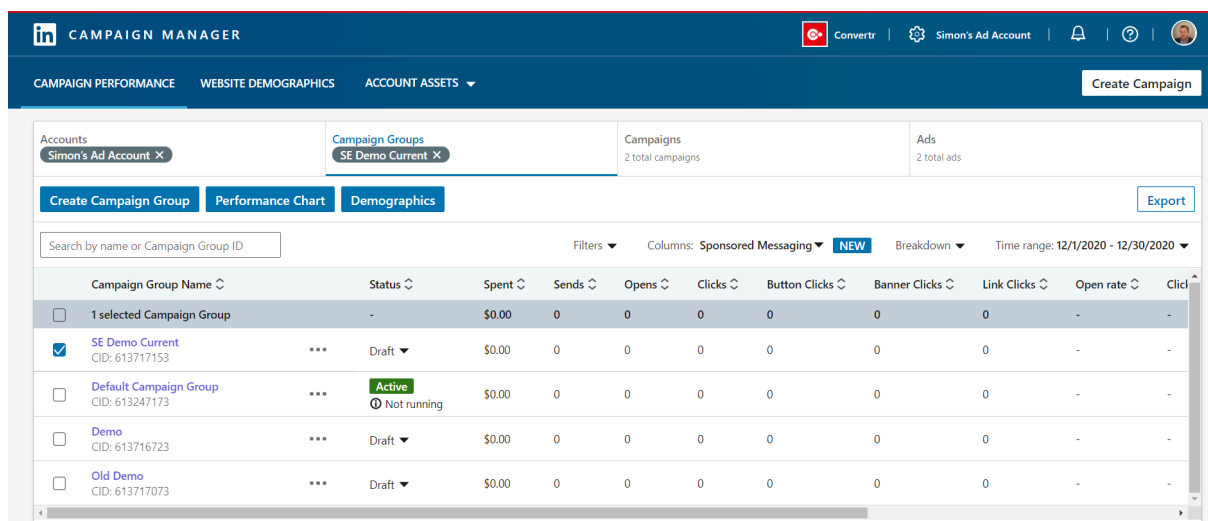
Step 1

Create your Campaign in LinkedIn Campaign Manager

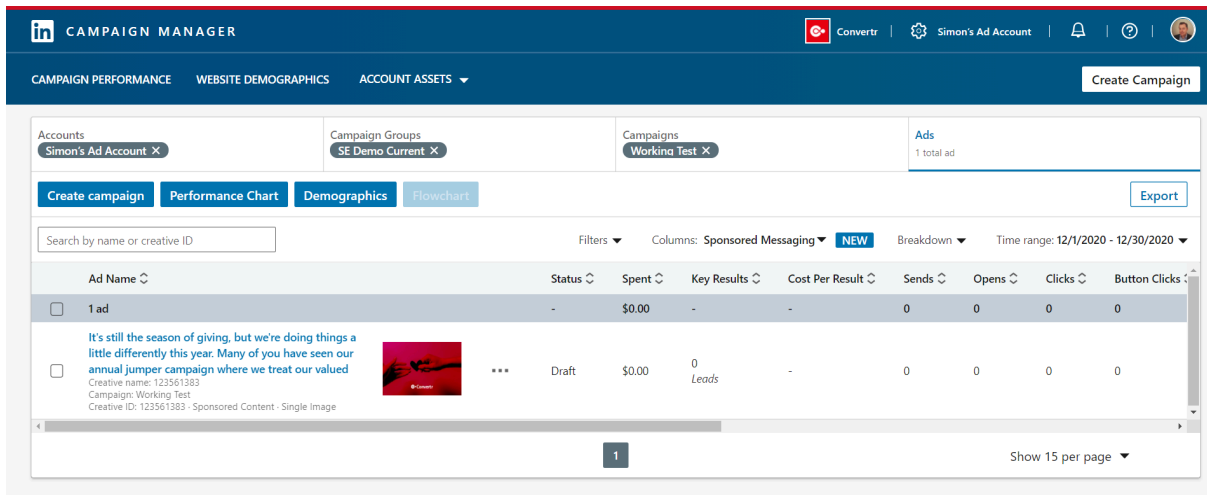
Log Into LinkedIn Campaign Manager



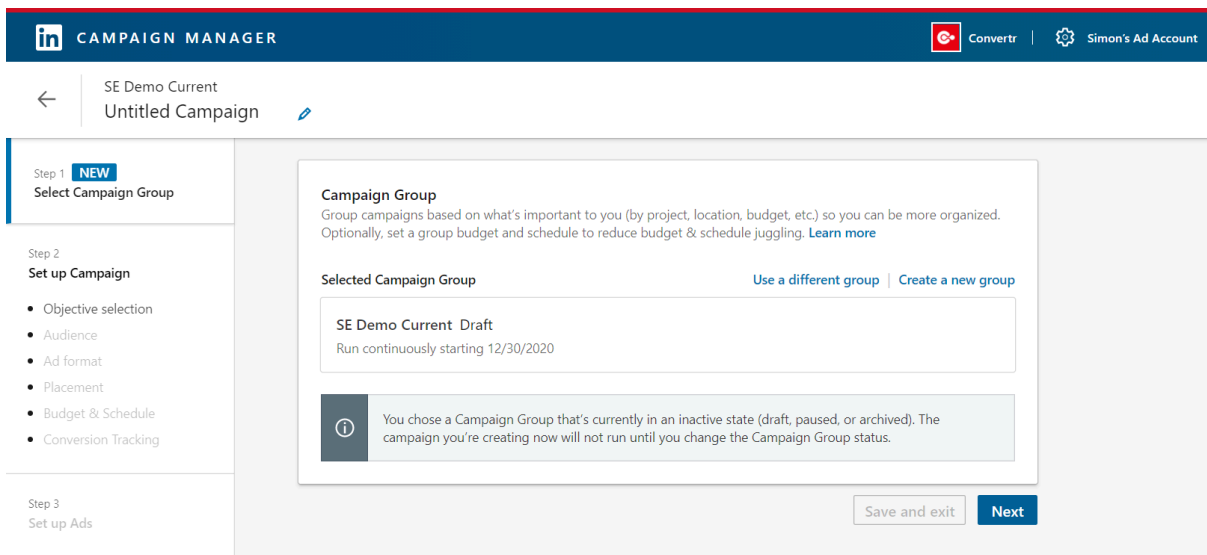
Choose the Account



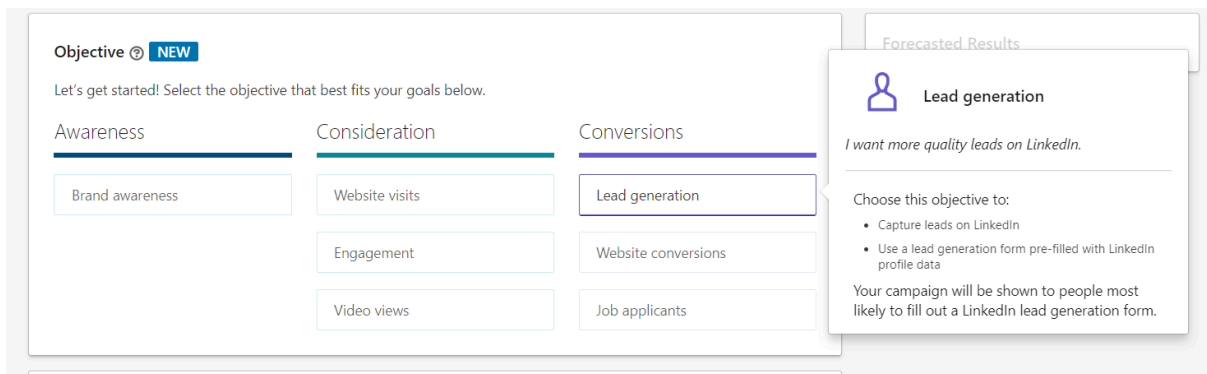
You should see all previously created Campaign Groups at this point there are two options: create a New Campaign Group or Click on one of the existing groups.



Displayed will be any running Campaigns, click Create Campaign to start Campaign creation process.



