

The Agency Onboarding Guide



Getting Started with LinkedIn Marketing Solutions as an Agency

Why does LinkedIn matter?	2
Platform Stats	2
The Most Trusted Digital Platform	3
LinkedIn Business Lines	4
How do I get started with LinkedIn Marketing Solutions?	5
1. Start with a LinkedIn Page	5
2. Determine your Objective	5
3. Get to know LinkedIn's Ad Product Solutions and Targeting	6
4. Create a Campaign Manager Account	6
How do I run campaigns, as an agency?	7
Ad Account Setup for Agencies	8
Permissions Required by Ad Type	9
How-To Create Campaigns (Video Demos)	9
Pro Tip! Install the LinkedIn Insight Tag	10
Do you have case studies?	12
What are LinkedIn's Advertising Guidelines?	12
What do benchmarks look like?	13
General LinkedIn Benchmarks by Product	13
Are there any minimum spend requirements? How do I get support?	14
What are my billing options?	15
Monthly Invoicing (Online Accounts)	15
Insertion Order	15
Credit Card	17

How do brands build an organic presence on LinkedIn?	18
Social Media Manager's Guide to LinkedIn	18
LinkedIn Pages Playbook	18
Organic + Paid Playbook	19
Requesting access to your client's LinkedIn Page	19
Contact Pages Support Team	19
How do I amplify my brand's executive or employee voice?	20
LinkedIn Executive Playbook	20
Employee Advocacy (Blog Post)	20
The Network Effect of Employee Advocacy (Guidebook)	20
Rock Your Profile	20
How can I continue to grow my knowledge of LinkedIn Marketing Solutions?	21
Success Hub	21
Marketing Solutions Help Center	21
Marketing Labs	21
Webinars	22
Newsletters	22
Subscribe to our Social Channels	22
I need help with... who should I contact?	23
What other resources are available for agencies?	24
Marketing Partner Program	24
LinkedIn Marketing Developer Program	24



Why does LinkedIn matter?

For the first time in the history of media, you can reach the world's professionals—all in one place. As the largest global community of business professionals, LinkedIn is the premier destination for finding and sharing professional content. Members come with purpose - a very different mindset and intent from other social media platforms.

Platform Stats

As of mid 2019, LinkedIn is now over **645 million members globally**, and growing at a rate of 2 new members per second. These professionals worldwide gather on LinkedIn to stay connected and informed, advance their careers, and work smarter.



9 billion

content impressions
per week



15x more

content impressions
than job posts



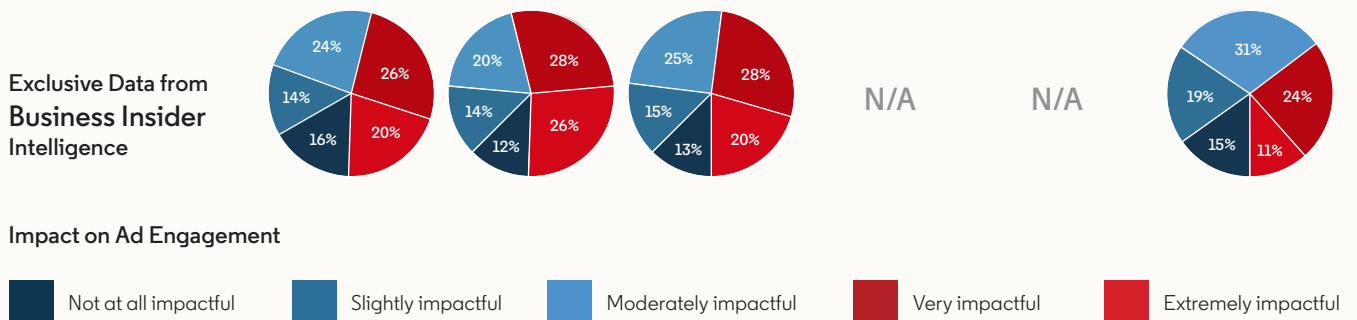
57%

of sessions from
mobile devices

The Most Trusted Digital Platform

According to the [Business Insider Intelligence survey](#), LinkedIn came in as the most trusted platform for the second year in a row (2018) - and an outlier in the overall survey results - LinkedIn took the top spot for nearly every pillar of trust — and there are a few reasons why:





