LinkedIn/LiveRamp Integration

This document outlines the process for transferring data from LiveRamp to LinkedIn for the purpose of Audience targeting.

Overview

LiveRamp's integration with LinkedIn enables you to push your offline customer data to LinkedIn for the purpose of Audience targeting.

Data Flow from LiveRamp to LinkedIn

Offline data includes some type of customer PII (personally identifiable information) such as *name and postal address, emails or mobile device IDs* associated with segment data (Eg: car buyers, home owners, repeat customers and so on). You can send LiveRamp your offline customer data that LiveRamp will anonymize, tie to online identifiers, and deliver to LinkedIn for activation in its platform. The following are the main steps in the process:

1. You'll send LiveRamp your customer list and create user segments
2. LiveRamp will anonymize your data
3. LiveRamp will create the audience by matching your anonymized list to LiveRamp IDs
4. LiveRamp onboards the audience to LinkedIn
5. LinkedIn matches the audience to LinkedIn users
6. LinkedIn will make these audiences available to you to use for targeting in your campaigns

Usable Online Identifiers

LiveRamp will create audiences in LinkedIn with your data. The audiences will comprise the following online identifiers

- LR_ID (LiveRamp ID): Custom identifier generated by LiveRamp mapped to LinkedIn IDs
- Cookies: LinkedIn Cookies

How to get started

Note: This assumes that you are already an existing LiveRamp client. If you are a LinkedIn advertiser and would like to get started with LiveRamp, please contact linkedin@liveramp.com.

1. Contact your assigned LiveRamp representative to create audience segments in LiveRamp or identify existing audience segments to be pushed to LinkedIn

