



Getting Started

What is Segment?
[How Segment Works](#)
Getting Started Guide
A Basic Segment Installation
Planning a Full Installation
A Full Segment Installation
Sending Data to Destinations
Testing and Debugging
What's Next
Use Cases

Guides

Connections

Unify

Engage

Privacy

Protocols

Segment App

API

Partners

Glossary

Config API

Help

relevant ads that promote product discovery.

Getting Started

Before connecting to the LinkedIn Audiences destination, you must have a [LinkedIn Campaign Manager](#) account and an Ad Account ID. In addition, the user authenticating with LinkedIn must have one of the following LinkedIn ad account roles: ACCOUNT_BILLING_ADMIN, ACCOUNT_MANAGER, CAMPAIGN_MANAGER, OR CREATIVE_MANAGER.

To add the LinkedIn Audiences destination:

1. From the Segment web app, navigate to **Engage > Audiences**. Ensure you are in the Engage space you plan to use with LinkedIn Audiences. Either choose an existing Engage Audience or create a new one. This is the Audience you plan to send to LinkedIn.

2. Within the Audience, click **Settings** and copy the Audience Key. You'll need this key later.

3. Navigate to **Engage > Engage Settings** and click **Destinations**. Please ensure you are still in the correct Engage space.

4. Search for "LinkedIn Audiences" and select the destination.

5. Click **Configure LinkedIn Audiences**.

6. On the Select Source screen, your Engage space should already be selected as the source. Click **Confirm Source**.

7. On the Destination **Settings** tab, name your destination and authenticate with LinkedIn using OAuth.

8. Once authenticated, input your LinkedIn Ad Account ID from your [LinkedIn Campaign Manager](#) account. Toggle "Enable Destination" on and click **Save Changes**.

9. Navigate to the **Mappings** tab, click **New Mapping**, and select **Sync To LinkedIn DMP Segment**.

10. Under Select mappings, input the Audience Key you copied in Step 2 as the "Segment Engage Audience Key." Do not change any other defaults. Click **Save** and toggle to enable the mapping.

Note: The Audience Key must be manually entered to ensure users in the Engage Audience are sent to the correct DMP Segment in LinkedIn. For every Engage Audience you want to send to your LinkedIn Ads Account, a separate **Sync To LinkedIn DMP Segment** mapping must be created. You can create up to 50 mappings within an instance of the LinkedIn Audiences destination.

11. Navigate back to **Engage > Audiences** and click on the Audience from Step 1.

12. Click **Add Destinations** and select the LinkedIn Audiences destination you just created. In the settings that appear in the side panel, toggle the **Send Track** option on and do **not** change the Audience Entered/Audience Exited event names. Click **Save Settings**.

The setup is complete and the Audience will start syncing to LinkedIn. Segment automatically creates a new DMP Segment in LinkedIn and will add or remove users accordingly. The Audience appears in your [LinkedIn Campaign Manager](#), account under **Plan > Audiences > Matched**.

To sync additional Audiences from your Engage space, create a separate mapping in the LinkedIn Audiences destination. Navigate to **Connections > Destinations**, search and select the LinkedIn Audiences destination, and follow Steps 9-11 above.

Destination Settings

SETTING	DESCRIPTION
LinkedIn Ad Account Id	<i>Required.</i> The id of the LinkedIn Ad Account where batches should be synced. You can find your Ad Account id in your LinkedIn Campaign Manager .
Send Email	<i>Required.</i> Whether to send email to LinkedIn. This setting applies to all mappings you create in this destination instance.
Send Google Advertising ID	<i>Required.</i> Whether to send Google Advertising ID to LinkedIn. This setting applies to all mappings you create in this destination instance.

Available Actions

Build your own Mappings. Combine supported [triggers](#) with the following LinkedIn Audiences-supported actions:



Mapping limits per destination

Individual destination instances have support a maximum of 50 mappings.

[Sync To LinkedIn DMP Segment](#)

Sync To LinkedIn DMP Segment

Syncs contacts from a Personas Audience to a LinkedIn DMP Segment.

Sync To LinkedIn DMP Segment is a **Cloud** action. The default Trigger is:

event = "Audience Entered" or event = "Audience Exited"

Click to show / hide fields

FIELD	DESCRIPTION
DMP Segment Display Name	Type: <code>STRING</code> The display name of the LinkedIn DMP Segment. This field is set only when Segment creates a new audience. Updating this field after Segment has created an audience will not update the audience name in LinkedIn.
Enable Batching	Type: <code>BOOLEAN</code> Enable batching of requests to the LinkedIn DMP Segment.
User Email	Type: <code>STRING</code> The user's email address to send to LinkedIn.
User First Name	Type: <code>STRING</code> The user's first name to send to LinkedIn.
User Last Name	Type: <code>STRING</code> The user's last name to send to LinkedIn.
User Title	Type: <code>STRING</code> The user's title to send to LinkedIn.
User Company	Type: <code>STRING</code> The user's company to send to LinkedIn.
User Country	Type: <code>STRING</code> The user's country to send to LinkedIn. This field accepts an ISO standardized two letter country code e.g. US.
Segment Engage Audience Key *	Type: <code>STRING</code> The <code>audience_key</code> of the Engage audience you want to sync to LinkedIn. This value must be a hard-coded string variable, e.g. <code>personas_test_audience</code> , in order for batching to work properly.
DMP User Action	Type: <code>STRING</code> A Segment specific key used to define action type.

Linked Audiences

If you're using Linked Audiences, you must set *Add* or *Remove* as the value for the **DMP User Action** field, as Linked Audiences doesn't support the **Auto Detect** option.

Troubleshooting

Error: Action :: field is required but not found

This error occurs when the **DMP User Action** field isn't set to *Add* or *Remove* in the mapping, or it's set to *Auto Detect*, which comes with a couple of caveats:

- For Linked Audiences, you must set *Add* or *Remove* as the value for the **DMP User Action** field, as the **Auto Detect** option isn't supported.
- For Profile Audiences, it must match the default *Enter Event* names set in the destination settings at the Audience level. Those defaults are *Audience Entered* and *Audience Exited*.

Access & Refresh Tokens

LinkedIn's OAuth access tokens have a time to live (TTL) of 60 days; refresh tokens have a TTL of one year. Segment automatically updates your access token as long as your refresh token is valid. You won't see any

errors or interruptions in data delivery if your access token expires while your refresh token is valid.

Upon expiry or revocation of a refresh token, you'll see Refresh Token Expired errors in the Delivery Issues section of your LinkedIn Audiences destination **Event Delivery** tab.

Unknown errors from LinkedIn related to OAuth appear as OAuth Refresh Failed.

To remedy either error, please navigate to the **Settings** tab of your LinkedIn Audiences destination and select **Reauthorize** under the Connection heading and complete the OAuth flow.

This page was last modified: 15 Nov 2024

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Visit our Support page

Help improve these docs!

- Edit this page
- Request docs change

Was this page helpful?

Yes

No

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

Request Demo

or

Create free account