- LinkedIn continues to benefit from the professional nature of its community — users on the platform tend to be well behaved and have less personal information at risk, which makes for a more trusting environment.
- LinkedIn Members are likely more selective and mindful about engagement when interacting within their professional network, which may increase trust in its content.
- Content on LinkedIn is typically published by career-minded individuals and organizations seeking to promote professional interests, and is therefore seen as higher quality than other platforms'. This bodes well for advertisers and publishers to be viewed as forthright, honest, persuasive, and trustworthy.



Source: Business Insider Intelligence Digital Trust surveys, n=1,528, 2017 n=1,350, 2018

LinkedIn Business Lines

Although this book focuses on our Marketing Solutions business, it's important to understand the various business lines of LinkedIn and how it can help you or your customers.

Product	Description	User Cases
 Hire	Attract talent and recruit candidates from the world's largest talent pool	Recruiters, Human Resources, and Recruiting Agencies looking to build talent brand, post jobs, and source candidates
 Market	Market to the world's largest professional audience (includes Elevate)	Marketers, Ad Agencies, PR/Communications Teams looking to build their brand and promote their product or service through paid media efforts
 Sell	Power your social-selling efforts with real-time sales intelligence	Sales Team, Business Development, and Executives looking for a sales tool to target the right buyers, understand key insights, and engage with personalized outreach
 Learn	Develop talent and keep skills current with personalized eLearning	For individuals, Learning & Development, and Talent Development Teams looking for an online learning platform that enables individuals and organizations to achieve their objectives and aspirations through thousands of expert-taught online courses



How do I get started with LinkedIn Marketing Solutions?

1. Start with a LinkedIn Page

Start with a LinkedIn Page. LinkedIn Pages are a free and easy way to establish your brand on LinkedIn. All you need to get started is a LinkedIn account and a verified email address (we'll verify if you're eligible to create a page on your company's behalf). Having a LinkedIn Page is required to run ads on LinkedIn. Learn how to [get started](#) or [access an existing LinkedIn Page](#).

See the [LinkedIn Pages Playbook section](#) for a more in-depth guide.

2. Determine your Objective

No matter your marketing objective, LinkedIn provides a full suite of products and features to allow you to reach those goals. Learn more about each Campaign Objective [here](#).

The below chart outlines the appropriate ad products to deploy based on your campaign objective.

Objectives		Products
Awareness	Brand Awareness	Sponsored Content, Dynamic Ads
	Engagement	Sponsored Content, InMail
Engagement	Website Visit	Sponsored Content, InMail
	Post Engagements	Sponsored Content, Dynamic Ads
	Video Engagements	Sponsored Content
Conversions	Website Conversions	Sponsored Content, InMail, Text Ads
	Lead Generation	Sponsored Content, InMail, Text Ads, Dynamic Ads
	Job Applicants	Dynamic Ads

3. Get to know LinkedIn’s Ad Product Solutions and Targeting

Below is our full suite of advertising solutions and capabilities:

- [Sponsored Content](#) (single image, carousel and video ads in the feed)
- [Sponsored InMail](#) (message ads that show in LinkedIn inbox)
- [Text Ads](#) (right rail and top banner ads, desktop only)
- [Dynamic Ads](#) (follower, spotlight and content ads, desktop only)
- [Targeting Capabilities](#) + [Targeting Playbook](#)

Head over to the [Marketing Solutions website](#) and hover over “Advertising” to see the full list of products, features, and more.