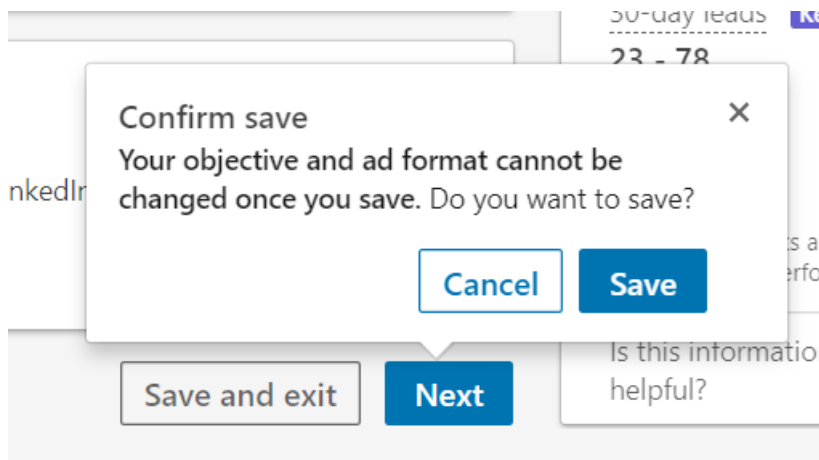
Displayed will be the Currently selected Campaign group and the option to use a different or create a new Campaign group. Click next to use the Currently selected Campaign group.



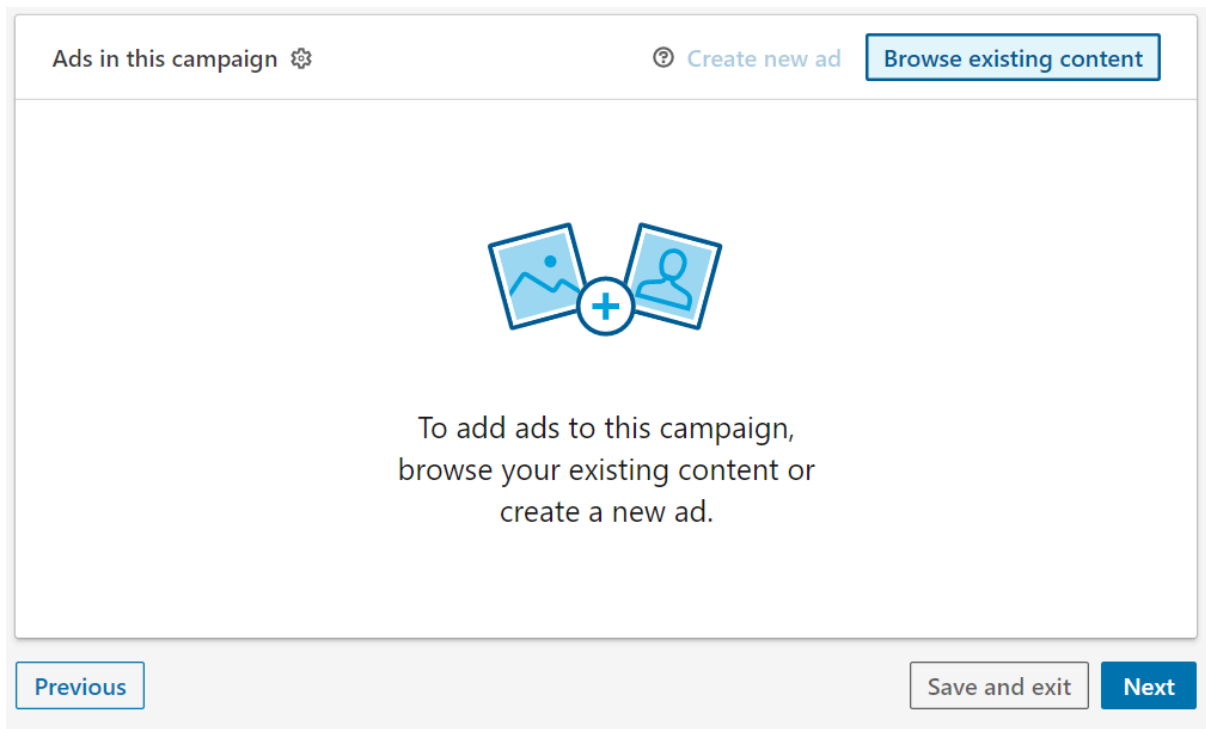
Choose Lead Generation from the Conversion options.

