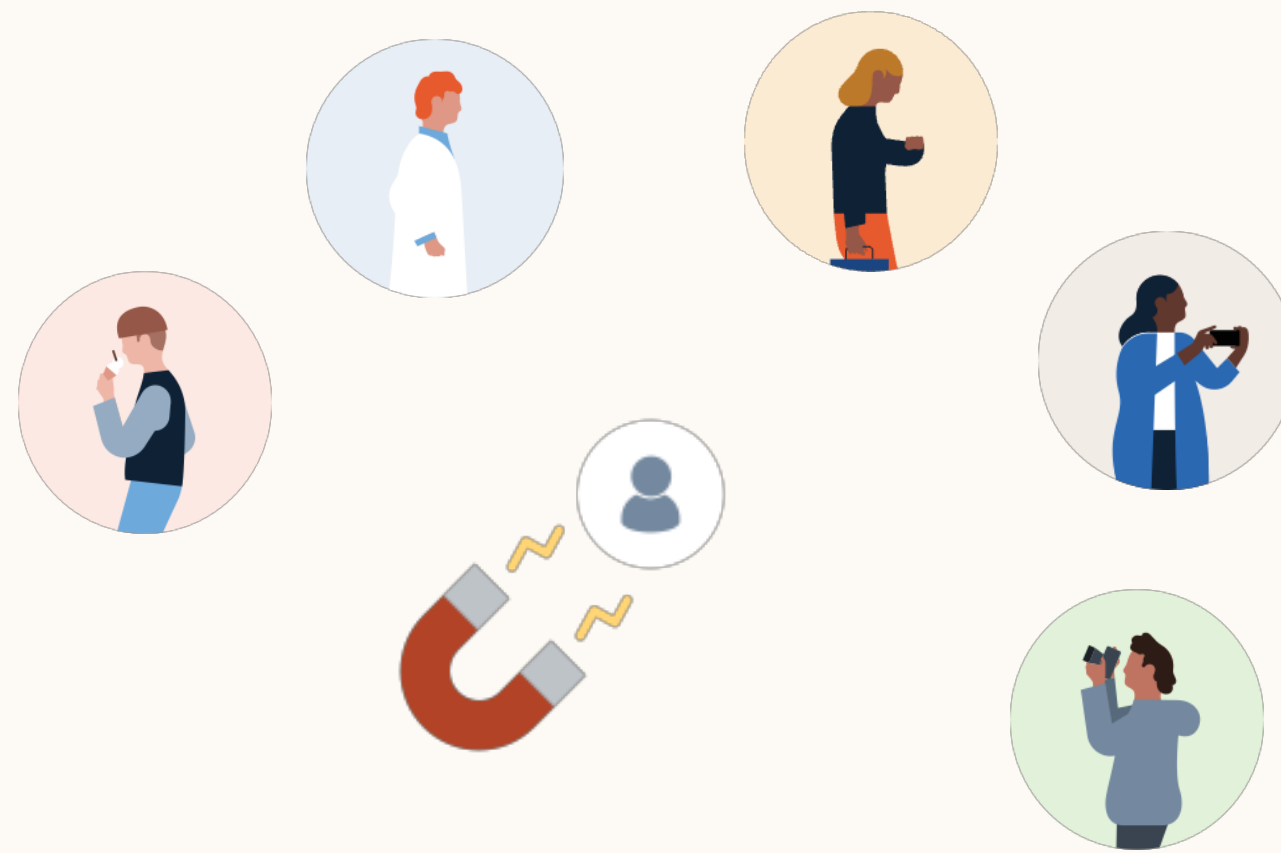# Data Integrations

Connect data between LinkedIn & other platforms to improve customer experiences and outcomes
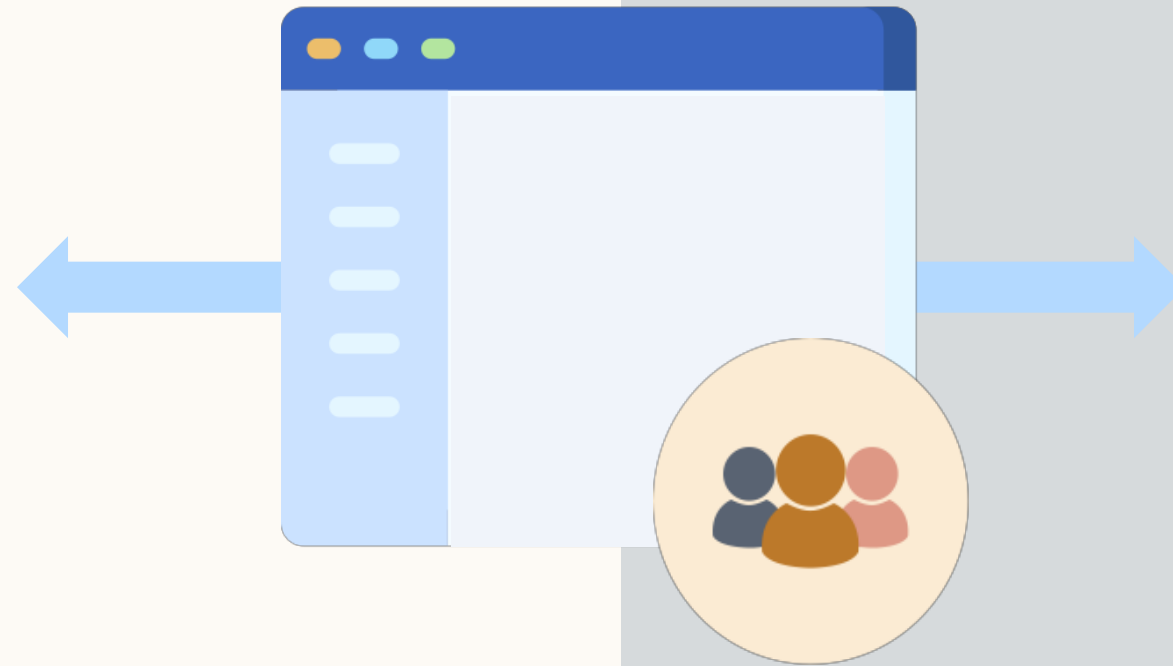
→ Automate lead management

