

Company Surge[®] Integration for LinkedIn

Integration guide

June 2021



bombora

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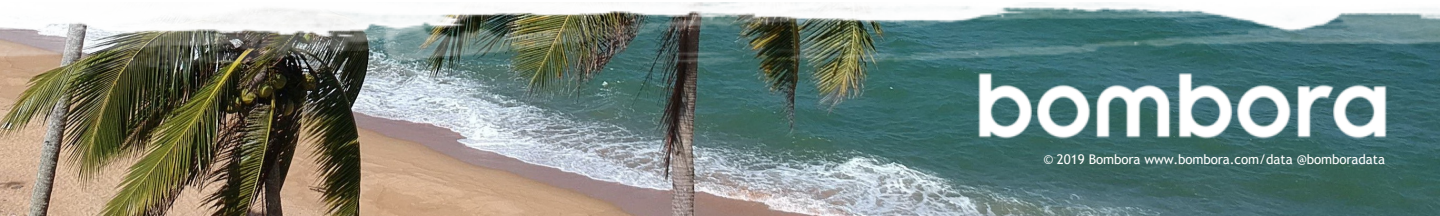
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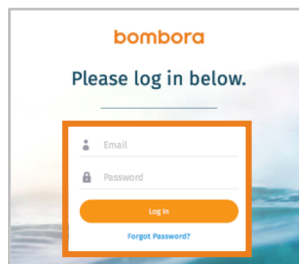


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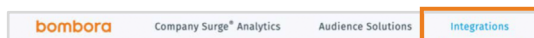
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Installation and configuration actions

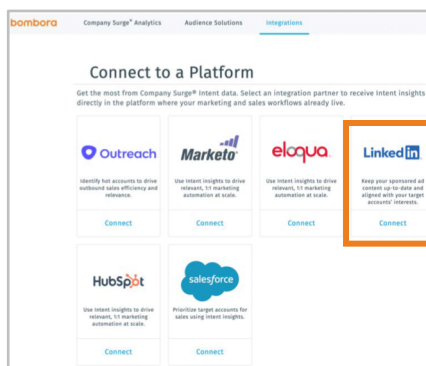
- 1 Log into the Bombora User Interface at surge.bombora.com
(If you do not have a login, please reach out to your Account Manager)



- 2 Navigate to the integrations tab

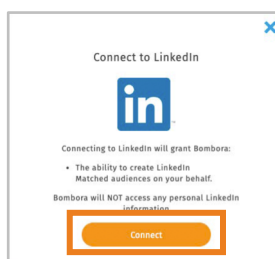


- 3 Select the LinkedIn icon

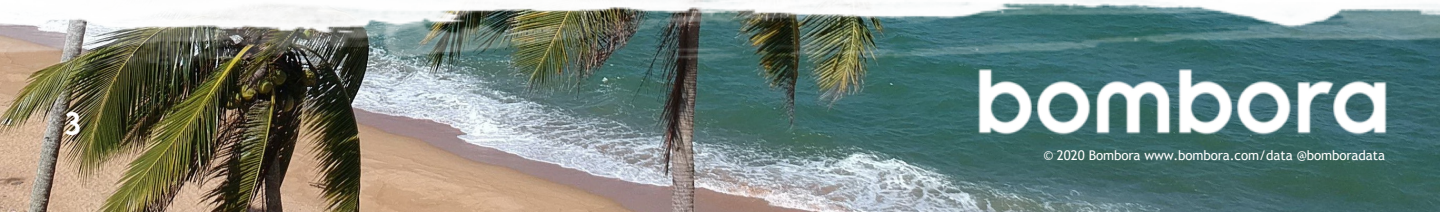
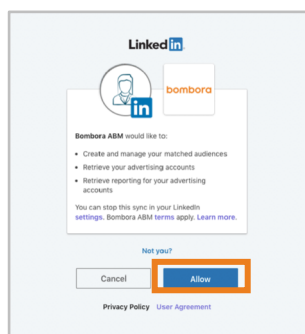


- 4 Click on 'Connect' to grant Bombora access to create LinkedIn audiences on your behalf

(This will automatically redirect you to the LinkedIn Authentication page)



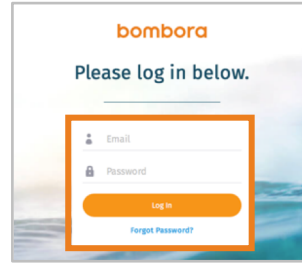
- 5 Click 'Allow' to enable Bombora to act as Campaign Manager on LinkedIn



