LinkedIn Integration Guide for ZoomInfo Marketing

For administrators setting up the ZoomInfo Marketing integration with LinkedIn

The ZoomInfo Marketing integration with LinkedIn helps marketers target B2B opportunities using ZoomInfo's advanced search and filtering capabilities to build and export audiences to LinkedIn. Marketers can then build and execute LinkedIn Ad campaigns.

For this implementation, ZoomInfo has partnered with DeltaX. The DeltaX platform is used by ZoomInfo to provide audience information for campaigns, manage channel interactions, and collect data associated with your LinkedIn campaign in order to provide insights into campaign performance.

Enable a LinkedIn Account

To connect ZoomInfo Marketing to LinkedIn Campaign Manager, you must have Billing Admin or Account Manager access to the specific Ad Account you want to connect to in LinkedIn.
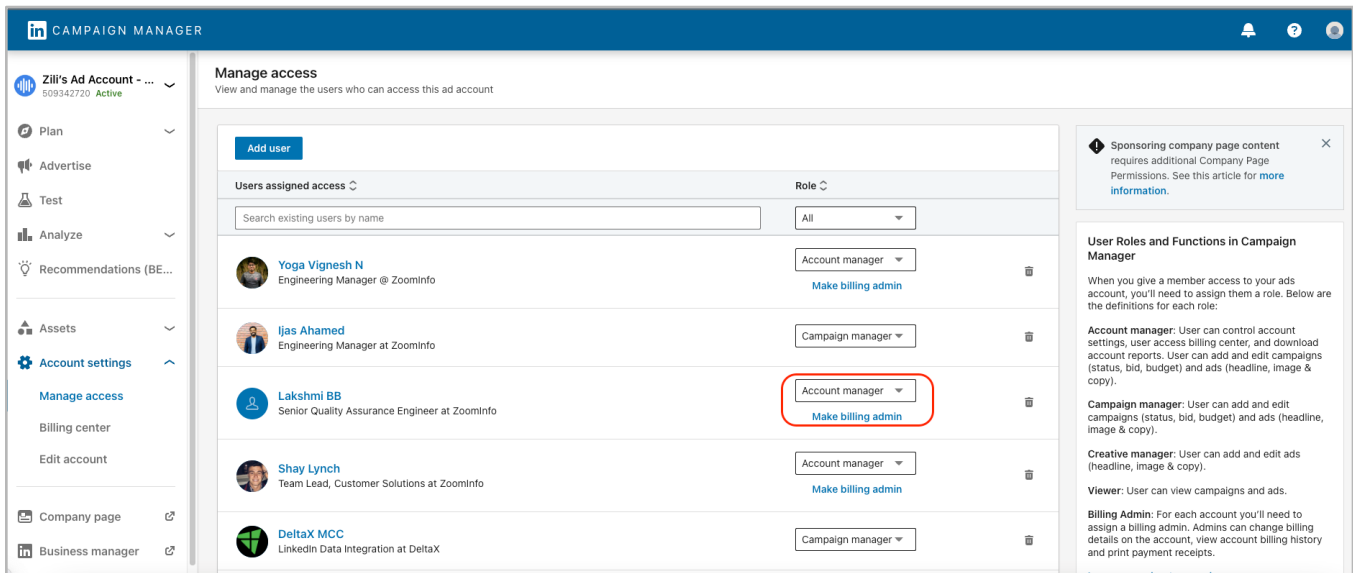

Note: If you don't have the proper level of access, you will see the Ad Account when configuring the integration. However the Ad Account will be in a disabled state and you will not be able to save the account.
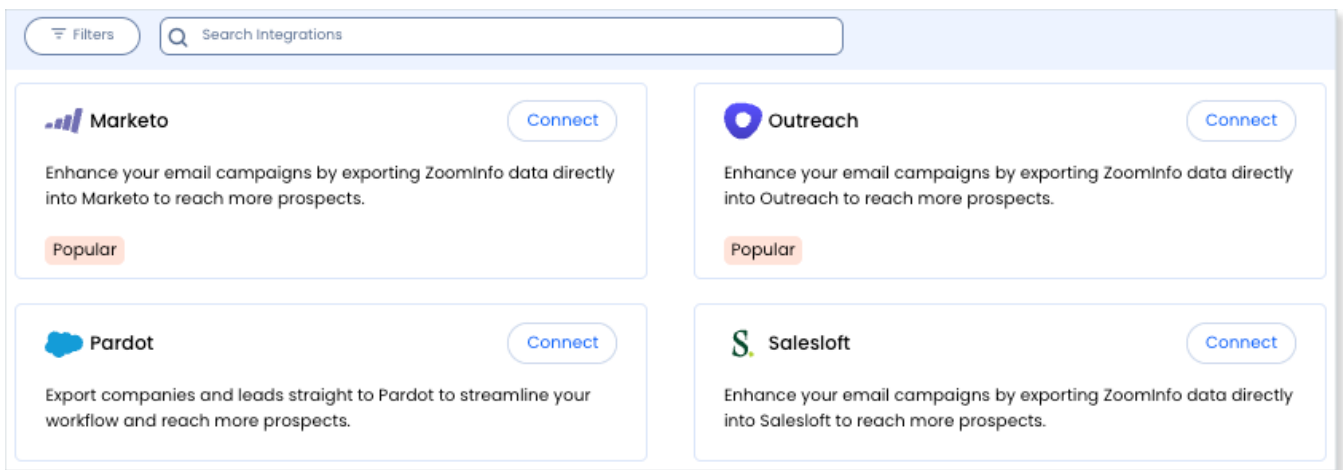
Get Connected