2. Upload your customer list to LiveRamp. Your LiveRamp representative will guide you through this process
3. Your LinkedIn Campaign Manager account will have the following information which LiveRamp will need to create audiences on your behalf
    -   LinkedIn Advertiser account ID
    -   Unencrypted access token - A LinkedIn API token that LinkedIn will generate
    -   Should there be any issues, you may reach out to your LinkedIn account team.
4. LiveRamp will use that token to access your LinkedIn ads account and push the Audience segments to LinkedIn. This token will only be used for the purpose of creating audiences in LinkedIn
5. The audiences will be available in LinkedIn within ~5-7 days (*for all new data pushed to LiveRamp for the first time*). If LiveRamp already has your data, the audiences will be available in LinkedIn within ~1-2 days (*after LiveRamp gets your LinkedIn credentials*)
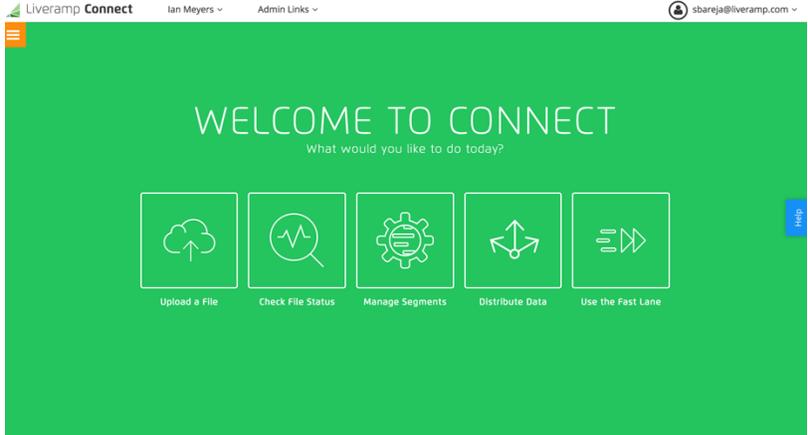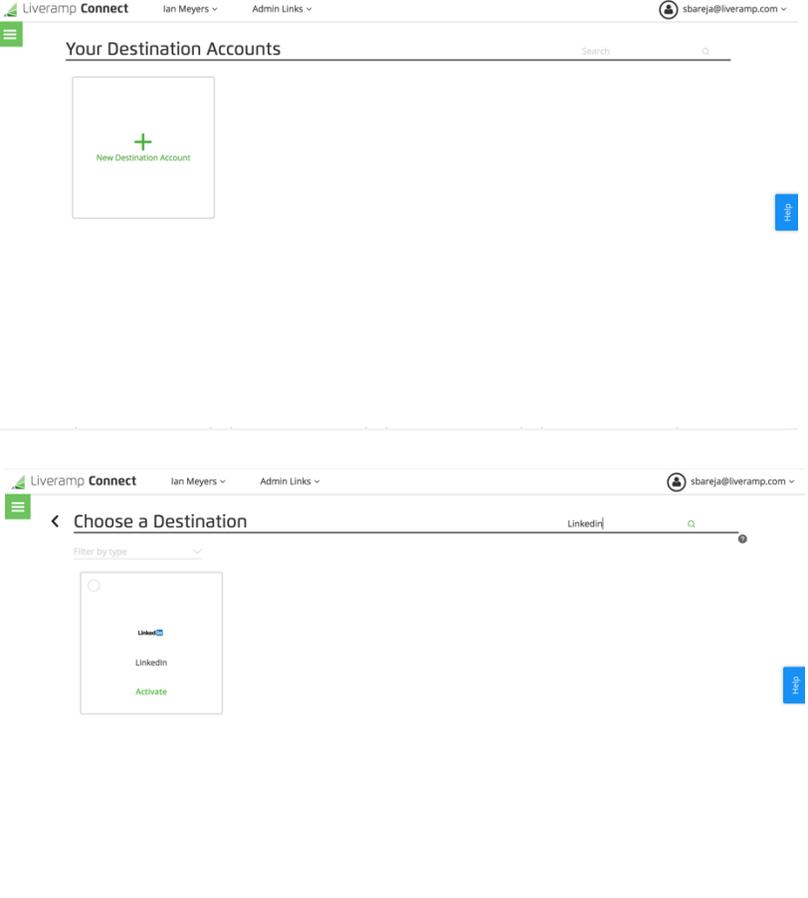
Your LiveRamp representative will work closely with you through all the steps involved in creating Audiences in LinkedIn. For a step-by-step guide, please refer to the Appendix.
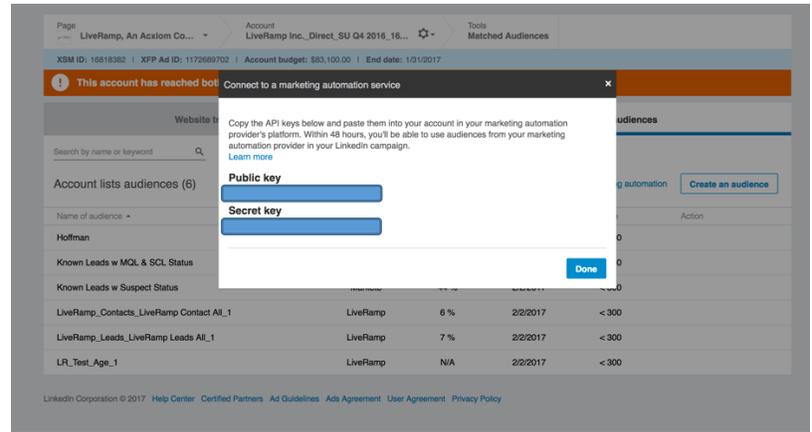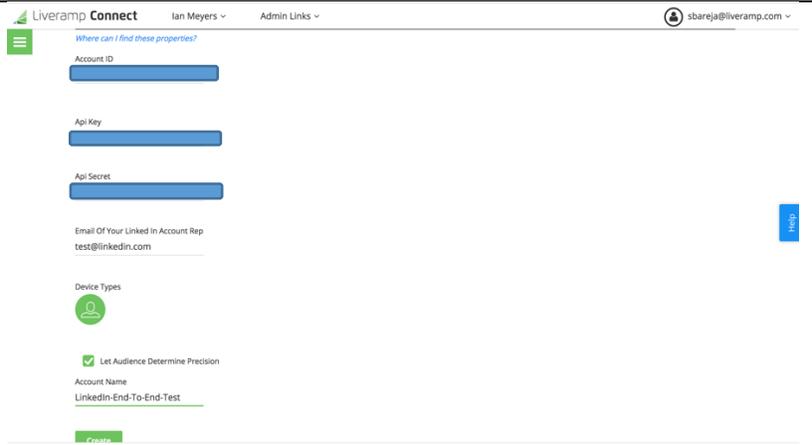
Contacts

Please reference the table below to direct your request to the relevant contacts within LiveRamp and LinkedIn.

