Quick Start

05/21/2025

⚠ **Warning**

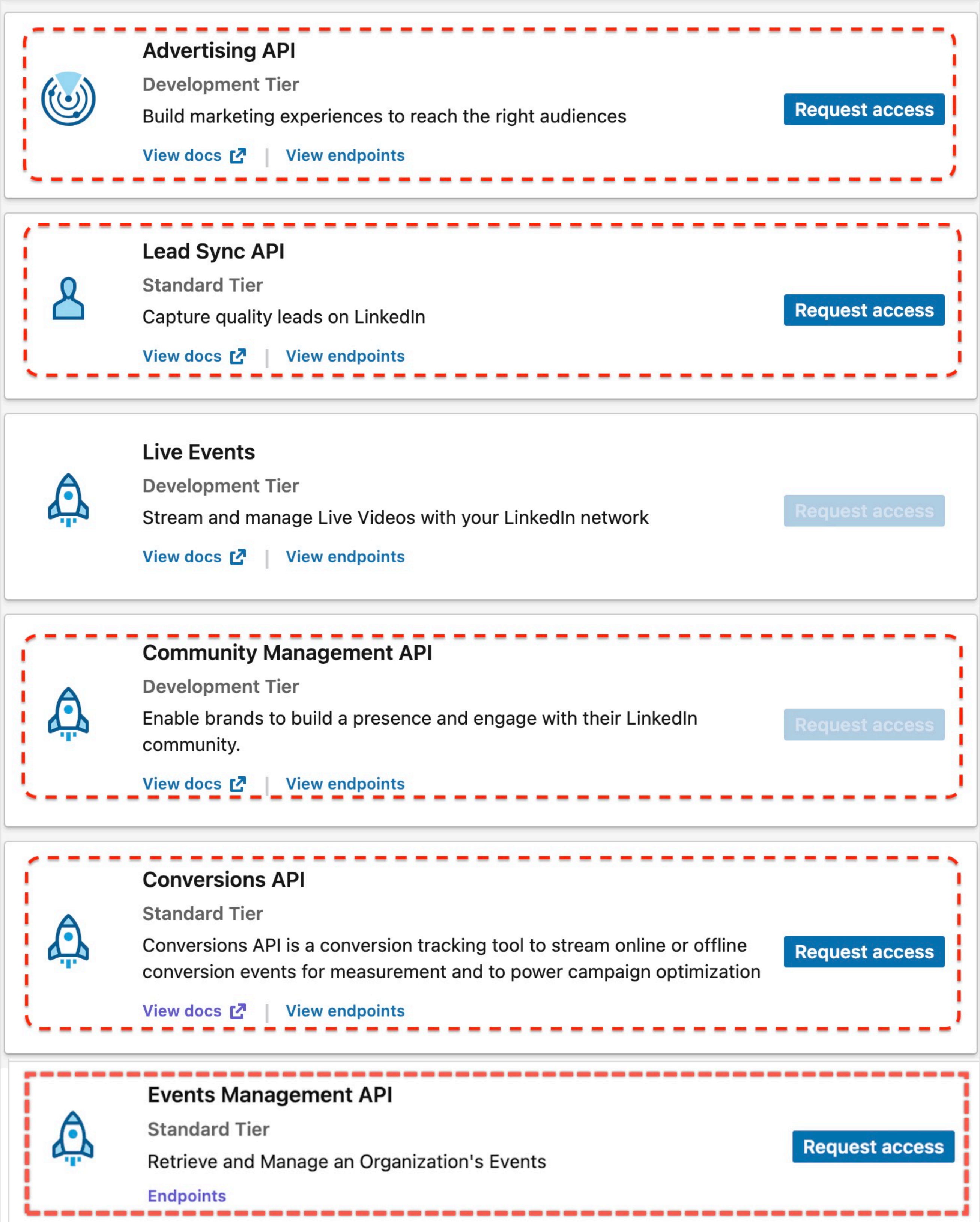
Deprecation Notice
The Marketing Version 202407 (Marketing July 2024) has been sunset. We recommend that you migrate to the latest versioned APIs to avoid disruptions. See the Migration page for more details. If you haven't yet migrated and have questions, submit a request on the LinkedIn Developer Support Portal.

