

/LiveRamp

First Party Data Activation Guide for **LinkedIn**

January 2023



LiveRamp's integration with LinkedIn enables advertisers to push their offline customer data to LinkedIn for the purpose of audience targeting.

Data Flow from LiveRamp to LinkedIn

Advertisers send LiveRamp their offline customer data which is comprised of PII (personally identifiable information) such as emails or phone numbers. LiveRamp will then anonymize the data, tie it to online identifiers, and deliver it to LinkedIn for activation in platform.



Getting Started with LiveRamp

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.

- Upload your customer list to LiveRamp or identify segments you already have in LiveRamp that you wish to activate on LinkedIn.
- Create a LinkedIn “Destination Account” in LiveRamp Connect.
- When creating the “Destination Account”, complete the “OAuth” authentication using your LinkedIn account that has access to your LinkedIn Campaign Manager account. Detailed instructions here and in the appendix below.
- Once the OAuth authentication is complete and the Destination Account is created, within that Destination Account, add the desired segments to distribution.
- The audiences will be available in LinkedIn Campaign Manager within ~3-7 days.

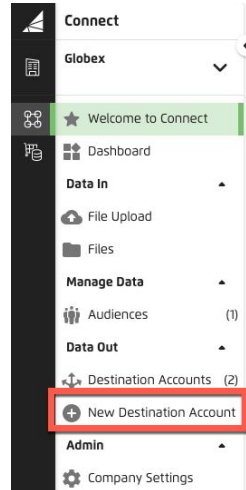
Your LiveRamp representative will work closely with you through all the steps involved in creating Audiences in LinkedIn.

Contacts

LIVERAMP		
Advertisers	All advertiser-specific account matters	Your LiveRamp account rep or alias
Partnership	LinkedIn/LiveRamp partnership overall	linkedin@liveramp.com
LINKEDIN		
Partnership	LinkedIn/LiveRamp partnership overall	Lauren Atieh - latieh@linkedin.com

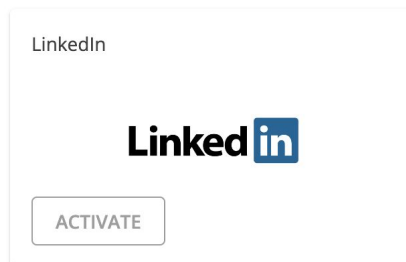
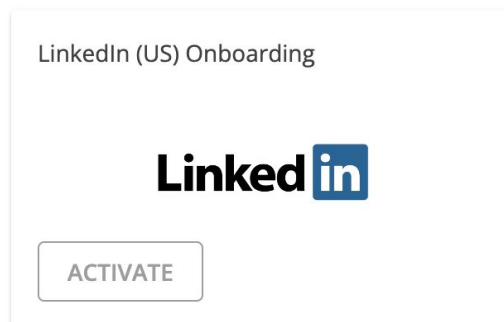
Appendix: Step-by-step Guide for setting up a new distribution to LinkedIn

- 1 From the LiveRamp Connect navigation menu, click **New Destination Account**.



- 2 Search for “LinkedIn” and click **Activate** on the LinkedIn tile.

Then select the *LinkedIn Onboarding* tile that corresponds with your market and click **Activate** again.



Step-by-Step Onboarding Guide (contd.)

- 3 Within the tile, complete the OAuth Connection:

In the drop down under OAuth Connection, select **+ New OAuth Connection**.

Once the LinkedIn login popup appears, enter your credentials and then click **Sign in**.

You'll then be directed back to the Destination Account screen to fill in **Accountid** (The 9 digit LinkedIn account ID. This ID can be found in the URL when logging into Campaign Manager after "/accounts/")

Finally, Click **Validate OAuth Connection**.

DESTINATION-SPECIFIC SETTINGS

OAUTH CONNECTION

OAUTH CONNECTION FOR LINKEDIN

Select or create connection...

LiveRamp's connection with LinkedIn uses OAuth authorization for additional security. You can edit or remove the selected OAuth credentials at any time.

Accountid

VALIDATE OAUTH CONNECTION (required)

LinkedIn Login, Sign in | LinkedIn

linkedin.com/uas/login?session_redirect=%2Foauth%2Fv2%2Flogin-success%3Fapp_id%3D5324446%26aut...

LinkedIn

Welcome Back

Don't miss your next opportunity. Sign in to stay updated on your professional world.

Email or Phone
linkedin@liveramp.com

Password
Show

Cancel Sign in

Forgot password?

New to LinkedIn? Join now

- 4 To finish creating the Destination Account, fill in the **Destination Account Name** and click **Create Destination Account**.