There are a few LinkedIn specific options on the next screen, like Audiences, Location, Budgeting, and Ad format choose which are appropriate for the use case and click next.

Note: Ad format can no longer be adjusted once you click next



On the next screen choose, browse existing Content



Select the Content you wish to display, then click Sponsor button

Browse existing content

View by: All content [Share] [Copy] [Refresh]

1 selected **Sponsor**

Search

It's still the season of giving, but we're doing things a little differently this year. Many of you have seen our annual jumper campaign where we treat our valued customers to a fabulous Christmas jumper. Given the challenges many have faced this year, we'll be cutting the jumpers and donating to Feeding America and The Trussell Trust to help fight hunger. We do want to give a huge, heartfelt thank you to our customers for their continued partnership. We expect 2021 to bring even bigger & better things. And if we're really lucky, it may bring us another funky jumper.
 2 weeks ago • 1 campaign

Enriching leads can make them more valuable, turning faceless leads into robust profiles. But do you find yourself asking what it could look like for your audience? Get a quick refresher on how lead enrichment can help convert more customers and find a few examples of how different industries can use third-party data to improve their lead quality and engagement at <http://ow.ly/bx9l50CAZ8A> #Enrichment #LeadQuality #DemandGen
 4 weeks ago

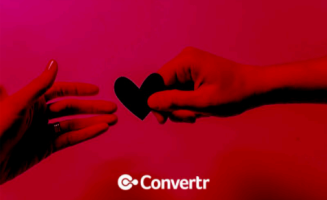
Preview

Desktop Feed

Daniel Levy, Brian Hersholt and 9 other connections follow **Convertr**

Convertr
2,080 followers
Promoted

It's still the season of giving, but we're doing things a little differently this year. ...see more



Convertr

Next hit the Associate a Lead Gen form link

Ads in this campaign [Settings] [?] Create new ad **Browse existing content**

Search

FEED IMAGE ADS

All the creatives under this campaign have to associate with a Lead Gen Form.

Single image ad • Company Page content • ID: 12420013

Associate a Lead Gen Form

Needs attention

1

Previous **Save and exit** **Next**

There's the options to Create New or select Previously used Lead Gen Forms

After your ad becomes active, you can't change the Lead Gen Form association.

1. Ad

2. Form details

Call-to-action

Sign Up

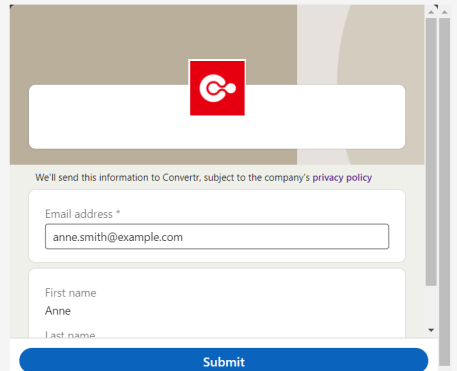
Form

- Select a Lead Gen Form
- Select a Lead Gen Form
- Create new...
- SE Demo 2
- SE Demo Campaign

Save

Preview

Desktop Mobile



In this example the choice taken is Create New

2. Form details

Call-to-action

Sign Up

Sign Up

Apply Now

Download

Get Quote

Learn More

Subscribe

Register

You will be able to use this form with other ads

Language

Choose the Call-to-action

Form name

SE Demo Campaign 2 238

You will be able to use this form with other ads once saved.

Give the form a meaningful name

Offer Headline

Merkle | DWA share their experience with Convertr 10

Offer details (optional)

Provide more information about your product here 160

Privacy policy URL ?

<https://www.convertr.io/privacy-policy> 1962

Privacy policy text (optional) ?

Enter your terms and conditions 2000

Enter in a Headline and Privacy policy URL, other Details and Privacy policy text are optional fields.

Next step is to Select Details you wish to populate on Lead Submission and configure any custom questions or custom checkboxes as desired.

