



LinkedIn Integration Guide for ZoomInfo Marketing

For administrators setting up the ZoomInfo Marketing integration with LinkedIn

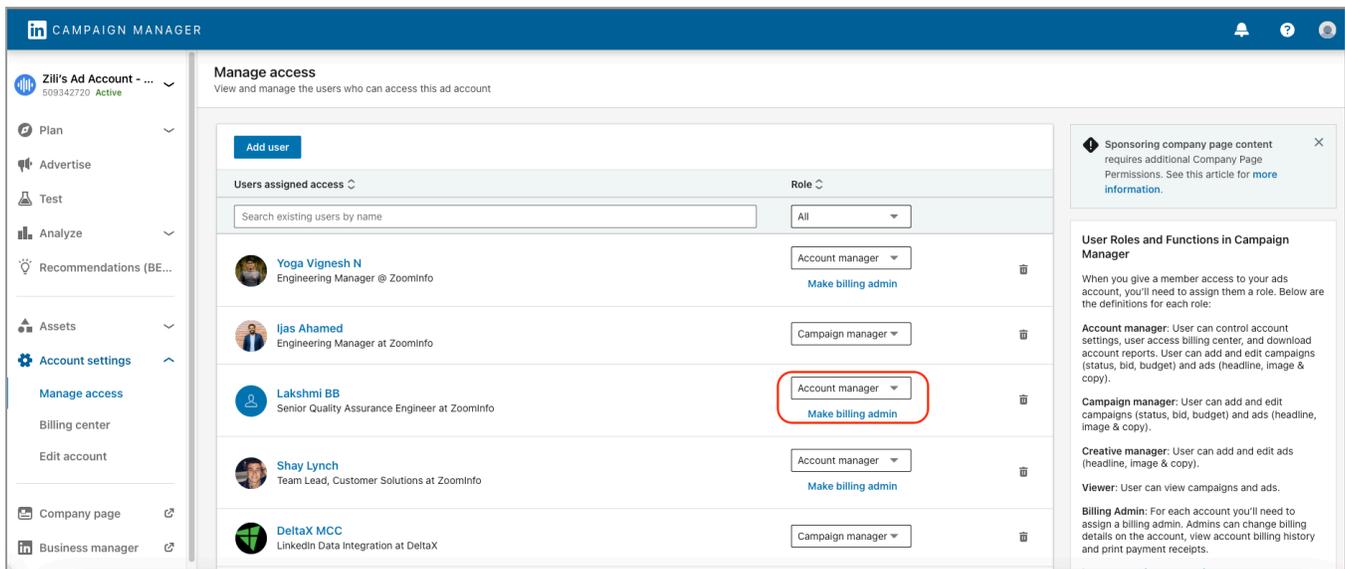
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The ZoomInfo Marketing integration with LinkedIn helps marketers target B2B opportunities using ZoomInfo’s advanced search and filtering capabilities to build and export audiences to LinkedIn. Marketers can then build and execute LinkedIn Ad campaigns.

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.



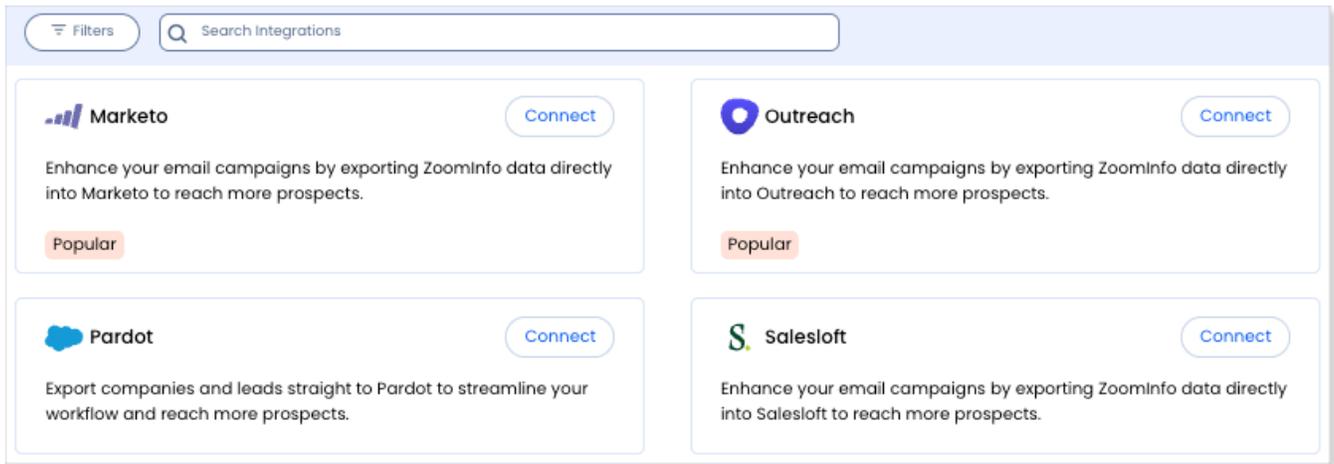
Note: If you don't have the proper level of access, you will see the Ad Account when configuring the integration. However the Ad Account will be in a disabled state and you will not be able to save the account.

