

LinkedIn Marketing Developer Platform - Overview

02/18/2025

In this article

- Introduction to LinkedIn Marketing Solutions
- LinkedIn Marketing API Products
- Stay Informed and Get Support
- Interested in Joining the LinkedIn Marketing Partner Program?

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](#).

Build technology to grow B2B communities and businesses.

Introduction to LinkedIn Marketing Solutions

Advertising on LinkedIn helps businesses of any size achieve their goals.

- Target a unique audience - There are millions of active professionals on LinkedIn. Target them by job title, function, industry, and more.
- Easy and effective ads - Whether your goal is leads, brand awareness, or even event registrations, LinkedIn ads can help.
- Control your budget - Control your spend with flexible pricing options. Start with any budget and stop your ads at any time.

Check out the [Brand and Demand playbook](#) to learn more about the tools and tactics marketers can use to engage their target audience on LinkedIn.

LinkedIn Marketing API Products

Advertising API

Event Management API

Streamline event operations, amplify visibility, and drive meaningful connections within the professional landscape with Events APIs (Management & Ads).

- [Event Management](#): Create and manage events and event posts.
- [Event Ads](#): Promote events to a targeted audience.

Community Management API

Engage in conversations around a brand: Monitor @mentions of your brand and respond to comments with Social Actions Notifications API. @mention members for richer conversation using the People Typeahead API.

- Page Management: Build a brand presence. Share content and track posts that drive the most engagement using the [Posts API](#) and Social Actions or [Comments API](#).
- Brand Engagement: Engage in conversations around a brand. Monitor @mentions of your brand and respond to comments on your posts using the [PeopleTypeahead API](#).

Lead Sync API

Automate lead delivery: Use the [Lead Sync API](#) to efficiently manage and route leads

Conversions API

Attribute offline and online marketing data to a LinkedIn campaign with [Conversions API](#).

Matched Audiences

Enhance LinkedIn targeting: Easily create audience segments and target on LinkedIn with DMP Segments API.

Audience Insights

Discover audiences: Learn who your target [audience](#) is, their interest, and content they're engaging with to plan your campaign.

Media Planning

Plan your Marketing Campaigns: [Plan](#) your campaigns against your marketing objectives and target audience.

Note

Matched Audiences, Audience Insights, and Media Planning API are private APIs and require additional approval. [Learn more](#)

Stay Informed and Get Support

These resources can help you stay on top of new features, migrations, and deprecations:

- Check out the [Recent Changes](#) page to see the latest API releases.
- Check out the [Developer Portal](#) to know more about our developer products.
- Use the [Migrations page](#) to stay on top of breaking changes.
- Read our [Developer Blog](#) to stay on top of the latest features.

Need help? Reach out to Developer Support by submitting a [Zendesk ticket](#).

Interested in Joining the LinkedIn Marketing Partner Program?

The [LinkedIn Marketing Partner Program](#) is a global community of qualified technology and service providers that help marketers achieve more on LinkedIn.

Important

Notwithstanding anything to the contrary in the Microsoft Terms of Use and Microsoft Privacy Statement (please find the relevant links in the footer below), your use of the LinkedIn programmatic web APIs, software, and other functionality and their associated tools and documentation that LinkedIn makes available to developers are governed by the [LinkedIn API Terms of Use](#) unless you have executed a separate signed partnership agreement, in which case that agreement shall apply.

Feedback

Was this page helpful?

Yes

No

Additional resources

Documentation

LMS API Documentation Versioning - LinkedIn

LinkedIn API

Quick Start - LinkedIn

Quickly get started with LinkedIn APIs

Migrations - LinkedIn

LinkedIn documentation of all upcoming planned migrations.

Show 4 more

Training

Learning path

Work with outbound marketing features in Dynamics 365 Customer Insights - Journeys - Training

Learn how to use the Customer Insights - Journeys application to guide your prospects and customers through a process of automated messaging, activity generation, and interactive decision points. You'll learn how to create and manage marketing content such as marketing forms, pages, and emails. Additionally,...

Certification

Microsoft Certified: Power Platform Developer Associate - Certifications

Demonstrate how to simplify, automate, and transform business tasks and processes using Microsoft Power Platform Developer.