A ZoomInfo Admin establishes the integration with LinkedIn that enables ZoomInfo users to export audiences to LinkedIn and download data associated with the audience.

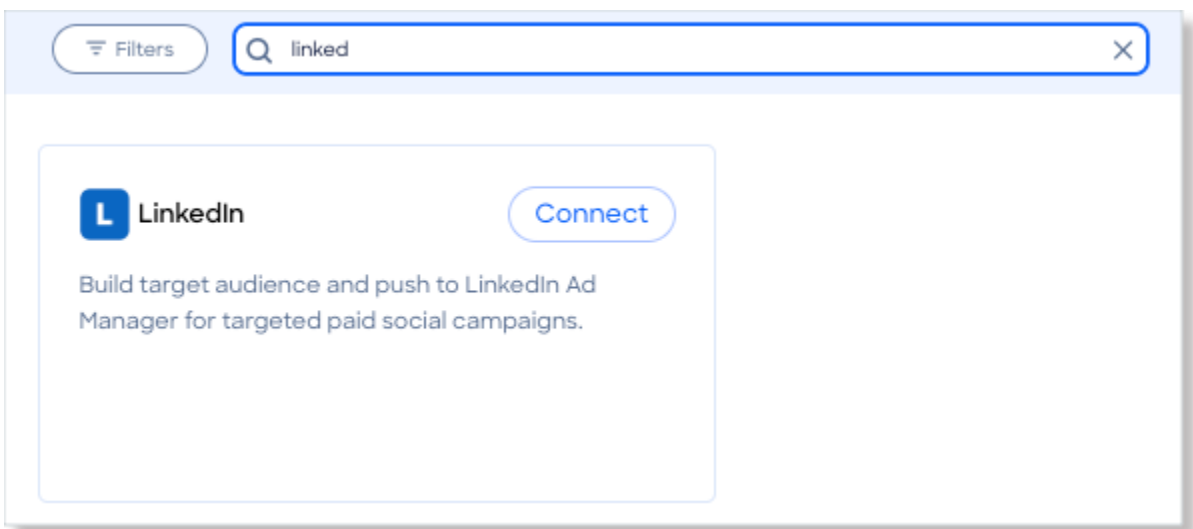To connect the LinkedIn integration:

1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.
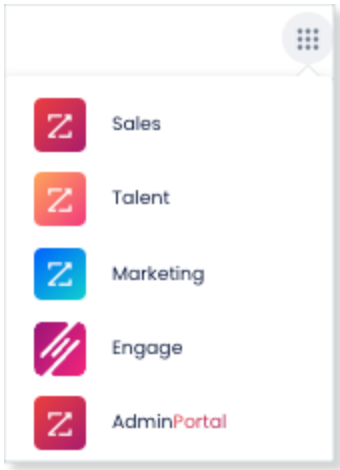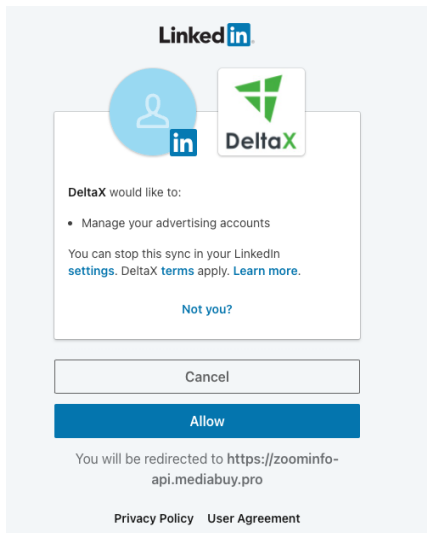
2. Click **Integrations**.