Get Connected

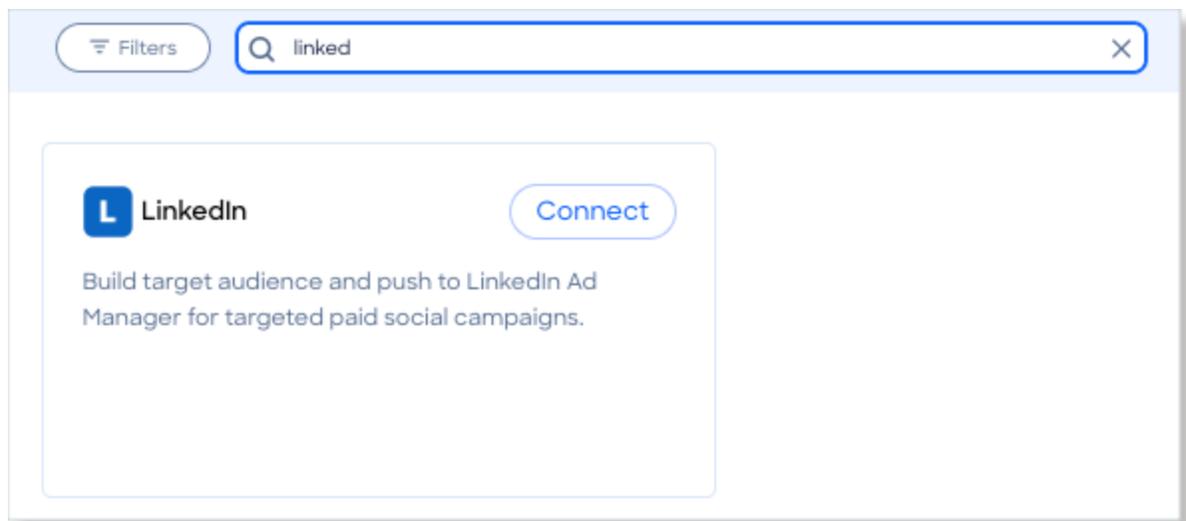
A ZoomInfo Admin establishes the integration with LinkedIn that enables ZoomInfo users to export audiences to LinkedIn and download data associated with the audience.

To connect the LinkedIn integration:

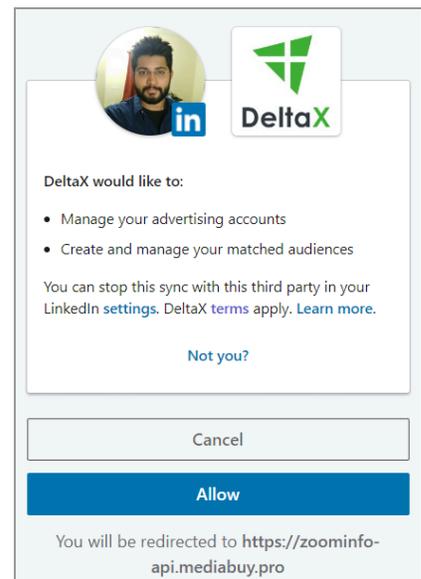
1. Login to ZoomInfo and select **Admin Portal** from the waffle menu.
2. Navigate to **Integrations > Connections** then click the **All Integrations** tab.