This is a quick start guide to get you started with the LinkedIn APIs. You can perform the following using this guide:

1. Apply for API access.
2. Get started with the Advertising API.
3. Get started with the Community Management.
4. Get started with the Lead Sync API.
5. Get started with the Conversions API.
6. Get started with the Events Management API.
7. Learn about the tools to manage your app.

Step 1: Apply for API Access

1. Create a LinkedIn Page.
2. Create a developer application in the Developer Portal.
3. Review our API and data restrictions to ensure your use case is supported and your application will not be rejected due to a restricted use case.
4. Apply to the desired API under the *Products* tab of your app.



5. Complete the access form.

- Learn more about the application process for the Community Management API here.
- Learn more about the application process for the Lead Sync API here.
- Learn more about the application process for the Conversions API here.

Step 2: Get Started with the Advertising API

1. Generate an access token.
   Generate an access token to make authenticated API calls for testing either through Token Generator tool available on the Developer Portal or the LinkedIn Marketing Solutions Workspace on the Postman Network.

2. Ensure you the right permission based on your use case.
   Review the permissions available and confirm you have access to the right permissions in the Developer Portal under the Auth tab for your app.

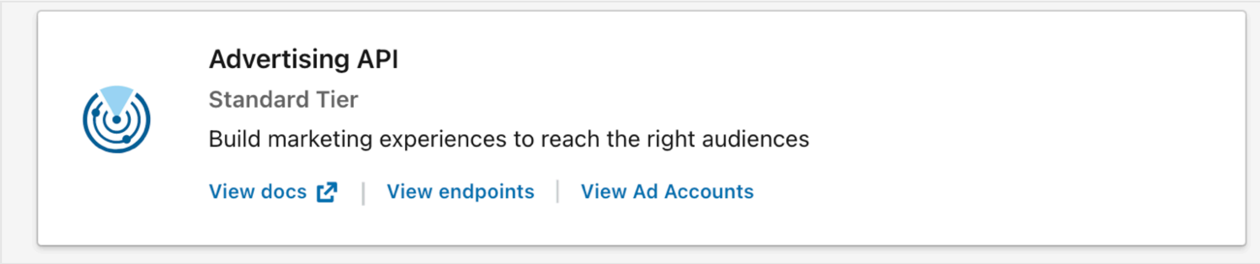
3. Validate which ad accounts a user has access to.
   The `/adAccountUsers` endpoint has the following methods to determine which members have access to which Ad Accounts. Follow the links below for specific examples.

   - Find Ad Account Users by Ad Accounts
   - Find Ad Accounts by Authenticated User
   - Get Ad Account User

   Additionally, `/adAccountUsers` can be used to grant, update, or revoke access to an Ad Account. This action must be performed using the token of a member who has either an `ACCOUNT_BILLING_ADMIN` or `ACCOUNT_MANAGER` role.

   - Grant Access
   - Update Access
   - Revoke Access

4. In Development tier, you will need to map the ad account ID(s) to your developer application.
   a. From the Campaign Manager tool, copy the nine-digit Ad **Account ID**.
   b. Open the Developer Portal and select your application.
   c. From the **Products** tab, click **View Ad Accounts**.



d. Choose **Add Ad Account** and enter the Ad Account ID and save the changes.

5. Review the Tips to Get Started.

6. Check out the Advertising Use Case Guide to build your solution.

7. Once you've built and tested your application, apply for Standard tier access.
   To upgrade to Advertising API Standard tier, first build and test your application and then submit a a tier upgrade request including a video demonstrating how your platform creates, edits, and/or optimizes LinkedIn campaigns.