→ Enhance LinkedIn targeting

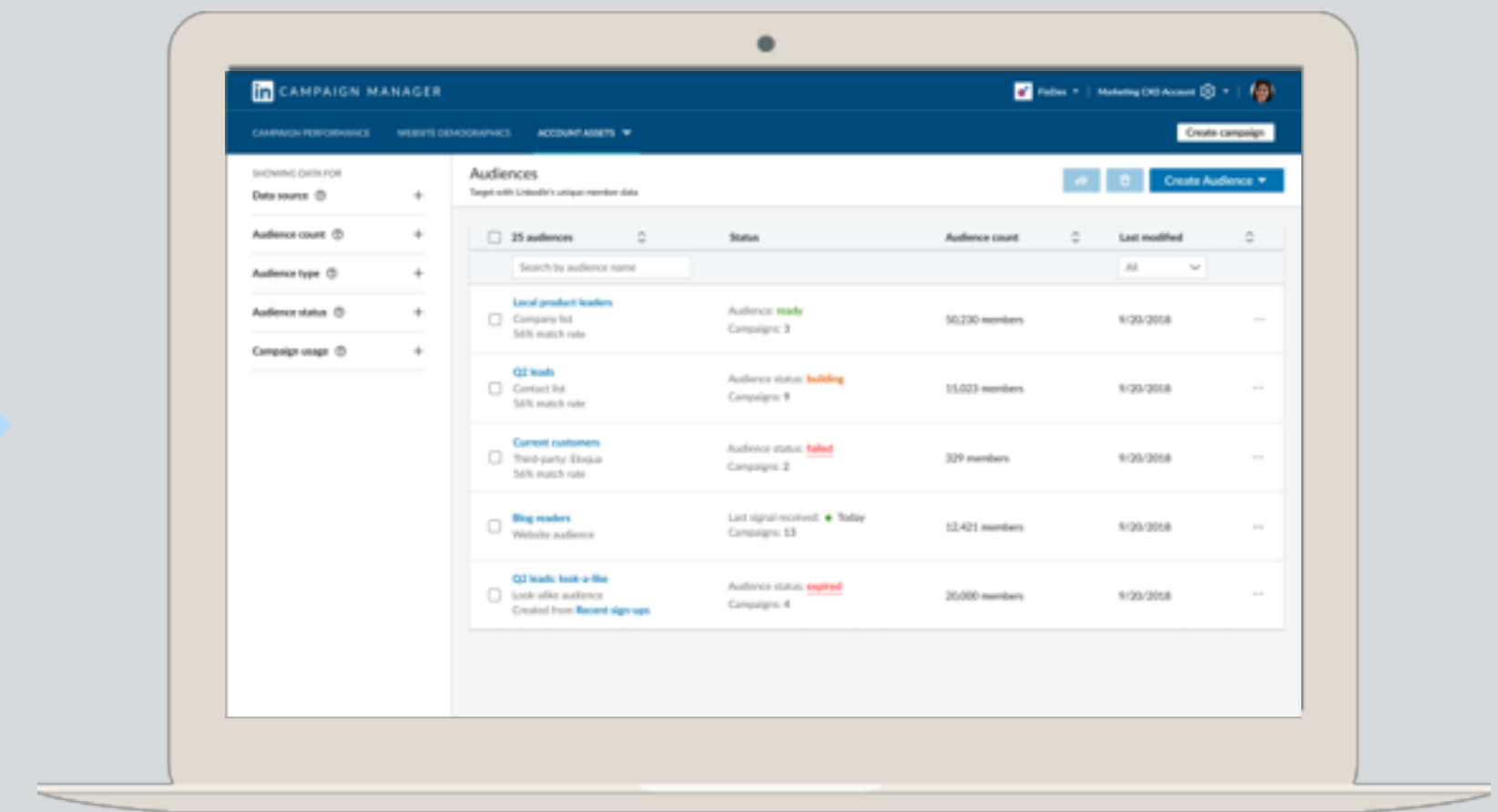→ Attribute conversions to LinkedIn

Automate lead sync

Enhance LinkedIn targeting

