

Community Management

Establish brand presence and
nurture a community on
LinkedIn

- Create content to grow followers
- Analyze engagement to optimize content
- Engage in conversations that matter

Create content to engage and grow followers

Images

Result in a 2x higher comment rate

[Images API](#)

Videos

Gets 5x more engagement on LinkedIn

[Videos API](#)

Documents

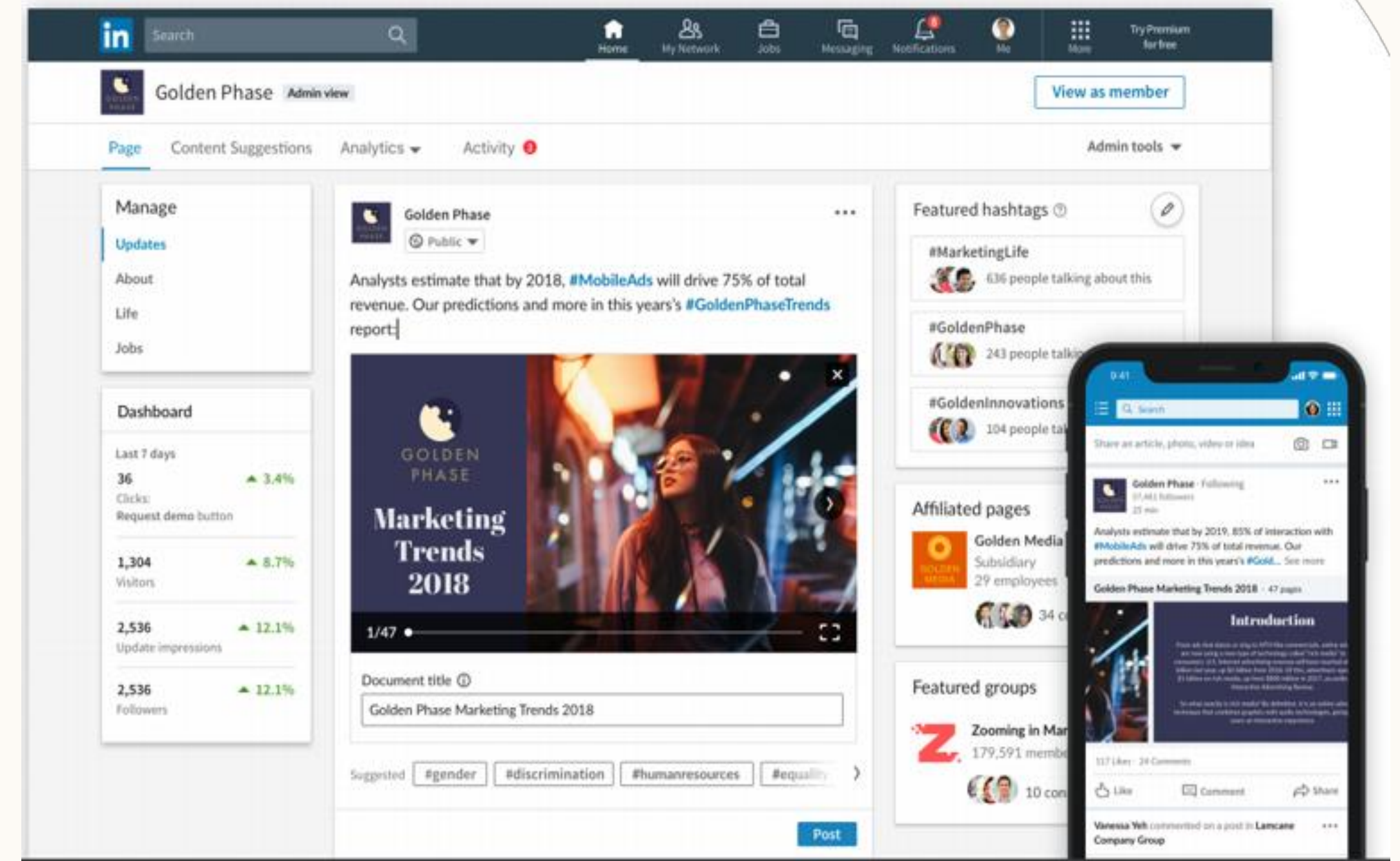
Showcase what makes a brand unique through thought leadership

[Documents API](#)

Events

Bring your professional community together in real time

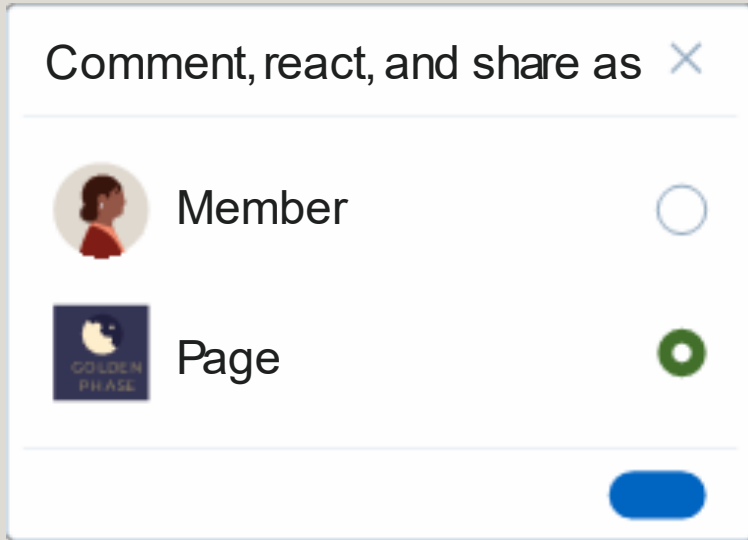
[Events API](#)



"LinkedIn is the professional network. There's no other network that can really claim that name. We've seen that come to life in terms of promotion, paid media, organic media, how people connect."

