

# LinkedIn Ads & Flashtalking Social

The social landscape continues to evolve, and workflows across publishers are becoming even more fragmented and competitive.

Flashtalking Social is a comprehensive and converged **social technology platform** with the advanced features teams need to enable growth.

## Key benefits



### Integrate and accelerate your creative workflow

Consolidate everything from creative production and automation to LinkedIn ad campaigns activation and optimization within Flashtalking's industry-leading platform.



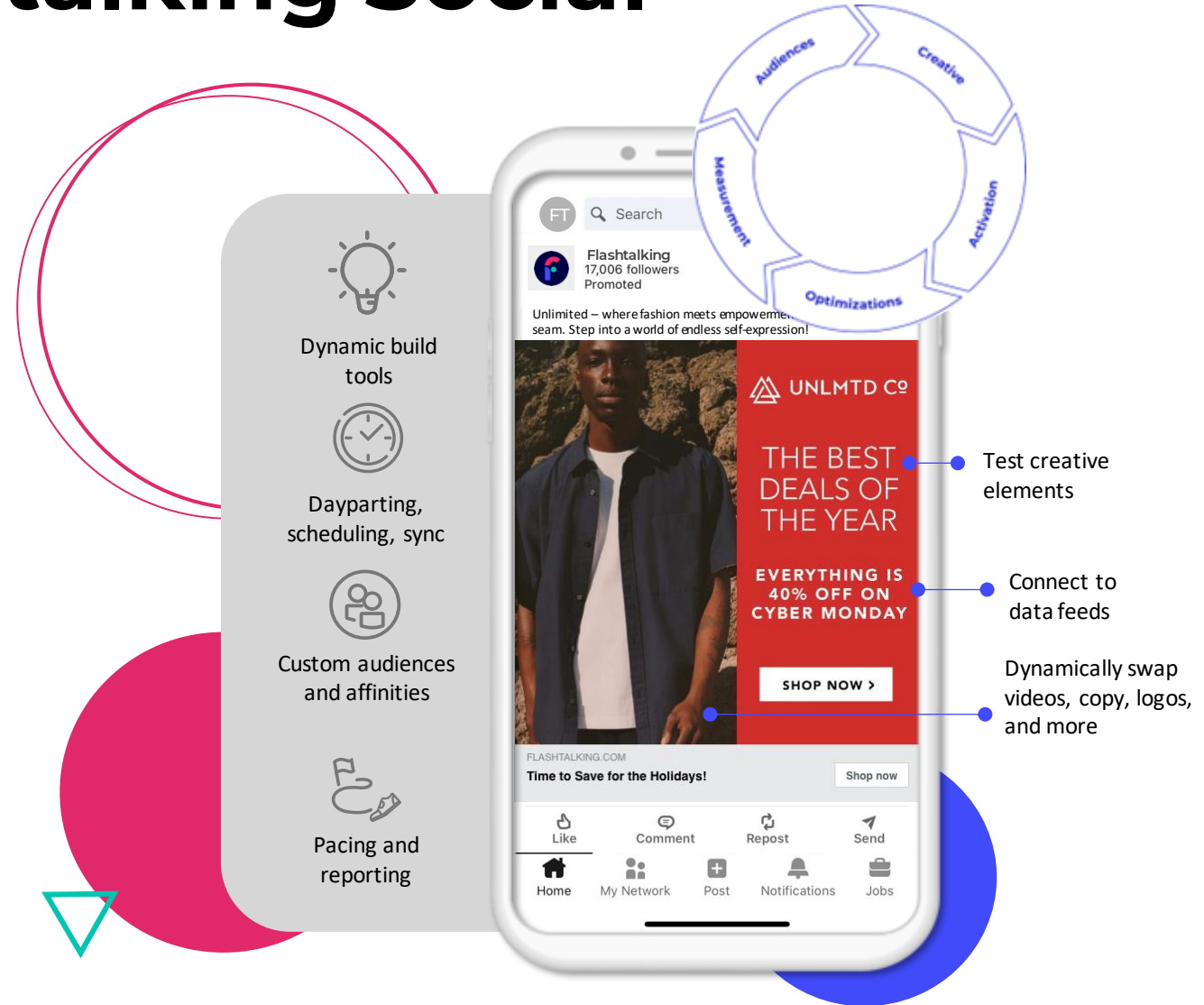
### Power data-driven personalization

Incorporate dynamic elements such as live pricing, product availability, and real-time event details from your data feed directly into your creative content.