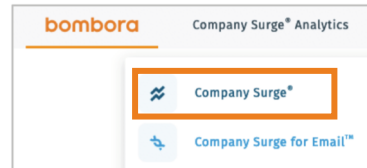
Creating a Company Surge® report

6 Log into the Bombora User Interface at surge.bombora.com

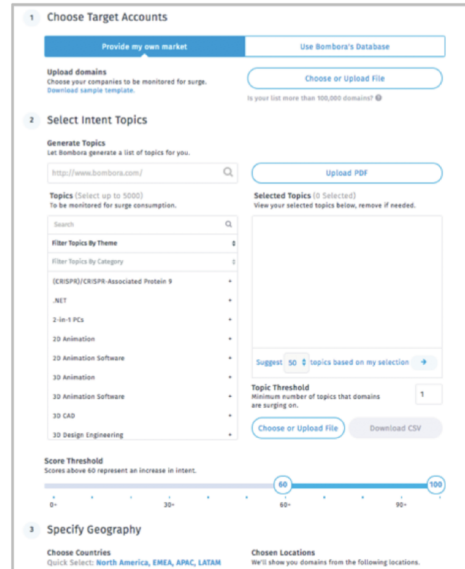
(If you do not have a login, please reach out to your Account Manager)



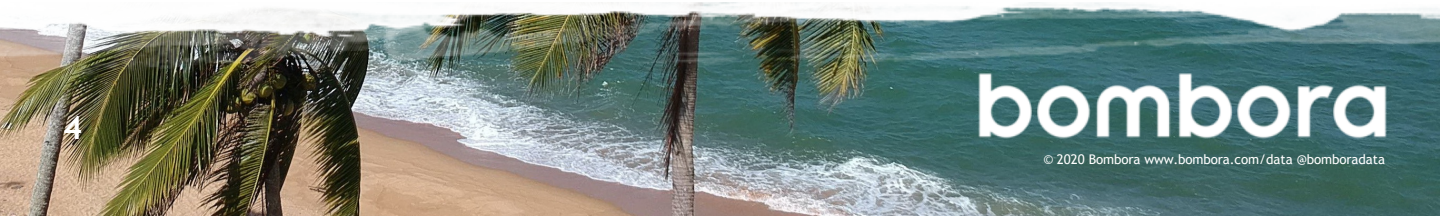
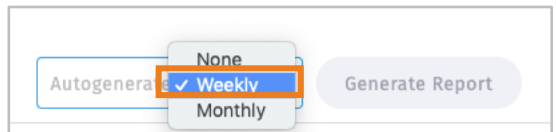
7 Navigate to 'Company Surge®'



8 Select topics and filters for Company Surge® report



9 For an always-on refresh of your Company Surge® audience in LinkedIn, select to auto-generate your report weekly or monthly.



Creating a Company Surge® report

- 10 Input LinkedIn Ad Account ID (LinkedIn Ad Account ID can be found in your LinkedIn Campaign Manager Account)

Click 'Generate Report'

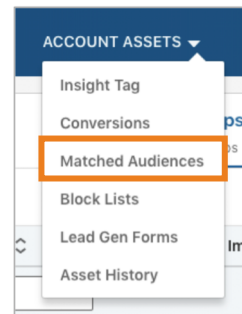
The screenshot shows the 'Report Output' configuration screen. Under the 'Structure' section, the 'Summary' and 'Comprehensive' tabs are selected. The 'Columns' section shows 'Accounts' with 2 total accounts. A search box is present with the text 'Search by account name, or ID'. Below the search box, there are two accounts listed: 'Benjamin's Ad Account' with Account ID: 503386657, which is highlighted with an orange box.

Creating a LinkedIn campaign using your Company Surge® audience

- 11 The LinkedIn audience associated with your Company Surge® report can be found under 'Account Assets'

Click on 'Matched Audiences'

(It may take a short amount of time for it to appear)



- 12 The Company Surge® audience will have the same name as the associated report

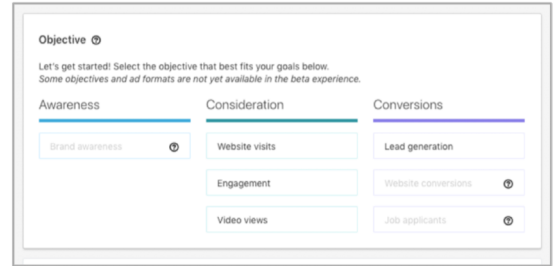
(The audience will automatically refresh weekly in an 'always-on' fashion as Company Surge® refreshes)

The screenshot shows the 'Uploaded list audiences' table. The table has columns for Source, Reach rate, Last modified, Matched size, and Action. The first row is highlighted with an orange box and contains the following data:

Source	Reach rate	Last modified	Matched size	Action
Bombora - surge audience 7-8-2018	Account List	9/22/2018	9,806,040	Edit
bombora-303k	Account List	9/24/2018	13,000,000	Edit
GMP Segment 1	Unknown	Audience too small	1/23/2019	+ 300
GMP Segment 2	Unknown	Audience too small	1/23/2019	+ 300
GMP Segment 2	Unknown	Audience too small	1/23/2019	+ 300

Creating a LinkedIn campaign using your Company Surge® audience

- 12 Create a campaign in LinkedIn Campaign Manager by clicking ‘Create Campaign’ and selecting a campaign objective

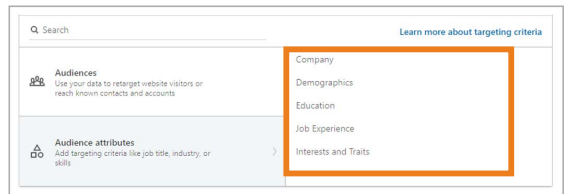
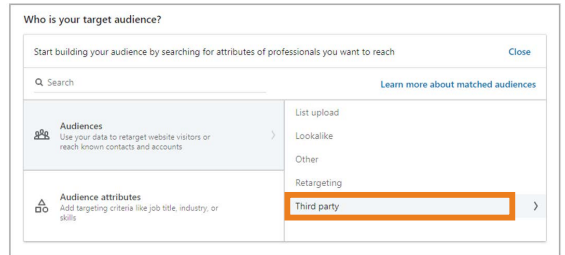


- 13 Under the audience section, select ‘Audiences’ then ‘Third Party’ and continue to ‘Third Party Company’

Select the desired audience(s) from the list of audiences you previously created

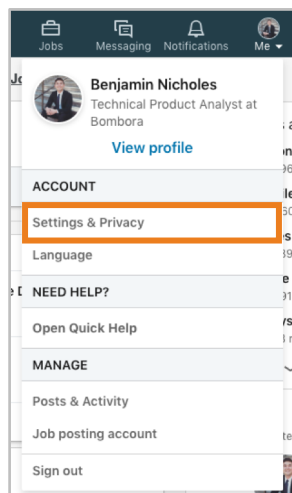
To add additional audience attributes, click the home icon and select ‘Audience Attributes’

Complete other required fields and click on ‘Save and next’ to associate the ad or content to be promoted



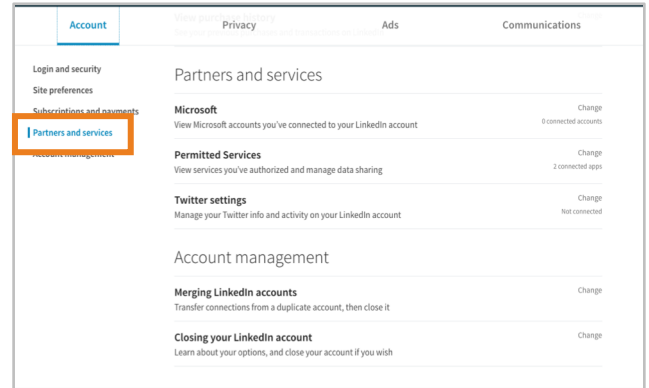
Removing Bombora’s access to your LinkedIn Campaign Manager (optional)

- 14 Navigate to ‘Settings & Privacy’ for your account

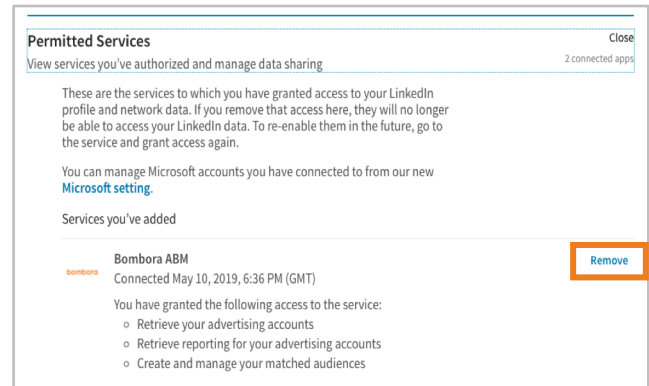


Removing Bombora's access to your LinkedIn Campaign Manager (optional)

15 Click on 'Account' and then 'Partners and services'



16 Select 'Remove' next to Bombora's app permissions



Surf's up. Let's take off.

For technical support or questions, please contact us at support@bombora.com.



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