	Sponsored Content	Dynamic Ads	InMail	Text Ads
Buy Type	CPC, CPM, CPV	CPC, CPM	CPS	CPC, CPM
Post Type	Single Image, Carousel, Video	300x250 Templated Banner, Spotlight, Follower, Job	Message Ad Sent from Company or User Profile, 300x250 Brand Banner	Text Ad
Placement	Desktop, Mobile	Desktop	Desktop, Mobile	Desktop
Targeting	LinkedIn Targeting Segments, LinkedIn Customer Audience, Axiom, Eloqua Marketo, Retargeting, Matched Audiences			
LinkedIn Measurement	CTR, ER, Lead Gen, Conversion Tracking, Video Views	CTR, ER, Lead Gen, Conversion Tracking	CTR, ER, Lead Gen, Conversion Tracking	CTR, ER, Lead Gen, Conversion Tracking
3rd Party Measurement	Google Ads Manager, Moat (Video Only)	Google Ads Manager		Google Ads Manager

4. Create a Campaign Manager Account

[Campaign Manager](#) is the all-in-one advertising platform on LinkedIn. You can set up ad accounts, run campaigns, and control your budget as soon as you sign in. All you need is a personal LinkedIn account to get started. See the next section for agency-specific instructions.



How do I run campaigns, as an agency?

Ad Account Setup for Agencies

As an agency, you can either create a new ad account in Campaign Manager to run campaigns on behalf of your client, or you can request access to your client's existing ad account (if they have one). The proper way to set-up your Campaign Manager is to grant individual agency employees access to each ad account using their LinkedIn profile URL. Campaign Manager does not currently offer an agency-wide login feature.

Do not create a shared agency profile, as this is against our terms of service and shared profiles will be deactivated. Once the fake profile is flagged, all ad accounts the profile has been permissioned on will be marked as spam, which will pause all active campaigns. LinkedIn will not reactivate the fake profile, however the ad account can be reactivated only after the fake profile is removed.

In case of agency employee turnover, we recommend making sure at least two agency employees have account manager access to every ad account to prevent getting locked out.

To create a new ad account

1. Sign in to your personal LinkedIn.com account.
2. Click the Work icon at the top of your LinkedIn homepage and select Advertise.
3. Click Create ad.
4. Select the type of ad you want to run. Click Learn more to see a description and image for each ad type.
5. Enter the new ad account name in the Account name field. The name can be changed later.
6. Select the currency to be used for billing from the Currency dropdown. The currency can't be changed once the account is created.
7. If you'd like to link a Company or Showcase Page to your campaign:
 - Select the icon next to Yes.
 - Select the icon next to Search by name or URL.
 - Enter the Company Page name or URL in the text field. (To link school/showcase page, please search for it by name and select the right one from the dropdown.)
 - Select your page from the dropdown.

Note: An ad account must be linked to a Company Page in order to run Sponsored Content and Sponsored InMail campaigns.

To add agency employees to an ad account

1. In campaign manager, within your selected account, click on the settings icon, top right hand corner, and select manage access.
2. Click on Edit to grant access. There are various [User Roles and Functions in Campaign Manager](#) to choose from. Note: You can only add people who are 3rd-degree connections or less.

Permissions Required by Ad Type

Depending on the type of ads you will be running, you may need to request additional access levels from the client. The below chart lists the access level required for each ad product:

Access Needed For	Sponsored Content	Sponsored InMail	Text Ads, Dynamic Ads	Lead Gen Forms
Ad Account	Account Manager or Campaign Manager	Account Manager or Campaign Manager	Account Manager or Campaign Manager	Account Manager or Campaign Manager (to create lead gens forms)
Client's Company Page (only a current page admins can grant access)	Co. Page Admin or Sponsored Content Poster	Not required	Not required	Co. Page Admin or Lead Gens Forms Manager (needed to view/download leads data)
InMail Sender	N/A	Request client's permission to add them as the Sender's Name (detail's below)	N/A	N/A

If you will be creating Sponsored Content campaigns on behalf of your client, you will also need permission to their Company Page from the Page Admin. The Company Page admin must be a 1st degree connection with whomever needs access. Upon connecting with each other, the [page admin grants the required access](#). Agencies can request [“Sponsored Content Poster”](#) access if full admin access is not needed.