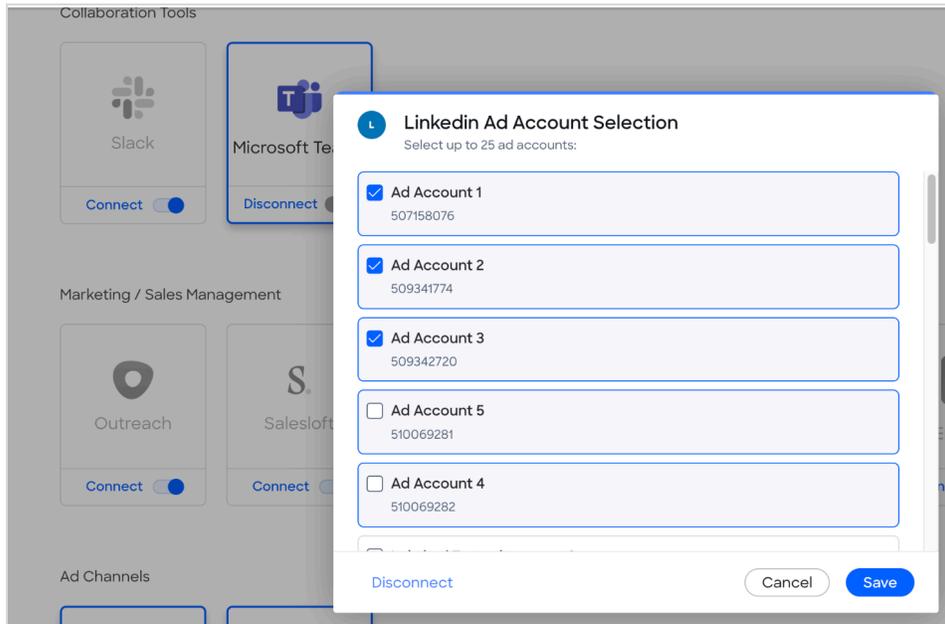


3. Explore the categorized list of integrations, use the **Filters**, or **Search integrations** options to find the LinkedIn integration.



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 > Connections** 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**.

Audiences Create New Audience

Active (25) Active (25) Filters Search Audiences

Audience	Accounts	Campaigns	Created	Updated	Actions
> Audience A	3,254	3 Campaigns	1/1/2022 TJ	2/1/2022 AU	...
> Audience B	321	8 Campaigns	1/1/2022		...
> Audience C	204,541	26 Campaigns	1/1/2022		...
> Audience D	15,687	15 Campaigns	1/1/2022		...
> Audience E	21,951	2 Campaigns	1/1/2022 AU	2/1/2022	...
> Audience F	364,874	11 Campaigns	1/1/2022 NS	2/1/2022	...
> Audience G	3,125	5 Campaigns	1/1/2022 WI	2/1/2022	...

ZoomInfo Advertising
 Facebook
 LinkedIn

Create Campaign
 Create Audience Report
 Export
 Duplicate
 Edit
 Archive

- 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**.

LinkedIn may take up to 48 hours to fully process your uploaded audience ✕

Audience
 The number of accounts in your Audience is its 'Estimated Reach.' When you edit your Audience, the Estimated Reach updates automatically.

Search your Audiences or [create a new Audience](#) to add to your campaign

Exclude accounts that are in the following (optional) or [Create a new Exclusion List](#)

✕

Export
 Target accounts or leads on LinkedIn that match audience criteria

Accounts

Match accounts in this campaign to LinkedIn companies

Leads

Match leads in this campaign to LinkedIn people

LinkedIn Ad Account
 Select the ad account to export the audience

Estimated Reach

0

Accounts

Estimations may vary over time based on the targeting selections.

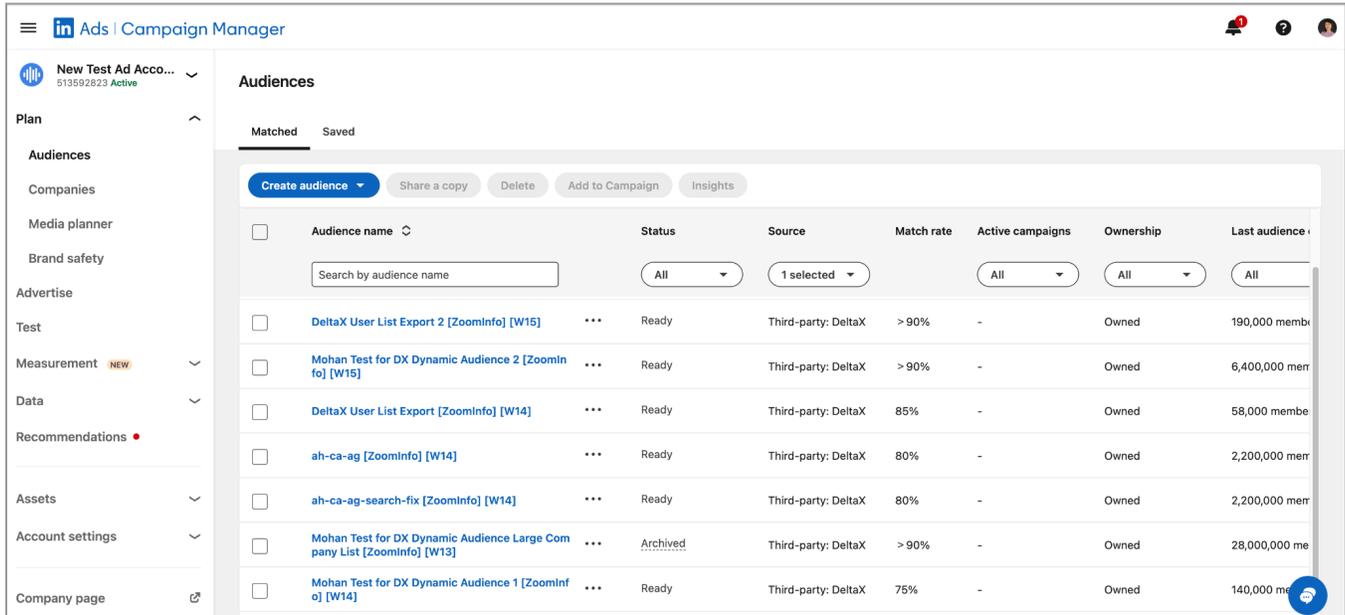
Cancel Sync Audience

- 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.
 - 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.