- Sr. Director, Social & Content Marketing Salesforce

Analyze engagement to optimize content strategy



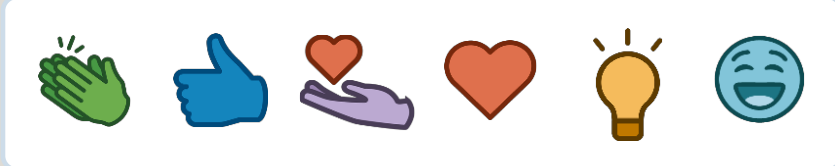
Comment, react, and share as ✕

Member

Page

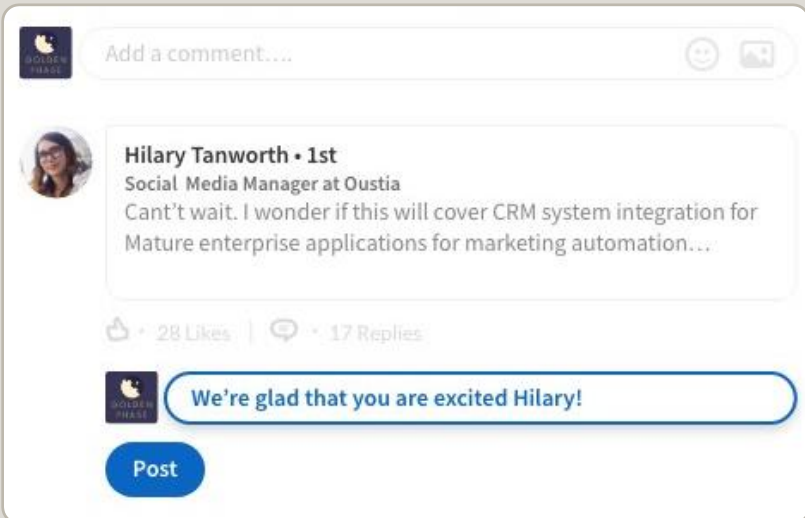
Share statistics API

Shares



Reactions API

Reactions



Add a comment...

Hilary Tanworth • 1st
Social Media Manager at Oustia
Can't wait. I wonder if this will cover CRM system integration for Mature enterprise applications for marketing automation...

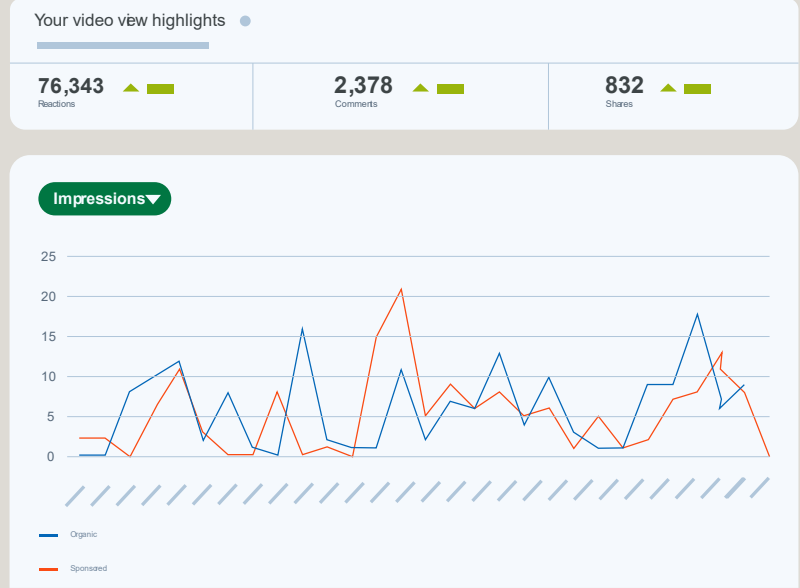
28 Likes | 17 Replies

We're glad that you are excited Hilary!

Post

Comments API

Comments



Your video view highlights

76,343 Reactions ▲


2,378 Comments ▲

832 Shares ▲

Impressions

Video Analytics API

Video Analytics



Follower demographics

Top Functions

Followers

Cheri Sparks
Sales at Flexis

Rishi Chaudhari
Operations Manager

Estela Aroujo
Sales at Flexis

Jeff Tanaka
Sales at Flexis

Member Profile API

Know who's engaging

Engage in the conversations that matter

- Be notified when your brand is @ mentioned using the [Social Action Notifications API](#)
- Start a dialogue with your followers using the [People Typeahead API](#)



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