If you plan to send Sponsored InMail on behalf of an employee at your client's company, you will need to add that employee as a Sender to the Sponsored InMail campaign. You need to be 1st degree connections with that person. More on adding and changing senders to your campaign [here](#). Note: Sponsored InMails can only be sent from a company name if you are working with a LinkedIn account executive.

How To Create Campaigns (Video Demos)

Campaign Manager is now using the objective-based advertising experience, a streamlined format for LinkedIn Ads campaign creation that leads with marketer's goals.

You can utilize the new objective-based campaign creation experience when you click the Create Campaign button in your Campaign Manager.

Below are links to key how-to videos from the LinkedIn Marketing Solutions YouTube Channel which guide you through various objectives and ad products in Campaign Manager:

Video Topic

[How to Select Your Campaign Objective](#)

[How to Set Up Your Target Audience](#)

[SC Engagement \(Follower\) + Image](#)

[SC Lead Gen + Single Image](#)

[SC Lead Gen + Carousel](#)

[SC Lead Gen + Video](#)

[Insight Tag + Website Demographic](#)

[Conversion Tracking + Apply to Campaigns](#)

[InMail Lead Gen](#)

[Matched Audiences \(Retargeting, List Uploads, Connecting to APIs\)](#)

[Reporting - Dashboard Overboard](#)

Pro Tip! Install the LinkedIn Insight Tag

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors.

The data collected from the Insights Tag powers:

- Conversion tracking
- Website re-marketing audiences
- Website visitor professional demographics
- Additional insights about members interacting with your ads

Learn how to [set up the LinkedIn Insight Tag](#).

The event-specific image pixel tracks conversions without associated pages, such as through web forms that do not have thank you pages. You can also use the event-specific image pixel option to track on-click events. This method requires you to install code in the appropriate place for each conversion event that you would like to track. Learn more about [setting up an event-specific image pixel](#).

The LinkedIn Insight Tag is supported by many tag management systems. Check with your tag management vendor to ensure that the LinkedIn Insight Tag is compatible, or follow the instructions in the articles below:

- [Google Tag Manager](#)
- [Tealium Tag Management](#)
- [Adobe Tag Management](#)
- [DDX/Coremetrics](#)
- [Ensigner/TagMan](#)
- [DFA Floodlight](#)



Do you have case studies?

Please see our [online library](#) of case studies where you can filter by industry, region, product and more.

What are LinkedIn's Advertising Guidelines?

These [Advertising Guidelines](#) will help you to determine whether your Ad is appropriate for LinkedIn. Any Ad that violates any of the guidelines below may be removed from LinkedIn and in some cases further action may be taken. If you are unsure whether your Ad is acceptable, you may [contact us](#).



What do benchmarks look like?

General LinkedIn Benchmarks by Product

Benchmarks are based on the last 3 months of data; they DO NOT guarantee future performance.

Sponsored Content

Single Image Ad	
CTR	0.48%
Engagement Rate	0.57%
Average CPC	\$8-\$10
Carousel Ad	
Ad Unit CTR	0.61%
Carousel Card CTR	0.25%
Engagement Rate	0.74%
Sponsored Video	
View-Through Rate	33.6%
Completion Rate	15.6%
Video CTR	0.38%
Sponsored Mail	
Open Rate	50%
Click-to-Open Rate	4.3%
Text Ads	
CTR	0.0158%
Dynamic Ads	
CTR	0.06%
Lead Gen/Conversions	
Lead Gen Form Completion Rate	10.13%
Conversion Rate (Non-Lead Gen Form)	3.40%

Are there any minimum spend requirements? How do I get support?

Based on quarterly spend levels, LinkedIn provides the below levels of support through a sales rep. Spend levels are per client, not at an agency-wide level.

