

Advertising

Scale and optimize advertising on LinkedIn to promote a business

- Create an informed media plan to reach professionals
- Enable ads management at scale
- Build a holistic view of marketing performance

Create an informed media plan to reach professionals



Audience Insights

Discover & learn about audiences – who they are & their interests.

[Audience Insights API](#)



Media Planning

Use Audience Insights segments to forecast reach & frequency by spend level.

Coming soon

Enable ads management at scale

Getting started with a basic ad creation flow



Campaign objective

Objectives for any stage: Awareness, Consideration, Conversion. Start with:

- Lead generation
- Brand awareness
- or Website visits

[CampaignObjective API](#)



Ad formats

Chose an ad type to best meet the objective
Start with:

- Single image ad

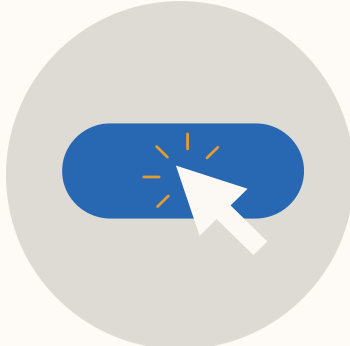
[Images API + Posts API](#)



Budget & placement

Set budgets and reach audiences on multiple touchpoints

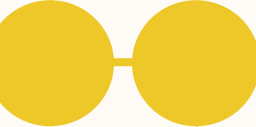
[Ad Campaigns API](#)



Lead Form

Capture leads with lead generation form

[Lead Forms API](#)



Audience

Select an audience based on job title, function, company, industry, & more

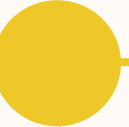
[Ad Targeting Facets API](#)



Creatives

Leverage existing creative assets for LinkedIn ads

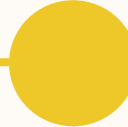
[Media Asset Library API](#)



Ads preview

Preview ad in platform before launching

[Ad Preview API](#)



Upgrade to an intermediate or advanced ad creation flow

By expanding objectives, audiences, and ad formats

	Campaign objective	Audience	Ad formats
Intermediate	Support 3 objectives: <ul style="list-style-type: none">• Brand awareness• Website visits• Lead Generation	Add Engagement Retargeting	Add video + document ads
Advanced	Support all marketing objectives	Add Audience Insights	Add Conversation Ads
API	CampaignObjective API	Audience Insights API Engagement Retargeting API	Video API Documents API Conversation Ads API

Build a holistic view of marketing performance

Start with:

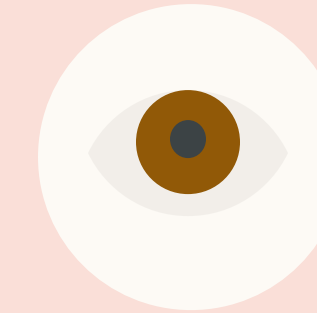
- Pulling all metrics via [Ad Analytics API](#)

Expand to:

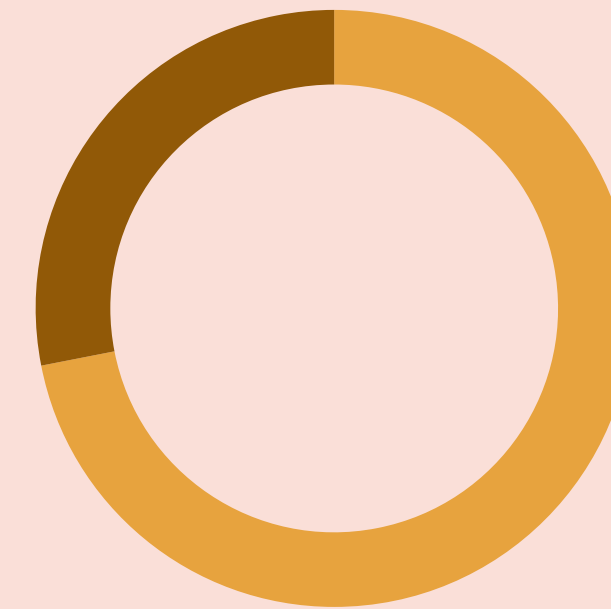
- Include demographic pivots to segment performance by LinkedIn attributes
- Integrate with CRM to combine marketing + sales data