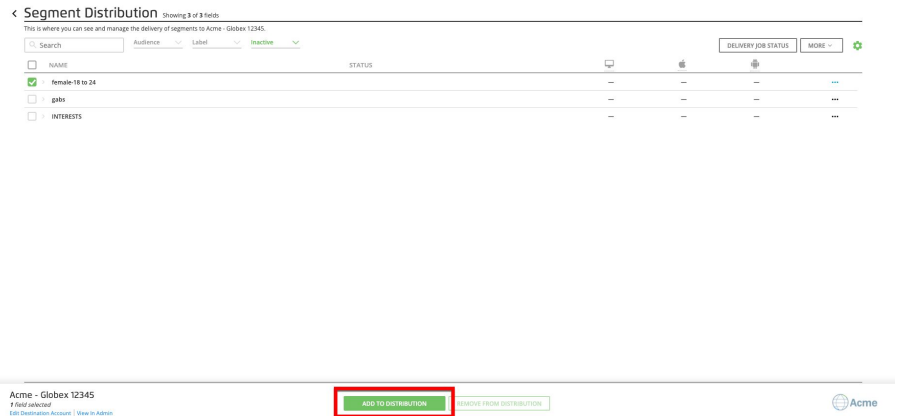
DESTINATION ACCOUNT NAME

LinkedIn - 08/15/2022

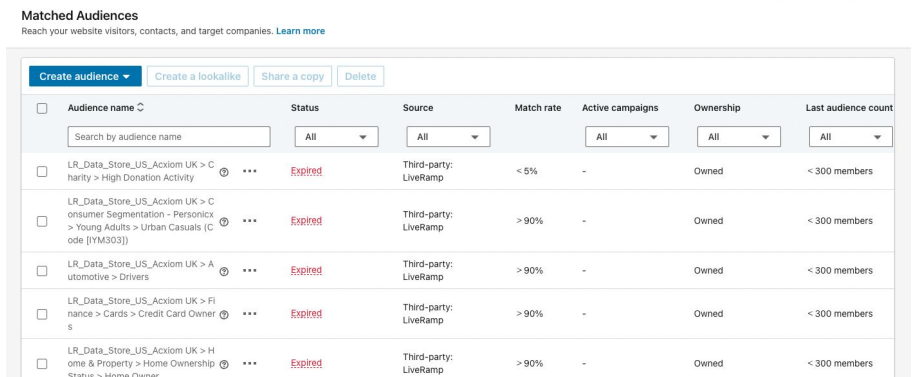
BACK CREATE DESTINATION ACCOUNT

Step-by-Step Onboarding Guide (contd.)

- 5 You're now ready to distribute data! Select the segments you wish to distribute and then click **Add to Distribution**.



- 6 The audiences will be available within LinkedIn Campaign Manager under **Matched Audiences** within ~3-7 days.



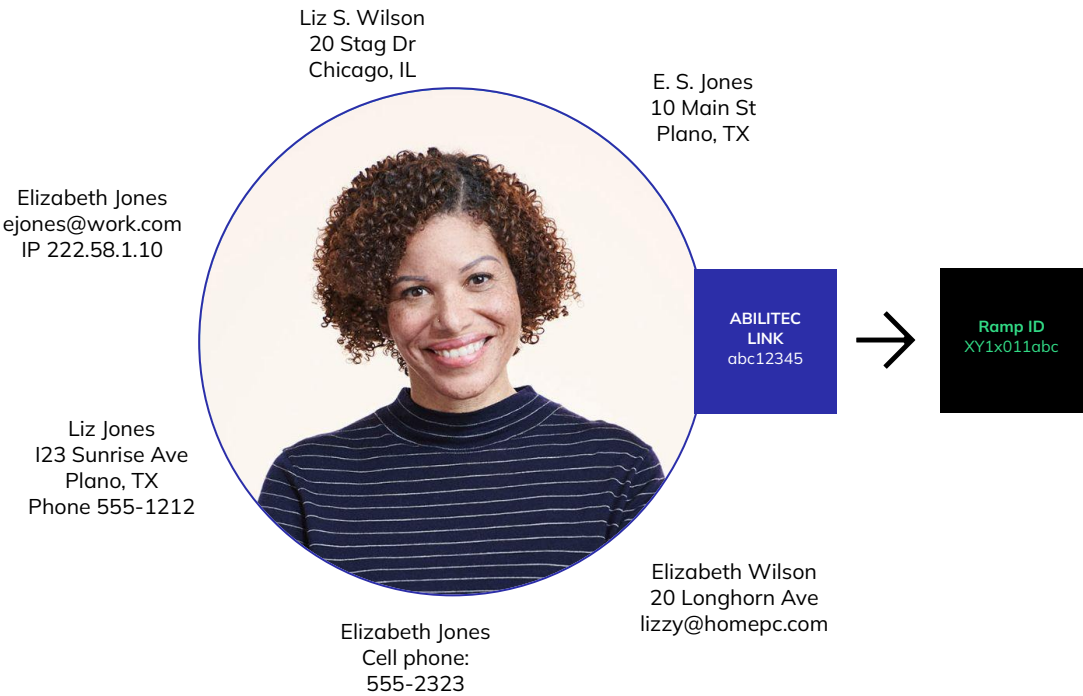
- 7 (Optional) Within LinkedIn, you can conduct lookalike modeling on the audiences to further increase scale