Note: the spend minimum of \$10 USD/day

- Less than \$25k/quarter: first campaign or activation support for 90 days with an account strategist
- Potential to spend \$25K+ per quarter: account will be assigned a dedicated account rep
- Potential to spend at least \$75K per quarter: account will be assigned a dedicated account team

Please email your agency rep or agencyrequest@linkedin.com with client name, budget, and time frame to request account support. For any other account requests or help with self-serve accounts, please contact the Marketing Solutions support team at: <https://www.linkedin.com/help/lms/ask>.



What are my billing options?

As an agency, we recommend setting up your ad account with monthly invoicing or with an IO.

Monthly Invoicing (online accounts)

This is the recommended billing method for most account types. Invoicing can be set up for any individual ad account by filling out this [web form](#). Note that this is not an agency credit line. You need to complete this form for each new advertiser your agency onboards. Example of an invoice [here](#). Detailed steps on filling out the webform can be found [here](#) starting at “Invoicing Application Definitions” at the bottom.

With invoicing, you have the option to bill the client direct or to bill the agency. Approval is based on credit history. To be eligible, the client must have spent a minimum of \$3,000 USD in two consecutive months over the last 12 months. If the agency is the bill-to and/or the client has spent this amount in a separate Ad Account, the minimum may be waived

This form will go directly to our credit and billing team for processing. If additional information is needed, they will follow up with the contact listed on the webform.

Insertion Order

Any account buying through an insertion order requires a dedicated LinkedIn account rep. This is a contractual buy with an agreed upon upfront budget, run dates, and product type and requires a minimum spend of \$25k/quarter/client. There is less flexibility in that any changes have to be done by the account rep through a contract amendment and account set up has to be done through the rep.

Benefits of IO (field) based accounts:



LinkedIn account team creates the initial business account



Invoicing is based on actual spend from the month prior



Your campaigns will not spend beyond the end date of the IO



Straight line discounting is included within the same Campaign Manager account



Additional funds may be added on to the IO



We have the ability to pre-bill which means you can invest now and pay later

Considerations of IO (field) based accounts:

- The creation of an IO takes time and a credit check
- If product allocations are made, it requires an amendment and additional credit checks regardless of going through the process at the beginning of the campaign
- We can only run one product in an IO based account. If we add new products like InMail or Dynamic Ads, we would need to create new business accounts for each product
- At this time we don't have the ability to group campaigns within an account
- Invoicing reports one lump sum number and does not breakout by campaign

Benefits of Online accounts:



The account and invoicing is set up by the client and generally takes 2-5 days



There is no upfront contract/commitment. We simply bill based on actuals from the prior month.*



Early access to betas and pilots as online customers are prioritized in these offerings



More detailed invoicing which includes breakout of campaign spend



Online provides you (the advertiser) the greatest level of flexibility because you can run all products out of one account and see all campaigns and data in one place. (i.e. Sponsored Content, Sponsored InMail, Text ads and Dynamic Ads)



You can run campaigns (all products) in one single Campaign Manager account (Master Account) across multiple POs - provided the PO number is included in the campaign name



You can create separate "campaign groups" for each of your different initiatives, which will make managing your campaigns MUCH easier

*Online is the same Campaign Manager User-Interface and has the same products and functionality as an IO managed account. This option is a different way to buy media that eliminates the need for paperwork. You will still have the same high-level customer service/support from LinkedIn.

Considerations of Online accounts:

- We cannot pre-bill
- We cannot offer added value within the online account. If added value is granted, it would reside in a separate field account
- Once monthly invoicing is set up, we cannot go back to credit card payments
- If moving to an Online account, we will have to re-build campaigns/creative. However, your LinkedIn team is here to help!

Credit Card

This is the quickest way to go live when you create an ad account online. You'll be prompted to enter your billing information as you create a new ad account. Paying with a credit card has no minimums, charges are applied daily if spending more than \$100 USD/day; weekly if your balance is \$20 USD or more; first of the month if your balance is \$.01 USD or more. There is no flexibility to change the frequency of charges.