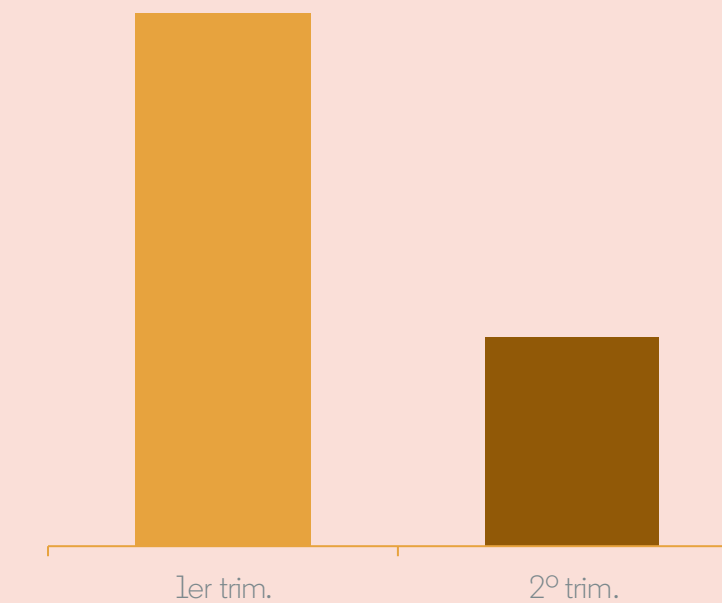
XXX
Clicks



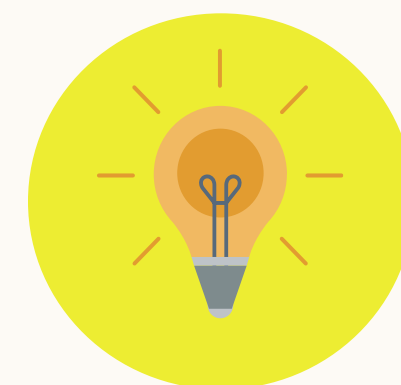
XXX
Impressions



Clicks by
seniority



Impressions by
company



B2B reporting templates in Postman
make it easy to get started

Expand reporting capabilities and measure ROI

Connect LinkedIn campaigns to the outcomes that matter most with server-to-server conversion tracking using the [Conversions API](#).

TIP:



Enhance LinkedIn native conversion reporting by including number of conversions

Attribute conversions to LinkedIn

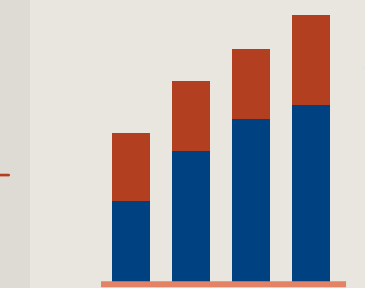
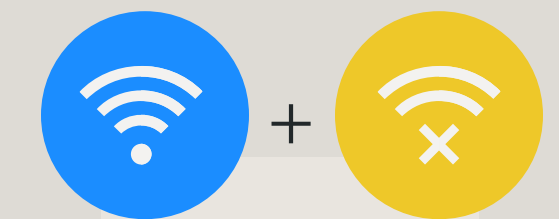
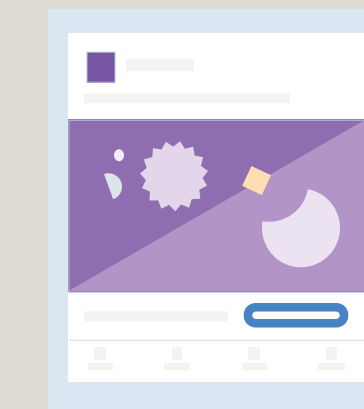
Lead Gen Form



Sales



Call Centre



Online and offline conversions

Resources to help build your integration

Keeping you informed

- Monthly API update email*
- [Developer news site & blog](#)
- [Recent change & migrations](#) page
- Product roadmap annual preview
- Eligible to attend LinkedIn annual partner events

Supporting your integration

- Get help from a support specialist by submitting a [Zendesk](#) ticket
- [Marketing Developer Group](#)
- [API documentation](#)
- [Video library](#)
- [Test ad account](#)
- [API status & incidents](#) page
- [Usage insights on your app](#)
- [Token inspector](#)

* The email is sent to your primary email associated with your LinkedIn profile. To ensure your colleagues receive the monthly email, make sure to add them as a team member under My Apps in the developer portal.



Partnership creates value

for partners

“The LinkedIn Ads API is a cornerstone of Adverity's reporting proposition. Our recent integrations with Lead Generation, Audiences and Offline Conversions APIs have translated into **25% higher win rates** for new business, a **10% revenue uplift** from existing customers and similar double digit growth in customer satisfaction scores.”

Fabio De Bernadi VP Business Development



for marketers



1 in 5

Advertisers use a partner to manage their LinkedIn ads



58%

Of leads are automated through a partner solution



33%

Of Page posts are created by a partner solution