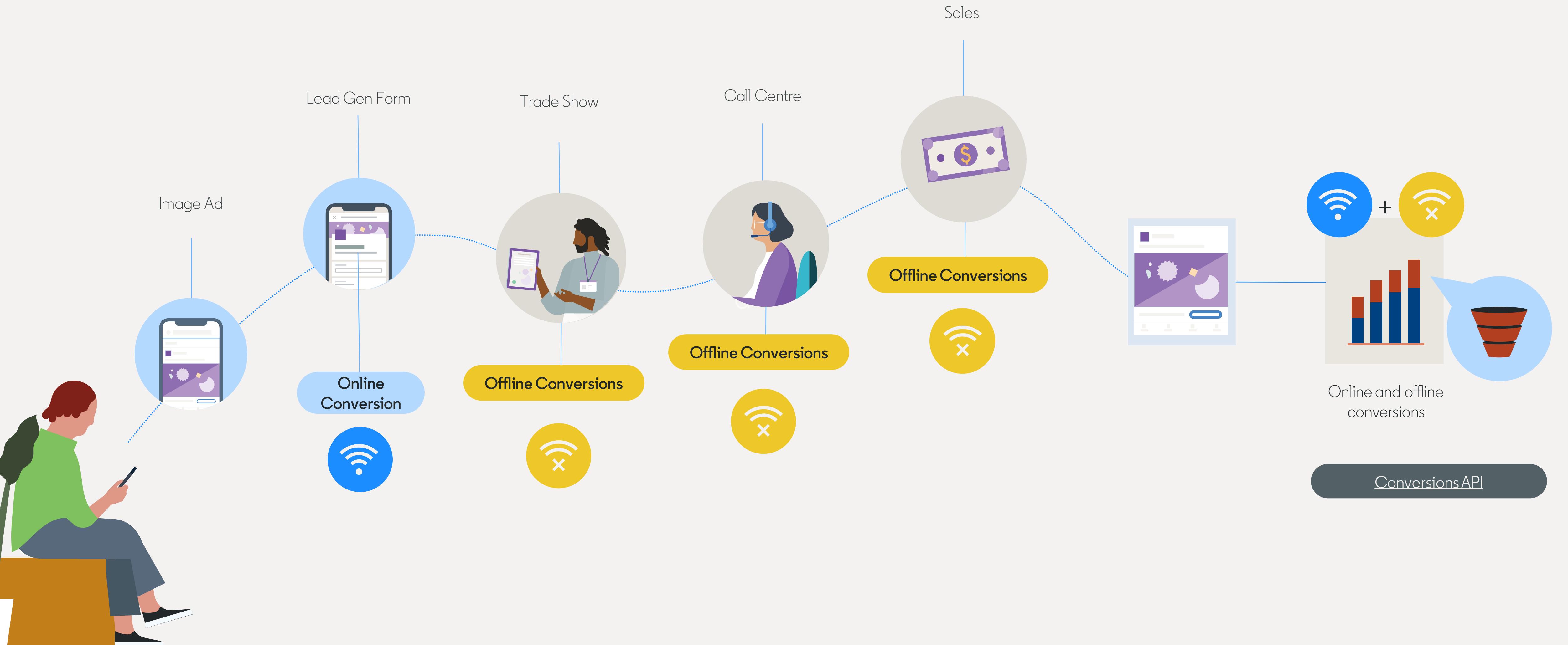- Use the Lead Sync API to efficiently manage and route leads collected from LinkedIn ad, Page, or event