3. Lead details & custom questions ^

Profile information (4/12)

First name ×

Last name ×

Email address ×

Phone number ×

🏠 ▶ Contact

Contact >	<input checked="" type="checkbox"/> First name
Work	<input checked="" type="checkbox"/> Last name
Company	<input checked="" type="checkbox"/> Email address
Education >	<input type="checkbox"/> LinkedIn profile URL
Demographic	<input checked="" type="checkbox"/> Phone number
	<input type="checkbox"/> City

Custom questions (optional) ?

+ Add custom question (0/3)

Custom checkboxes (optional)

Use custom checkboxes to collect member consent. We recommend using one checkbox for each distinct purpose. [Learn more](#)

+ Add custom checkbox (0/5)

T
v

Next fill out Confirmation Info.

4. Confirmation ^

Message

Thanks for the Submission 275

Landing Page URL

<https://www.convertr.io/resources/case-studies/merkle-dwa-lead-managem1695>

Thank you message call-to-action

Learn more ▼

5. Hidden fields (optional) v

Cancel


Save

Either add Additional Hidden fields then hit Save or just hit save.

Ads in this campaign ⚙️ 🔍 Create new ad Browse existing content

Search

FEED IMAGE ADS 🔍

	<p>Merkle DWA Case Study</p> <p>A big thank you to Mollie Jolliffe, DJ Kolapudi and Pete...</p> <p>Single Image ad · Company page content · ID: 124208743</p> <p>SE Demo Campaign 2</p>	Draft	⋮
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1

Previous Save and exit Next

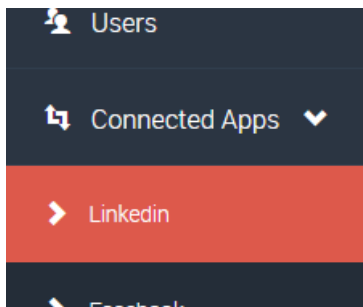
Now displayed will be the New Add, click next.

You can click Save and exit, to save a draft or Launch Campaign to make the Campaign active.

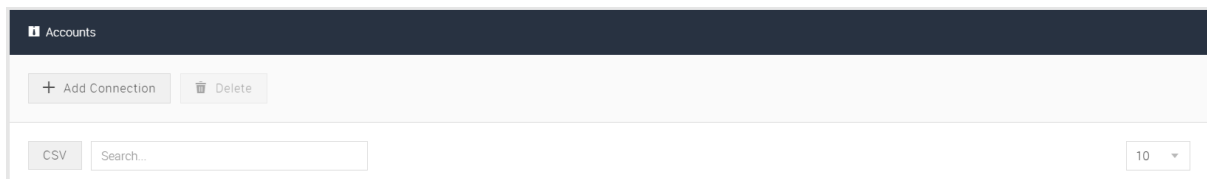
Step 2

Create the LinkedIn connection in Convertr and associate with the Campaign in Convertr

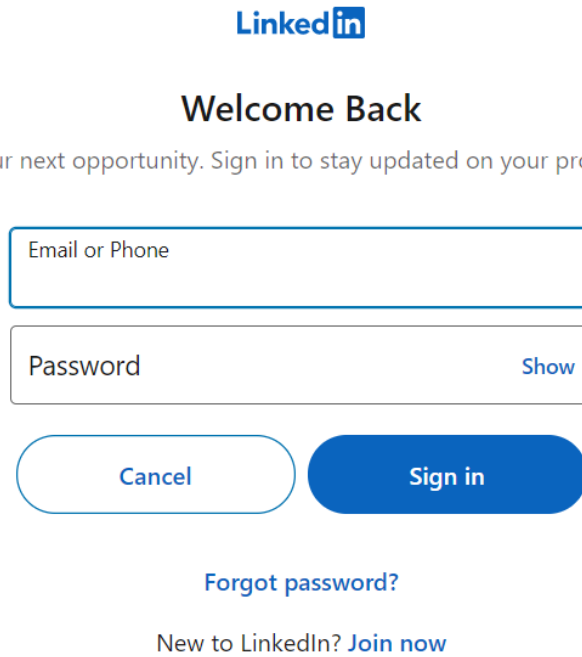
In Convertr Navigate to Connected Apps, then LinkedIn on the Sidebar Menu.