### Centralize ads management

Seamlessly activate and manage LinkedIn ad campaigns alongside other social publishers such as TikTok, Meta, and more.



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## Key workflows



Create

Build powerful dynamic creative featuring video, animations, carousels, and more, with easy-to-use design tools.



Automate

### Coming soon

Effortlessly bulk-produce, version, traffic, and update in-market messages using a Creative Automation and Trafficking sheet.



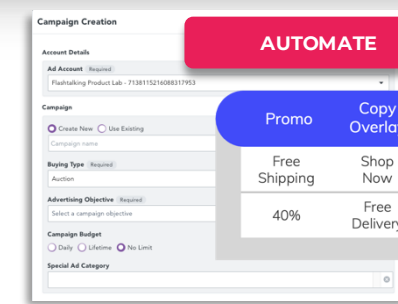
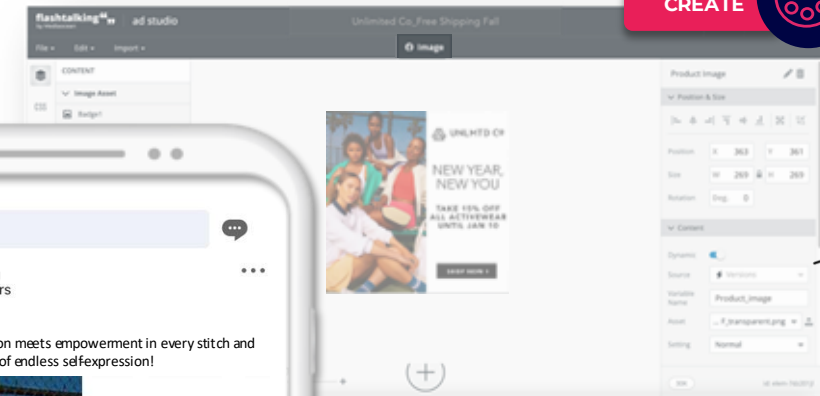
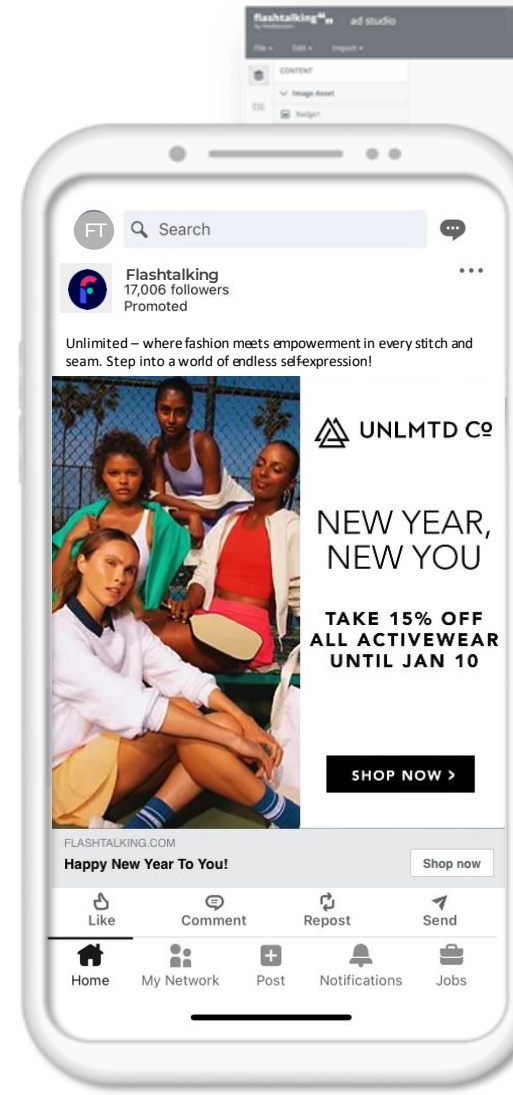
Activate

Seamlessly activate ads alongside other social campaigns in Social Ads Manager, and leverage acceleration tools like bulk editing and rules.



Iterate

Expedite pacing, reporting, and optimization with a dashboard that visualizes real-time performance in LinkedIn, as well as holistically across your social campaigns.



AUTOMATE

Promo	Copy Overlay	Adset ID	Traffic Status	Start Date	Status
Free Shipping	Shop Now	1002374	Ad Scheduled	9/22/23	Approved
40%	Free Delivery	1002689	Ad Scheduled	11/25/23	Rendered

ACTIVATE & ITERATE