The screenshot shows the LinkedIn Campaign Manager interface. The left sidebar contains navigation options: Plan, Audiences, Companies, Media planner, Brand safety, Advertise, Test, Measurement, Data, Recommendations, Assets, Account settings, and Company page. The main content area is titled 'Audiences' and has tabs for 'Matched' and 'Saved'. Below the tabs are buttons for 'Create audience', 'Share a copy', 'Delete', 'Add to Campaign', and 'Insights'. A search bar is present with the text 'Search by audience name'. Below the search bar is a table of audiences.

<input type="checkbox"/>	Audience name	Status	Source	Match rate	Active campaigns	Ownership	Last audience
<input type="checkbox"/>	DeltaX User List Export 2 [ZoomInfo] [W15]	Ready	Third-party: DeltaX	> 90%	-	Owned	190,000 memb
<input type="checkbox"/>	Mohan Test for DX Dynamic Audience 2 [ZoomInfo] [W15]	Ready	Third-party: DeltaX	> 90%	-	Owned	6,400,000 merr
<input type="checkbox"/>	DeltaX User List Export [ZoomInfo] [W14]	Ready	Third-party: DeltaX	85%	-	Owned	58,000 membe
<input type="checkbox"/>	ah-ca-ag [ZoomInfo] [W14]	Ready	Third-party: DeltaX	80%	-	Owned	2,200,000 merr
<input type="checkbox"/>	ah-ca-ag-search-fix [ZoomInfo] [W14]	Ready	Third-party: DeltaX	80%	-	Owned	2,200,000 merr
<input type="checkbox"/>	Mohan Test for DX Dynamic Audience Large Company List [ZoomInfo] [W13]	Archived	Third-party: DeltaX	> 90%	-	Owned	28,000,000 me
<input type="checkbox"/>	Mohan Test for DX Dynamic Audience 1 [ZoomInfo] [W14]	Ready	Third-party: DeltaX	75%	-	Owned	140,000 me

Note: Audiences shared to LinkedIn will be updated every week via an automated re-sync. Exceptions may apply for audiences below the minimum size requirement

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**.

Campaigns New Campaign

Active (204) Draft (19) Archived (211)

Filters Search Campaigns

Campaigns	Created by	Channel	Accounts	Start	End	Spend	Impressions	CTR	Influenced Accounts	Actions
> Engagement - Dec ...		L	56,146	12/2/2022	Ongoing	\$38.09	9,121	0.89%	7,006	...
> Engagement - LI ca...		L	136,006	10/11/2022	Ongoing	\$68.44	37,838	0.37%	220,793	...
> Website visits - LI C...		L	71,341	10/6/2022	Ongoing	\$0.00	0	0.00%	0	...
> Brand awareness - ...		L	1,330	9/19/2022	10/16/2022	\$11.71	2,063	1.36%	1,163	...

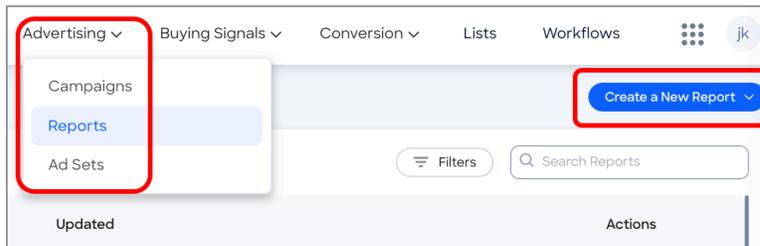
Notes:

- 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 > Users**.
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.

* First Name	<input type="text" value="John"/>	Group	Assign to Existing Group New Group
* Last Name	<input type="text" value="Doe"/>	Is Admin	<input type="checkbox"/>
* Email	<input type="text" value="john.doe@companyname.com"/>	* Subscription	<input style="border: 2px solid red;" type="text" value="Select Product"/>
* User Name	<input checked="" type="checkbox"/> Set User Name equal to E... <input type="text" value="john.doe@companyname.com"/>	* User Credit Limit	<input type="text" value="-Select-"/>

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](#).