To edit existing billing information:

- Sign in to [Campaign Manager](#).
- Click the correct account name.
- Click the Settings icon next to the account name in the upper right corner of the page and select Billing center from the dropdown.
- Click Manage next to your payment method on the Billing center page.
- Click Edit and enter your new billing information.
- Click Change.

If your account has been placed on hold, [follow these steps to remove the hold status](#).



How do brands build an organic presence on LinkedIn?

[Social Media Manager's Guide to LinkedIn](#)

How will you drive the business outcomes you want to see through social? How can you strike the right balance between being witty and serious? And finally, how do you choose the right social media platforms to partner with to help amplify your voice?

This Social Media Manager's Guide to LinkedIn will cover:

- Why there's never been a more exciting time to be in social media
- How to tell your brand's story on LinkedIn
- Social media management tips, taken from years managing our own LinkedIn Page
- How to drive real business impact with your LinkedIn Page

LinkedIn Pages empower your organization to engage the world's professional community. Learn more about [what a LinkedIn Page has to offer](#) and [how to create a Page](#).

[LinkedIn Pages Playbook](#)

There are over 30 million Pages on LinkedIn. If yours isn't one of them, you're missing opportunities to get your content in front of the audience that matters most to your business. That's why we've created this guide packed with simple step-by-step how to's and best practices on building an audience and a content strategy for your Page. We're also including insider tips the LinkedIn Marketing Solutions team has gathered from years of testing and iterating.

[Organic + Paid Playbook](#)

This playbook, provides a simple 1-2-3 plan for cultivating an integrated organic + paid strategy on LinkedIn. In it, you'll learn how to:

- Build a compelling organic presence
- Boost your reach + engagement via paid
- Measure, learn + optimize to drive more impact

[Requesting access to your client's LinkedIn Page](#)

If you're an agency, social media partner, or a third-party working for a LinkedIn Page customer, we encourage you to reach out directly to the company or school administrator to determine the LinkedIn Page or Showcase Page admins. You may want to send them instructions for how to [add or remove admins](#).

Important: LinkedIn can't provide Page admin information to members or replace or remove admins. We recommend keeping records of your Page admins and sharing this information with your company's or school's Human Resources department, in case a former admin needs to be removed or a new admin needs to be added.

[Contact Pages Support Team](#)

Is your client looking to merge, rebrand, migrate, or change their Page? Review these guidelines first, then contact the Pages support team with your request or question using the link above.

- [Rebranding or Changing the Name of Your LinkedIn Page or Showcase Page](#)
- [Deactivating a Page or Showcase Page](#)
- [Pages of Acquired Organizations](#)



How do I amplify my brand's executive or employee voice?

[LinkedIn Executive Playbook](#)

10 Steps for Leading in a Digital Age -This executive playbook is based on our deep understanding of executives' priorities and constraints, and outlines key ways of leveraging the platform based on your needs.

[Employee Advocacy \(Blog Post\)](#)

What is Employee Advocacy and How Do Marketers Win With It?

[The Network Effect of Employee Advocacy \(Guidebook\)](#)

Employees are every brand's greatest asset with the power to build your brand and attract and retain the best talent. But only when they are encouraged to share their passions and expertise within their connected worlds. Your employees want to advocate for you. Learn how to harness the influence of employee sharing in this guide.

[Rock Your Profile](#)

Learn how to build a stellar profile and have a strong presence on LinkedIn through your own profile page. Great for all LinkedIn users, from executives to students.



How can I continue to grow my knowledge of LinkedIn Marketing Solutions?

[Success Hub](#)

This online resource walks through the set-up for all campaign types and covers: creating effective ads, targeting, bids and budgeting, and measuring results.