3. Explore the categorized list of integrations, use the **Filters**, or **Search integrations** options to find the LinkedIn integration.
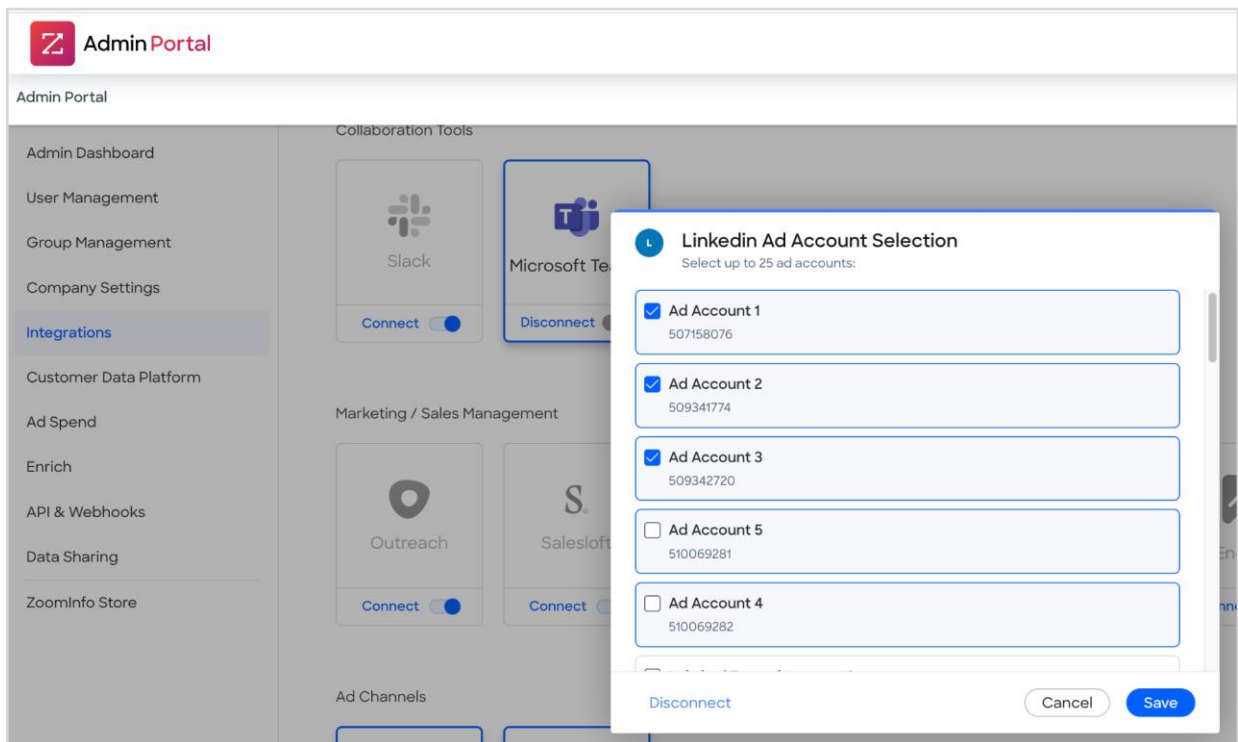

4. On the tile for your integration, click **Connect**.
1. Log in with LinkedIn credentials.

2. Grant DeltaX access to create LinkedIn audiences and download related statistics.

3. Once the connection is made, you will see a pop-up for **Ad Account Selection**.
    - You must select at least one Ad Account to which you want to connect.

    - You can select up to 25 total Ad Accounts.

4. Click **Save**. You are now able to push audiences to a LinkedIn Ad Account.

Note: When a new LinkedIn Ad Account is assigned to the user who connected the integration, that user can click out of the Ad Account selection pop-up and reopen it to see and save the additional account. There is no need to disconnect and reconnect.

View and Manage Connected Integrations

Once you've connected one or more integrations, you can view and manage them on the **Connected** tab of the **Admin Portal > Integrations** page.

For the LinkedIn integration, you can manage your selected Ad Accounts by clicking the **Actions (...)** menu next to the integration and selecting **Manage**.