- Easily create audience segments and target on LinkedIn with DMP Segments API

Attribute conversions to LinkedIn

See how effectively LinkedIn campaigns drive sales

Sales

Lead Gen Form

Trade Show

Call Centre

Image Ad

Online Conversion

Offline Conversions

Offline Conversions

Offline Conversions

Online and offline conversions

Conversions API

Connect LinkedIn ads to sales outcomes

Enable marketers to connect customer data to LinkedIn using the [Sales & Marketing Systems Connect API.](#)

Track revenue outcomes and sales impact of LinkedIn campaigns through the Revenue Attribution Report.
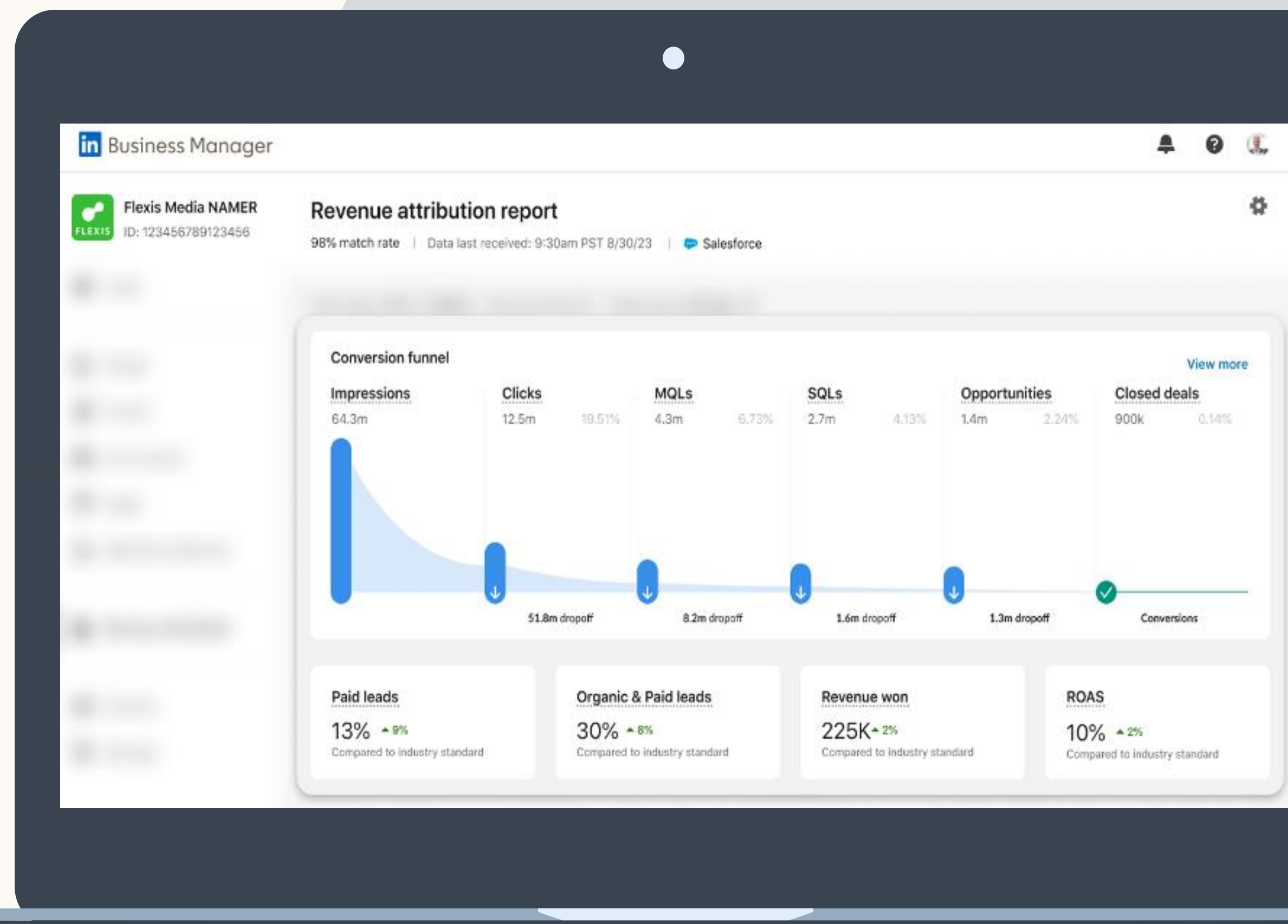
Resources to help build your integration

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

adverity

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