[Marketing Solutions Help Center](#)

Your one-stop shop for product info, best practices, step-by-step guides, and FAQ's on all LinkedIn marketing products and features

[Marketing Labs](#)

Join our LinkedIn experts as they share savvy tips on how to get more from your LinkedIn campaigns. The LinkedIn Marketing Labs, cover a variety of topics, shown below. You'll have a chance to meet with our expert marketing team in an open, informal format. New dates and cities are added throughout the year.

Fundamentals of Advertising on LinkedIn	Building a Content Marketing Strategy on LinkedIn	Advanced Strategies on LinkedIn	Using LinkedIn for Lead Generation
<p>Ideal if you're just getting started with LinkedIn Ads or want a refresher on the basics of the ads platform.</p> <ul style="list-style-type: none"> - Explore best practices for marketing on LinkedIn - Get tips on how to implement, optimize and measure utilizing LinkedIn's powerful targeting facts - Campaign Manager overview 	<p>Ideal if you're looking to improve your content marketing efforts.</p> <ul style="list-style-type: none"> - Learn how to map content to all stages of the funnel: from awareness to advocacy - Learn strategies for effectively distributing content on LinkedIn 	<p>Ideal if you're already familiar with LinkedIn ads and want to learn tactics to take your campaign to the next level.</p> <ul style="list-style-type: none"> - Showcase possibilities to improve ROI when pairing LinkedIn products for impact - Utilize Insights tag for retargeting and demographic information 	<p>Ideal if you're familiar with LinkedIn ads and want to learn more about lead generation.</p> <ul style="list-style-type: none"> - Drive more qualified leads, opportunities, and ultimately revenue using LinkedIn - Optimize your demand generation efforts with conversion tracking

Webinars

[LinkedIn Ads: Set Up and Basics](#)

Join marketing experts for a webinar on the basics of running successful LinkedIn ad campaigns. This is ideal for customers kicking off their first ad campaign or want a refresh of the ads platform. This is a recurring monthly webinar.

[On-Demand Marketing Labs](#)

A library of recorded Marketing Labs. These on-demand recordings cover a variety of topics to help you optimize your strategy on the platform. [Check out our main hub to register](#) for an upcoming live session.

Newsletter

[Subscribe to the LinkedIn Marketing Solutions blog](#) to receive new guides, infographics, videos, insider tips & tricks, and product release information.

Subscribe to Our Channels

- [LinkedIn Marketing Solutions Showcase Page](#)
- [YouTube Channel](#)
- [Instagram](#)



I need help with... who should I contact?

[Marketing Solutions Support Team Contact Us](#)

Use this link if you have questions or issues with anything related to Campaign Manager, ad products, campaign set up, optimizations, or troubleshooting.

[Billing Team Contact Us](#)

Use this link for any and all requests or questions related to billing, invoices, changing billing admin, requesting receipts, questions about charges, invoicing set up, etc.

[LinkedIn Pages Contact Us](#)

Use this link for any questions or requests related to LinkedIn Pages and Showcase Pages such as - rebranding a page, merging pages, sunseting pages, what to do with an acquired company, and more.



What other resources are available for agencies?

Marketing Partner Program

The LinkedIn Marketing Partner Program is a global community of LinkedIn-approved technology and service providers that marketers can leverage to save time and improve campaign performance. Partners have been qualified in one or more of the following categories, to simplify the selection process:

- Technology Partners
 - Community Management
 - Ad Technology
 - Audience Management
 - Analytics and Measurement

Learn more about the program and partners [here](#). Note that this is not an agency certification program but a classification of Integrated Marketing Partners that have achieved excellence in one or more marketing categories and are meant to be utilized as 3rd party vendors by LinkedIn Marketing customers.

LinkedIn Marketing Developer Program

LinkedIn offers four types of Marketing APIs to help developers build their business through our platform and reach more of the audiences that matter: Ad Tech, Marketing Analytics, Audience Management, Company Pages. Learn more about the developer program [here](#). For any questions, please contact LMSdeveloperteam@linkedin.com and include “LinkedIn Marketing Developer Program Terms” in the subject line.