Click on the Add Connection Button



You will prompted to Sign In to LinkedIn

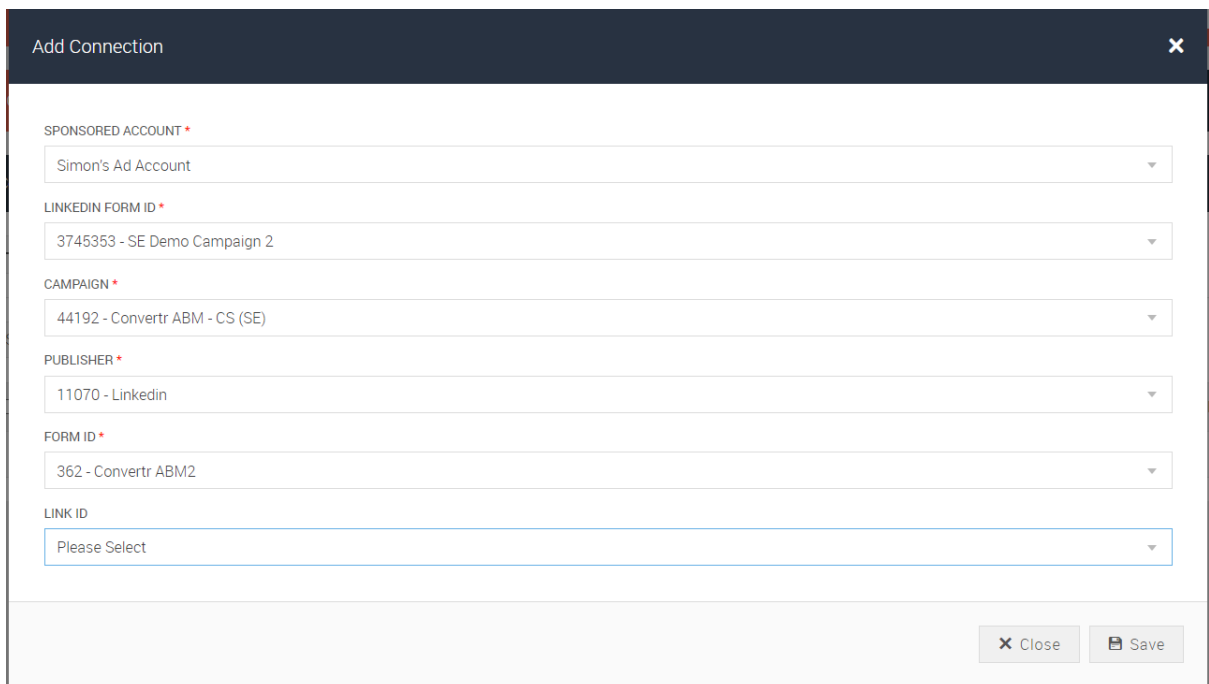


The image shows the LinkedIn sign-in interface. At the top is the LinkedIn logo. Below it is the heading "Welcome Back" followed by the text "Don't miss your next opportunity. Sign in to stay updated on your professional world." There are two input fields: "Email or Phone" and "Password". The "Password" field has a "Show" link to its right. Below the input fields are two buttons: "Cancel" and "Sign in". At the bottom, there are two links: "Forgot password?" and "New to LinkedIn? Join now".

Once completed there will be a new Connection Added.

<input type="checkbox"/>	35	Simon Woods	AQU3X2BzCPg3fs-LKJhDJAE4s	2021-02-28 13:26	2020-12-30 13:26	2020-12-30 13:26	Refresh Token	View
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Next click the View button, then choose Add Connection button



The image shows a modal window titled "Add Connection". It contains several dropdown menus for selection:

- SPONSORED ACCOUNT *: Simon's Ad Account
- LINKEDIN FORM ID *: 3745353 - SE Demo Campaign 2
- CAMPAIGN *: 44192 - Convertr ABM - CS (SE)
- PUBLISHER *: 11070 - LinkedIn
- FORM ID *: 362 - Convertr ABM2
- LINK ID: Please Select

At the bottom right of the modal, there are two buttons: "Close" and "Save".

At this point the required fields are Sponsored Account, the LinkedIn Campaign Manager Account, select the associated LinkedIn form, previously created. Next choose the Convertr Campaign you would like Leads to be delivered too and associated Convertr form. Finally select the Publisher. The Link ID is entirely optional. Click the Save button to complete the process.