LIVERAMP			
Advertisers	All advertiser account, data, and distribution matters	Your LiveRamp company alias / account representative	<company_name>@liveramp.com
Partnership	Business contact	Max Carranza - mcarranza@liveramp.com	
Integration	Technical contact	linkedin@liveramp.com	
LINKEDIN			
Partnership	Business contact	Richard Smith - rcsmith@linkedin.com	
Integration	Technical contact		

Appendix: Step-by-step Guide for onboarding data to LinkedIn

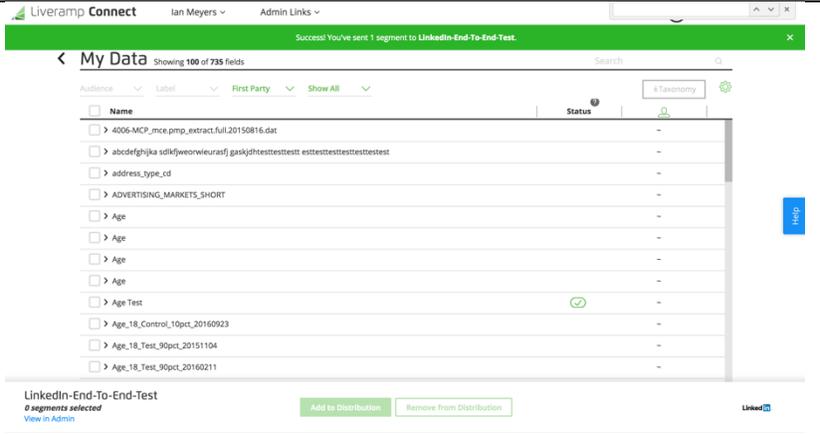| *Step*	*Screenshot*
1. Open up LiveRamp Connect. Click Distribute Data	
2. For a new distribution to Campaign Manager, click "+ New Destination Account"	

3. Fill out the properties as shown. You will find your Account ID, API Public and Secret Keys from Linkedin's Campaign Manager.	
4. You're now ready to distribute data! Click on a segment you wish to distribute and click "Add to Distribution".	
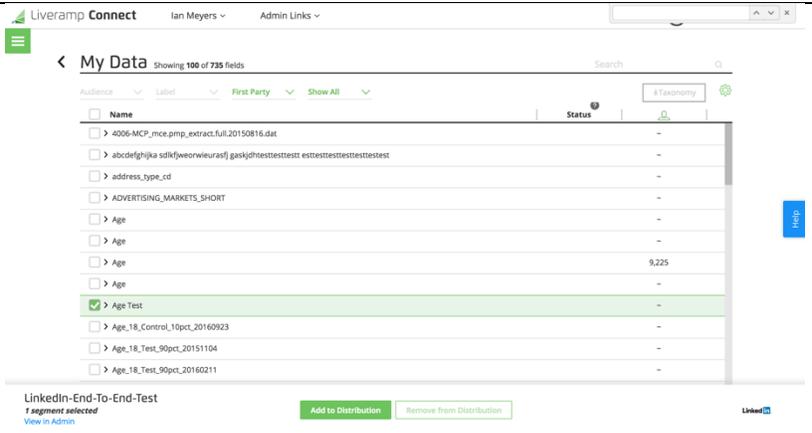
5. You'll see a success message to confirm that the distribution has started.	
6. The audiences will be available in LinkedIn within ~5-7 days (*for all new data pushed to LiveRamp for the first time*). If LiveRamp already has your data, the audiences will be available in LinkedIn within ~1-2 days (*after LiveRamp gets your LinkedIn credentials*	