Step 3: Get Started with the Community Management API

*If you have an existing integration and need to migrate to the new API, check out the migration guide. If you are new to LinkedIn Marketing APIs, refer to the following the steps:

1. Generate an access token.
   Generate an access token to make authenticated API calls for testing either through Token Generator tool available on the Developer Portal or the LinkedIn Marketing Solutions Workspace on the Postman Network.

2. Ensure you the right permission based on your use case.
   Review the permissions available and confirm you have access to the right permissions in the Developer Portal under the Auth tab for your app.

3. Validate which LinkedIn Pages a user has access to The `/organizationAcls` endpoint has the following methods to determine which members have access to which Company Page. Follow the links below for specific examples:

   - Find an Organization's Members
   - Find a Member's Organizations

> **Note**
>
> Access to a Company Page cannot be granted or updated through the API. Please use the UI tool to grant, update, or remove access.

4. Review the Tips to Get Started.

5. Check out the Community Management Use Case Guides to build your solution.

6. Once you've built and tested your application, apply for Standard tier access.

To upgrade to Community Management Standard tier, you will need to complete a Standard tier access form, submit a screen recording of your app, and share test credentials for your app. Learn more on the Community Management App Review page.

Step 4: Get Started with the Lead Sync API

*If you have an existing integration and need to migrate to the new API, check out the migration guide. If you are new to LinkedIn Marketing APIs, refer to the following the steps:

1. Generate an access token to make authenticated API calls for testing either through Token Generator tool available on the Developer Portal or the LinkedIn Marketing Solutions Workspace on the Postman Network.

2. Ensure you have the right permission(s) based on your use case. Review the permissions available and confirm you have access to the right permissions in the Developer Portal under the Auth tab for your app.

3. Validate the member has the right role on the ad account and company page.

   - See Account Access Controls for information on how to retrieve a member's ad account roles.
   - See Organization Access Control for information on how to retrieve a member's company page/organization roles.

4. Review the Tips to Get Started.

Once you've built and tested your application, review the Integration Requirements to become a formally certified partner.

Step 5: Get Started with the Conversions API

1. Generate an access token to make authenticated API calls either through Direct API access in Campaign Manager for advertisers or for testing through Token Generator tool available on the Developer Portal or the LinkedIn Marketing Solutions Workspace on the Postman Network.

2. Ensure you have the right permission(s) based on your use case. Review the permissions available and confirm you have access to the right permissions in the Developer Portal under the Auth tab for your app.

3. Validate the member has the right role on the ad account. See Account Access Controls for information on how to retrieve a member's ad account roles.

4. Review the Tips to Get Started.

Step 6: Get Started with the Event Management API

Event Management APIs allow you to create and manage events. Event promotion either Paid or Organic requires using these APIs in combination with Advertising APIs or Community Management APIs.

1. Generate an access token to make authenticated API calls for testing through Token Generator tool available on the Developer Portal.
2. Ensure you have the right permission(s) based on your use case. Review the permissions available and confirm you have access to the right permissions in the Developer Portal under the Auth tab for your app.
3. Validate the member has the right role in the Organization. See Account Access Controls for information on how to retrieve a member's company page/organization roles.
4. Review the Tips to Get Started.

> ⓘ **Note**
>
> Check out the Event Management API overview page to understand the use cases and start building your solution.

Step 7: Tools to Manage Your App on the Developer Portal

- Token generator: generate a new token for testing using the Developer Portal.
- Token inspector : check the Time to Live (TTL) and status (active/expired) for all tokens
- API endpoint catalog : get a holistic view of the endpoints and permissions your application has access to
- App analytics : assess app performance to understand product health, diagnose issues, and stay informed on usage trends in order to better serve your users
- Webhooks: register your webhook to receive real-time HTTP notifications for subscribed events
- Add team members : enable your team to manage your app and receive the API newsletter.