Test Your LinkedIn Integration

1. Click on **Actions** for the audience you want to export to LinkedIn, select **Create Campaign**, and then select **LinkedIn**.
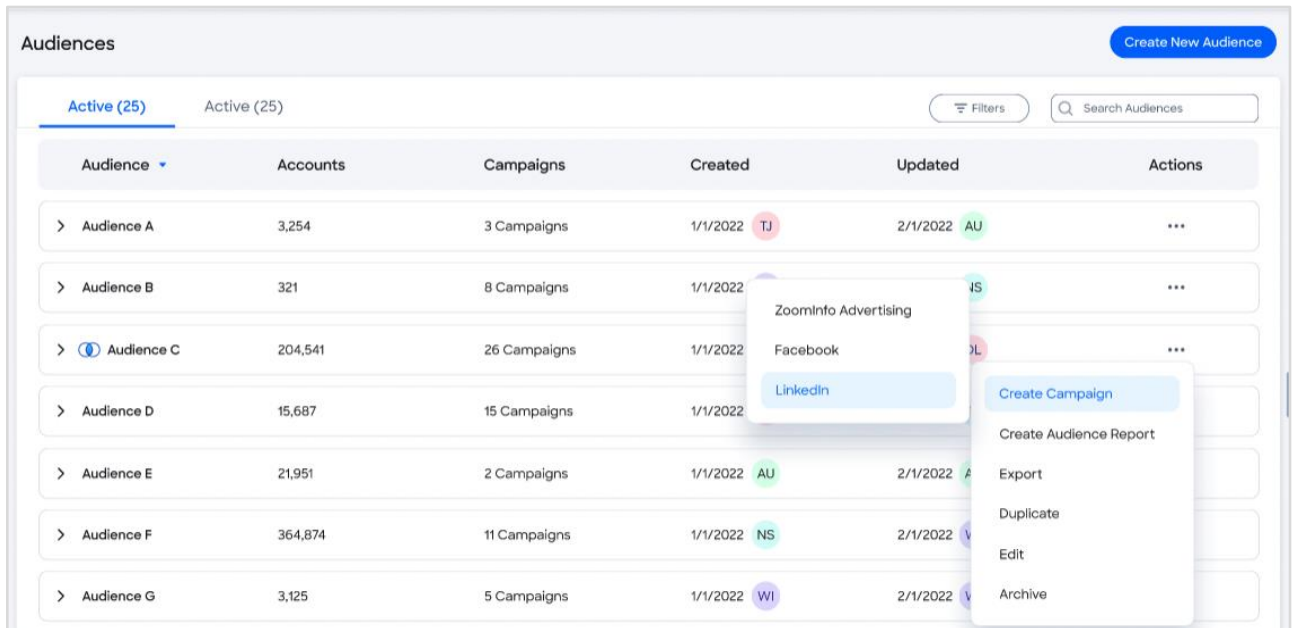
2. The campaign is configured with the selected audience. Optionally select an audience to exclude. Then, select whether to match accounts or leads for this audience in LinkedIn. Finally, select an Ad Account and click **Sync Audience.**
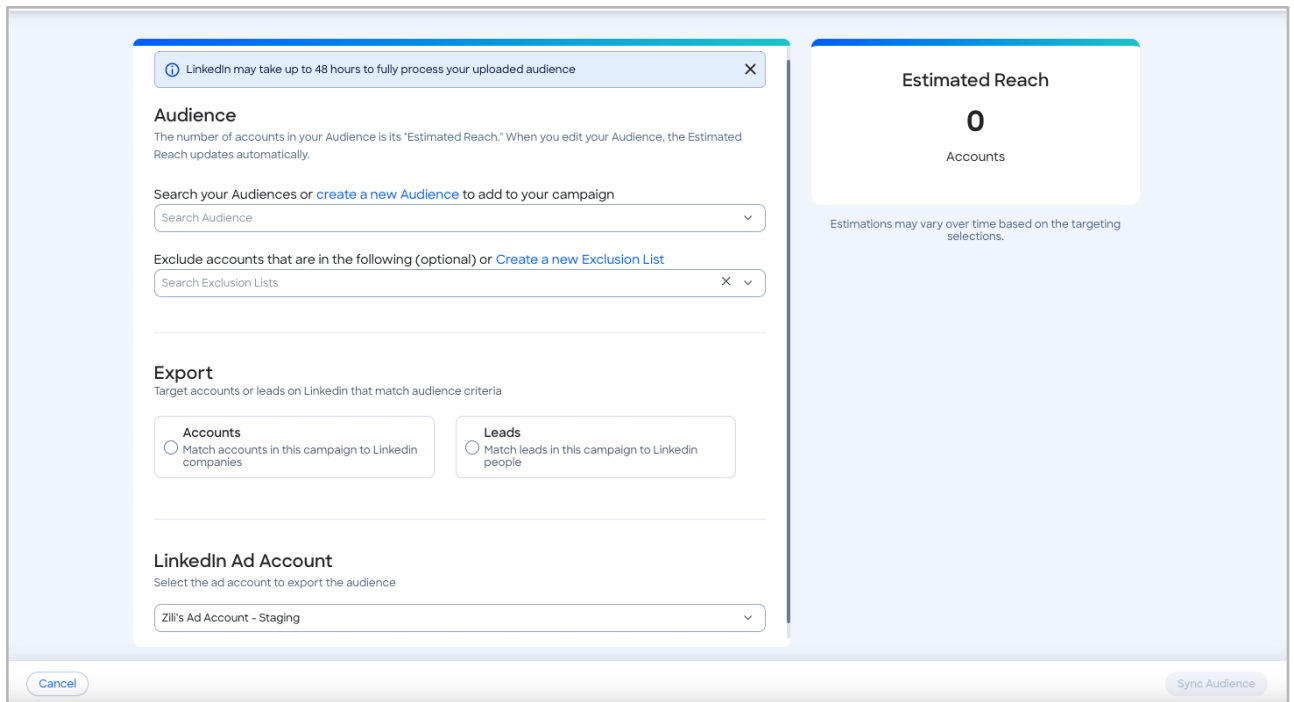
3. You should see the **Success!** Message indicating the upload of the audience has successfully started.