Newly created Connection

<input type="checkbox"/>	LinkedIn Form Id	LinkedIn Form Name	Sponsored Account	Campaign	Publisher	Form	Link	Creation Date
<input type="checkbox"/>	3745353	SE Demo Campaign 2	504071059	44192 - Convertr ABM - CS (SE)	11070 - LinkedIn	362 - Convertr ABM2		2020-12-30

Step 3

Send the Test lead from the Newly created campaign in LinkedIn Campaign Manager

To test the Lead generation navigate back to the Newly created Campaign in LinkedIn Campaign Manager and click on the Ad

The screenshot shows the LinkedIn Campaign Manager interface. At the top, there are three tabs: 'Accounts' (Simon's Ad Account), 'Campaign Groups' (4 total Campaign Groups), and 'Campaigns' (Lead generation - Dec 30, 2020). Below the tabs are buttons for 'Create campaign', 'Performance Chart', 'Demographics', and 'Flowchart'. A search bar is present with the text 'Search by name or creative ID'. The main content area displays a table of ads with columns: Ad Name, Status, Spent, Key Results, and Cost Per Lead. One ad is listed: 'Merkle | DWA Case Study' with a status of 'Draft', spent of '\$0.00', and 0 Leads. The ad description reads: 'A big thank you to Mollie Jolliffe, DJ Kolapudi and Pete Hernandez III at Merkle | DWA for taking the time to share your experience with Convertr for our new case'. A small thumbnail of the ad is shown next to the text. At the bottom right of the ad list, there is a page indicator '1'.


This will open up the LinkedIn Page previewing what the Ad will look like

The screenshot shows a LinkedIn post from the company 'Convertr', which has 2,080 followers. The post text reads: 'study! A lot has changed over the years, but our aligned focus on #DataQuality, #LeadManagement, and #GlobalCompliance has made for a great partnership and better business outcomes for our shared customers. Read the case study online now at <https://lnkd.in/gXrFJK9> #B2B #demandgeneration'. Below the text is a dark-themed graphic with a quote: 'If lead automation and data security are the business-critical challenges that need solving, Convertr is the right tool to address both of those needs simultaneously. Their customer service and development teams will be the icing on the cake.' The quote is attributed to Mollie Jolliffe, SVP, Process & Technology at Merkle | DWA. At the bottom of the graphic is a 'Sign Up' button. Below the graphic, the post title is 'Merkle | DWA Case Study' with the URL 'convert.io'. There are 23 reactions and 1 comment shown.

Click the Call to Action in this case Sign Up to Submit the Lead

Convertr ×

"If lead automation and data security are the business-critical challenges you need solving, Convertr is the right tool to address these needs.



Merkle | DWA share their experience with Convertr

We'll send this information to Convertr, subject to the company's [privacy policy](#)

Email address *

Phone number *

First name
Simon

Last name
Woods

Submit

Then click the Submit button

After a few minutes, the Lead should appear in the associated Convertr Campaign

<input type="checkbox"/>	Id	Date	Lead Generator	Channel	First Name	Last Name	Email	Processr Status
<input type="checkbox"/>	67505	2020-12-30 14:05:00	Linkedin		Simon	Woods	slingerro7@hotmail.com	Complete

Click View button to see the Lead details

Created Date	createdDate	2020-12-30
Linkedin_submitted At	linkedin_submittedAt	1609334394016
Linkedin_submitted At Date Time	linkedin_submittedAtDateTime	2020-12-30 13:19:54
Linkedin_creative	linkedin_creative	urn:li:sponsoredCreative:124208743
Linkedin_test Lead	linkedin_testLead	1
Linkedin_form	linkedin_form	urn:li:adForm:3745353
Linkedin_lead Type	linkedin_leadType	SPONSORED
Linkedin_campaign	linkedin_campaign	urn:li:sponsoredCampaign:174064863
Linkedin_id	linkedin_id	urn:li:adFormResponse:72c5c3e1-ef4f-477d-b5c5-6d60c2c30542-3
Linkedin_account	linkedin_account	urn:li:sponsoredAccount:504071059
Lead Hash	leadHash	2a185cc3ebd58203aa508dbec0e8e0be

