Company Surge[®] Integration for LinkedIn

Integration Guide November 2024



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Finding your Company Surge® audience on LinkedIn



Page #

Installation and configuration actions



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Creating a Company Surge® report

bombora Log into the Bombora User Interface at 6 Please log in below. surge.bombora.com (If you do not have a login, please reach out to your Account Manager) Navigate to 'Company Surge®' 7 bombora Company Surge[®] Analytics Company Surge® % ÷ Company Surge for Email™ 8 Select topics and filters for Company 1 Choose Target Accounts Surge[®] report Use Bombora's Data Upload domains Choose or Upload File 2 Select Intent Topics Generate Topics Let Bombora generate a list of topics for you. Upload PDF opics (Select up to 5000) o be monitored for surge consumption. Selected Topics (0 Selected) View your selected topics below, remove if n

liter Topics By Theme

2-in-1 PCs

3D Design Engin

3 Specify Geography

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



ggest 50 \$ topics based on m



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'

	Summary	Compare Previous Report
	Comprehensive	Domain Origin
LinkedIn Send the results	of this report to your Matched Audiences	Accounts 2 total accounts
LinkedIn Ad J	Account Id	Create account
		Account Name 🗘
		Search by account name, or II

Finding your matched audiences and creating a LinkedIn campaign using your Company Surge[®] audience

11	The next two steps will walk you through finding your matched audiences.	For Business 🔻	Marketing Ø Advertise
	On the upper right in LinkedIn, under the "For Business" dropdown, and navigate to "My Apps" > "Advertise" under Marketing	Account Name C Search by account name or ID	Company Name 🗢 Search by company name
	Once in "Ads Campaign Manager," click on your desired advertising account.	<u>TEST Bombona's Ad Account</u> <i>I</i> Edit <i>P</i> Chart II Delete: D Copy ID	Software Development

12 Select the "Plan" dropdown and then click on "Audiences."

This will show your list of matched audiences.

= Mads Car	mpaign M	anager				
TEST Bombora's 503240491 Active	Ad 🗸	Audien	ces			
Plan	^	Matche	d Saved			
Audiences	_	Creat	audience	Add to Campa	aign Insights	
Companies			Audiance name		Status	Source
Brand safety			Autorite name 🗸		Status	Jource
Advertise			Search by audience name		All 🔹	All •
Test			Lq_1 😡		Expired	Third-party: Bombora
Measurement	~		li-prostprod-create-test_copy		Archived	Third-party: Bombora
Data Recommendations	~		li-prostprod-create-test		Archived	Third-party: Bombora
			li-version202604-test		Archived	Third-party: Bombora



Creating a LinkedIn campaign using your Company Surge[®] audience (continued)

13 Next, to create a campaign in LinkedIn Campaign Manager, click 'Create Campaign' and select a campaign objective

Let's get started! Select the Some objectives and ad for	objectiv mats are	e that best fits your goals below. not yet available in the beta exp	erience.	
Awareness		Consideration	Conversions	
	٢	Website visits	Lead generation	
		Engagement		۲
		Video views		1

14 Under the audience section, select 'Matched Audiences' and 'Uploaded lists'

Select the appropriate audience from your audience options

To add additional audience attributes, select 'Add new targeting criteria' and 'Audience Attributes'

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

Q. Search		Learn more about matched audiences
Audienes stellutes		Website Audiences
Add targeting criteria like job experience, industry, or skills		Uploaded Lists
noosnij, ol okno		+ Add matched audience
Matched audiences Use your data to retarget website visitors or		
reach known contacts and accounts	owsing pe	eople who meet one or more of these criteria
erach known contacts and accounts art building your audience by searching or br Q. Search	owsing pr	cople who meet one or more of these criteria Learn more about targeting criteria
reach known contacts and accounts art building your audience by searching or bro Q. Search	owsing pr	eople who meet one or more of these criteria Learn more about targeting criteria Company
and known contacts and accounts art building your audience by searching or bro Q. Search Audience attributes Add Stripting criteria he job experience,	owsing po	eople who meet one or more of these criteria Learn more about targeting criteria Company Demographics
erach known contacts and accounts wrt building your audience by searching or bri Q. Search Audience attributes duality criteria he job experience, notatry, or kills	owsing po	eople who meet one or more of these criteria Learn more about targeting criteria Company Demographics Education
reach known contacts and accounts wit building your audience by searching or bri Q. Search Audience attributes Audience attributes Mail signifing official alle job experience, multiply or king	owsing pe	sople who meet one or more of these criteria Learn more about targeting criteria Company Demographics Education Job Experience

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

15 Navigate to 'Settings & Privacy' for your account



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

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

Account	Privacy Ads	Communications
Login and security Site preferences	Partners and services	
Subscriptions and payments	Microsoft	Change
Partners and services	View Microsoft accounts you've connected to your LinkedIn account	0 connected accounts
Account management	Permitted Services	Change
	View services you've authorized and manage data sharing	2 connected appr
	Twitter settings	Change
	Manage your Twitter info and activity on your LinkedIn account	Not connected
	Account management	
	Merging LinkedIn accounts Transfer connections from a duplicate account, then close it	Chang
	Closing your LinkedIn account	Change
	Learn about your options, and close your account if you wish	

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

ermitted S	ervices	Close
iew services y	ou've authorized and manage data sharing	2 connected apps
These ar profile a be able t the servi You can Microso	e the services to which you have granted access to your LinkedIn nd network data. If you remove that access here, they will no longer to access your LinkedIn data. To re-enable them in the future, go to ce and grant access again. manage Microsoft accounts you have connected to from our new ft setting.	
Comisso		
Services	you've added	
bomboro	you've added Bombora ABM Connected May 10, 2019, 6:36 PM (GMT)	Remove
bombora	you've added Bombora ABM Connected May 10, 2019, 6:36 PM (GMT) You have granted the following access to the service: • Retrieve your advertising accounts	Remove

Surf's up. Let's take off.

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