See these LinkedIn articles for detailed instructions:

- [Targeting with LinkedIn lookalike audiences \(requirements/best practices\)](#)
- [Create a Lookalike Audience for Ad Targeting](#)

Building the LiveRamp Identity Graph

Offline Data Spine

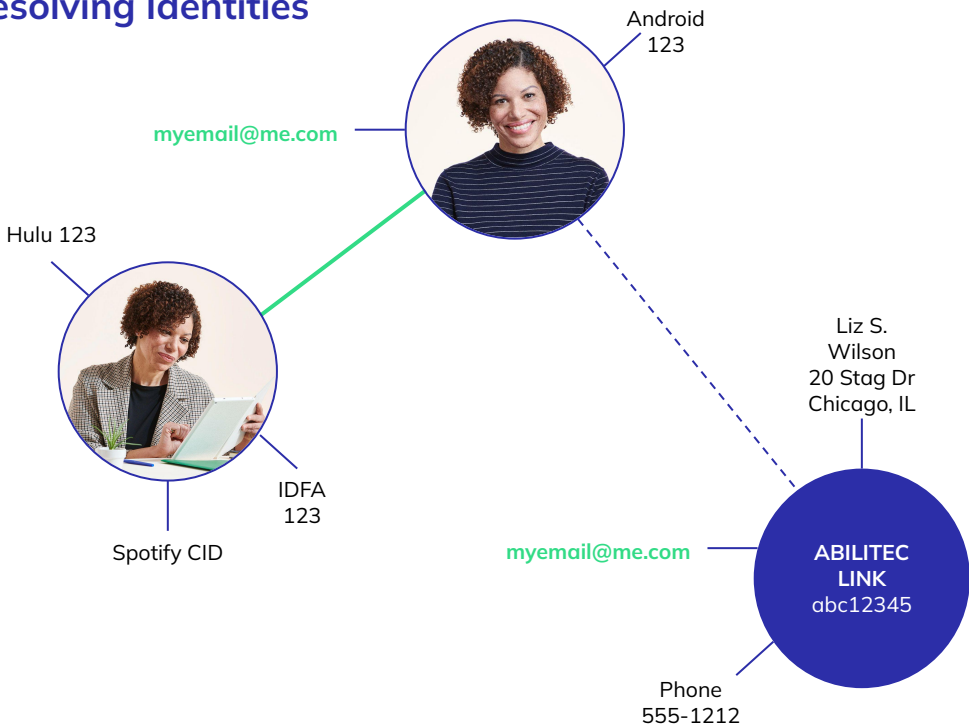


Strong IdentityLinks have an average of **12 PII touchpoints** associated to them.

PII is associated to an AbiliTec ID, in order to maintain **privacy and security** between PII and anonymous ID spaces.

AbiliTec IDs take PII in and return an AbiliTec ID, which IdentityLink uses to **match new connections to existing consumers**.

Resolving Identities



LiveRamp receives **deterministic matches** tying devices, cookies, or Customer IDs to a known user touchpoint.

LiveRamp **seeks the user in our offline data spine** based on offline data, using a one-way hash to maintain privacy.

The new match is connected to the existing IdentityLink as a new touchpoint, which will strengthen match rate and enable addressability.

LiveRamp's B2B Graph

Unlock the power of first-party B2B contact lists to create accurate audiences at scale for use in targeting, analytics, and personalization.

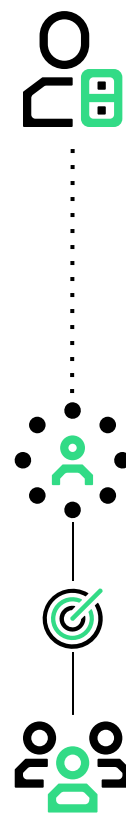
Leverage the combined power of LinkedIn and LiveRamp's B2B graph to connect to the widest audience of business contacts with precision and accuracy.

First-party B2B audiences are incredibly valuable, but marketers can't unlock that value if you those audiences can't be activated. B2B onboarding at scale is a challenge because most solutions are built for consumer contact lists, not the professional contacts that reside in CRM, email marketing systems, or other databases.

LiveRamp B2B has solved this onboarding challenge with our B2B Identity Graph currently available in the US.

The LiveRamp B2B Identity Graph has seen increasing match rates and device reach:

- The B2B ID graph has an average match rate of 45%, with some clients seeing rates over 60%.
- The resulting audiences enable you to improve your marketing spend efficiency by increasing both the number of people you can reach and the number of opportunities to reach them.
- LiveRamp is constantly optimizing our graph to reach more of your audience.



The resulting audiences allow you to:

Optimize your marketing spend by accurately targeting audiences you care about, be they new qualified leads or existing clients

Provide unique experiences and personalized content to your key audiences and prospects to optimize your customer journey

Build look-alike audiences using previous targeted audiences with great performance to maximize new marketing campaigns

Use audience suppression to avoid targeting existing customers