Notes:

- LinkedIn can take up to 48 hours to process the upload of a custom audience. This is standard for all LinkedIn custom audiences.

- LinkedIn does not allow export of audiences with more than 300,000 leads. As a result, if an audience with more than 300,000 leads is selected for export, the audience will be split into multiple smaller audiences in order to be exported to LInkedIn.

- The LinkedIn integration API recommends at least 1,000 companies for a company list audience. In addition, the API requires a minimum of 300 leads for a contact list audience.

- The LinkedIn integration API does not support modifying the export type for an existing audience. If an audience is exported to LinkedIn as accounts, that audience will need to get duplicated to be exported as leads, or vice versa.

4. When the audience has been successfully uploaded to your LinkedIn account, you can find it in the **Matched Audiences** section in LinkedIn Campaign Manager.

The audience will be in **Building** status initially. Once fully processed by LinkedIn, the status will be updated to **Ready** and you can start adding the audience to your campaign.

Note: Audiences shared to LinkedIn will be updated every week via an automated re-sync. Exceptions may apply for audiences with a large number of leads or accounts, or audiences that are not in Ready status

View Campaign Performance Reporting

Once a campaign is launched in LinkedIn using the custom audience synced from ZoomInfo Marketing, you will see the campaign reporting in the **Campaigns page**.


Notes:

- It may take up to seven days for campaign metrics to be fully synced with LinkedIn.
- If your LinkedIn integration is disconnected, or you delete campaigns directly from LinkedIn, those campaigns will be archived automatically on ZoomInfo Marketing and will no longer receive metrics updates.

You can also create a report to view additional campaign metrics.

How it works:

1. Click **Advertising > Reports**.

2. Select a report type in the **Create a New Report** dropdown.
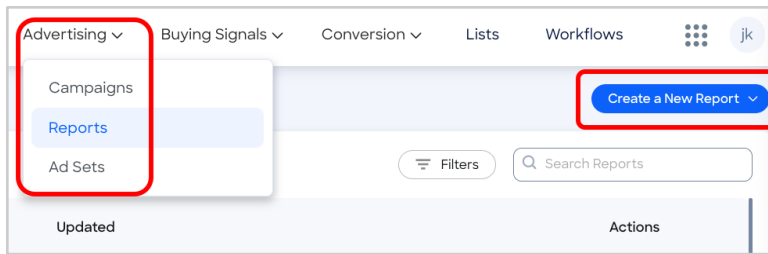
Authorize User Access to ZoomInfo Marketing

To ensure users in your organization can connect to ZoomInfo Marketing:

1. Go to **Admin Portal > User Management**.

2. Identify the users who should have access to ZoomInfo Marketing.

3. For each user's profile, select the appropriate ZoomInfo Marketing product from the **Subscription** dropdown.

4. Instruct the user(s) to log out and log back in. The user can now click the **ZoomInfo Marketing** option on the waffle menu to access the application.

Additional Resources

For additional information, including articles and videos, visit the [ZoomInfo Knowledge Center](#).