



in SALES NAVIGATOR
APPLICATION PLATFORM



Partner Application Guide

Partner Application Guide (1/2)

The Sales Navigator Application Platform (SNAP) team is excited to receive and review your application. Since we receive more applications than we can approve, the following guidelines will help you make your application count. Each of these sections refers to a key portion of the [partner application form](#).

- **Estimate your customer overlap with LinkedIn Sales Navigator**

This information is essential because we prioritize partners that work with large numbers of LinkedIn Sales Navigator customers. Integrations are only accessible to joint customers, and we evaluate the performance of partners based on the share of joint customers using the integration.

To estimate your customer overlap, we recommend surveying your customers on whether they use LinkedIn Sales Navigator. Please ensure they are subscribed to plans that give them access to your desired category of partner integration:

- Display Services integrations: Sales Navigator [Team or Enterprise plans](#) required for access.
- Analytics Services integrations: Sales Navigator [Enterprise plan](#) required for access.

- **Develop a compelling use case**

We look for applicants with compelling use cases for integrating with SNAP. Please consider the following principles:

- Value added: your proposed integration should drive significant value to our joint customers.
- User experience: the integration should fit seamlessly into your application's workflow.
- Sustained engagement: rather than one-time or sporadic use, your integration should drive sustained engagement and value to the end customer.

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- **Produce mocks of your proposed integration**

You should illustrate your proposed integration in high-fidelity mocks. We are looking for mocks that visualize how your users would interact with the SNAP functionality, as user engagement is a key measure of partner success. To create these mocks, please reference the below resources. (Full access to our documentation will be provided to you if you are accepted into the program.)

- [Repository of design assets](#): please leverage these assets in creating your mocks.
- Display Services integrations: [overview of our technical documentation](#) and the [modular components](#) available for integration into your application.
- Analytics Services integrations: [overview of our technical documentation](#).

- **Create a developer application and provide the corresponding “client ID”**

A LinkedIn developer application is the mechanism used to permit access to LinkedIn’s services. Use of our integrations requires you to register a developer application with LinkedIn. If you have not already done so, [create a developer application here](#). If you have an existing LinkedIn application, [select it](#) to modify its settings. Once you’ve created a developer application, take note of the Client ID. It will look something like this:

Authentication Keys

Client ID: 93r29maplrx58u

Client Secret: rA1z8zBOM3yrX123

Note: If accepted into the program, partners who have products with on-premise instances will need to use LinkedIn’s [Provisioning API](#) to create developer applications for each on-premise customer instance.

