

Manage and measure LinkedIn campaigns with Smartly

Bring LinkedIn campaign management and reporting into your Smartly workflow so your team can personalize creative at scale, launch campaigns more efficiently, and review performance in one place.



1

Design

Create and design stunning ads within Smartly’s creative studio. Or use LinkedIn-ready creative from the Smartly Asset Library.

2

Launch

Start a LinkedIn campaign in Smartly by adding your creative, defining your campaign settings, and taking it live, all without ever leaving Smartly.

3

Measure

See the impact of your LinkedIn campaigns in Smartly’s reporting. Then, take your insights and optimize your LinkedIn campaign in Smartly.

BEFORE YOU BEGIN

What you need to get set up

ACCESS

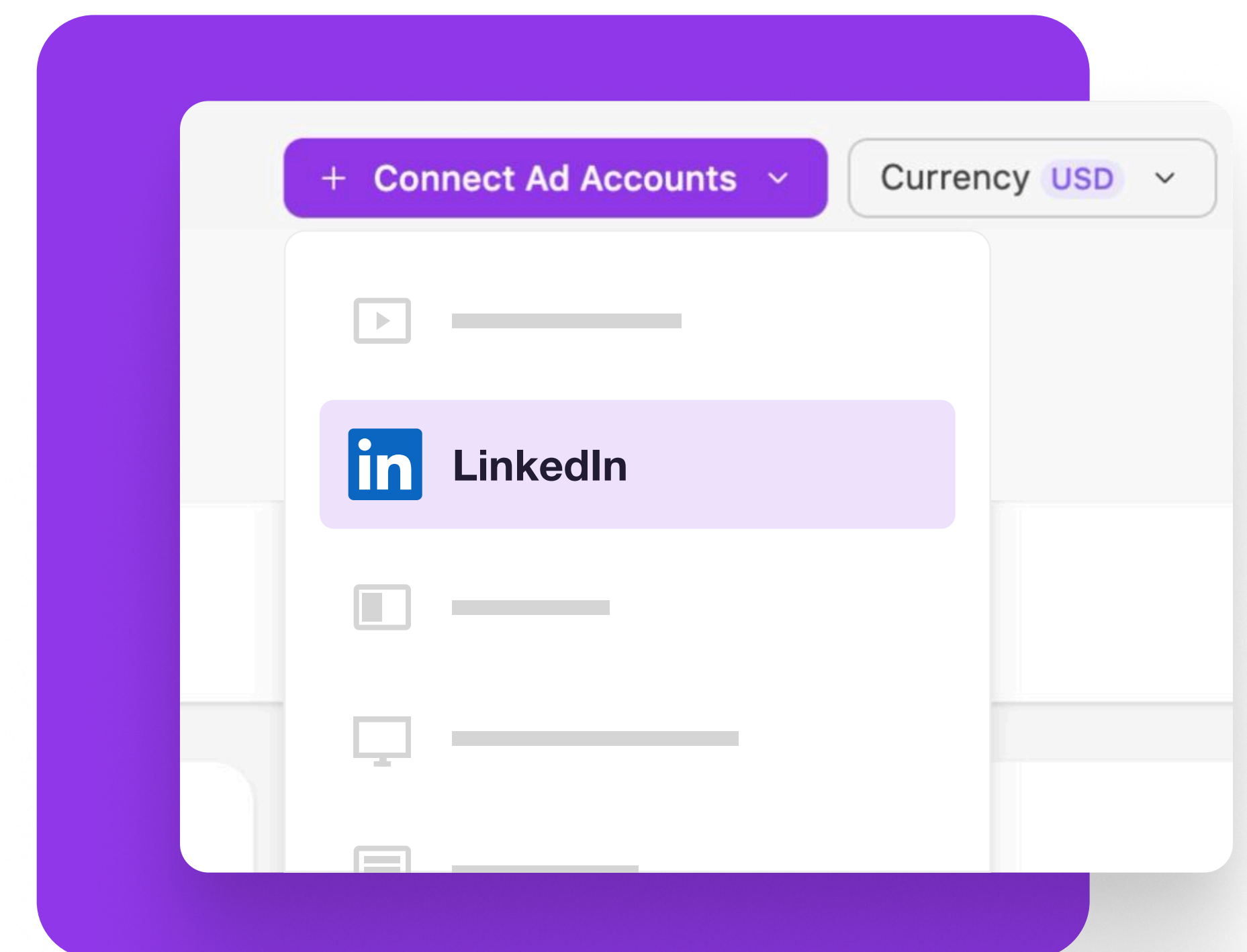
- ✓ A Smartly account
- ✓ A LinkedIn member account
- ✓ A LinkedIn Business Manager account
- ✓ Authorized access to the LinkedIn Company, Page, and Ad Account in scope

REQUIRED ROLE ON EACH LINKEDIN ASSET

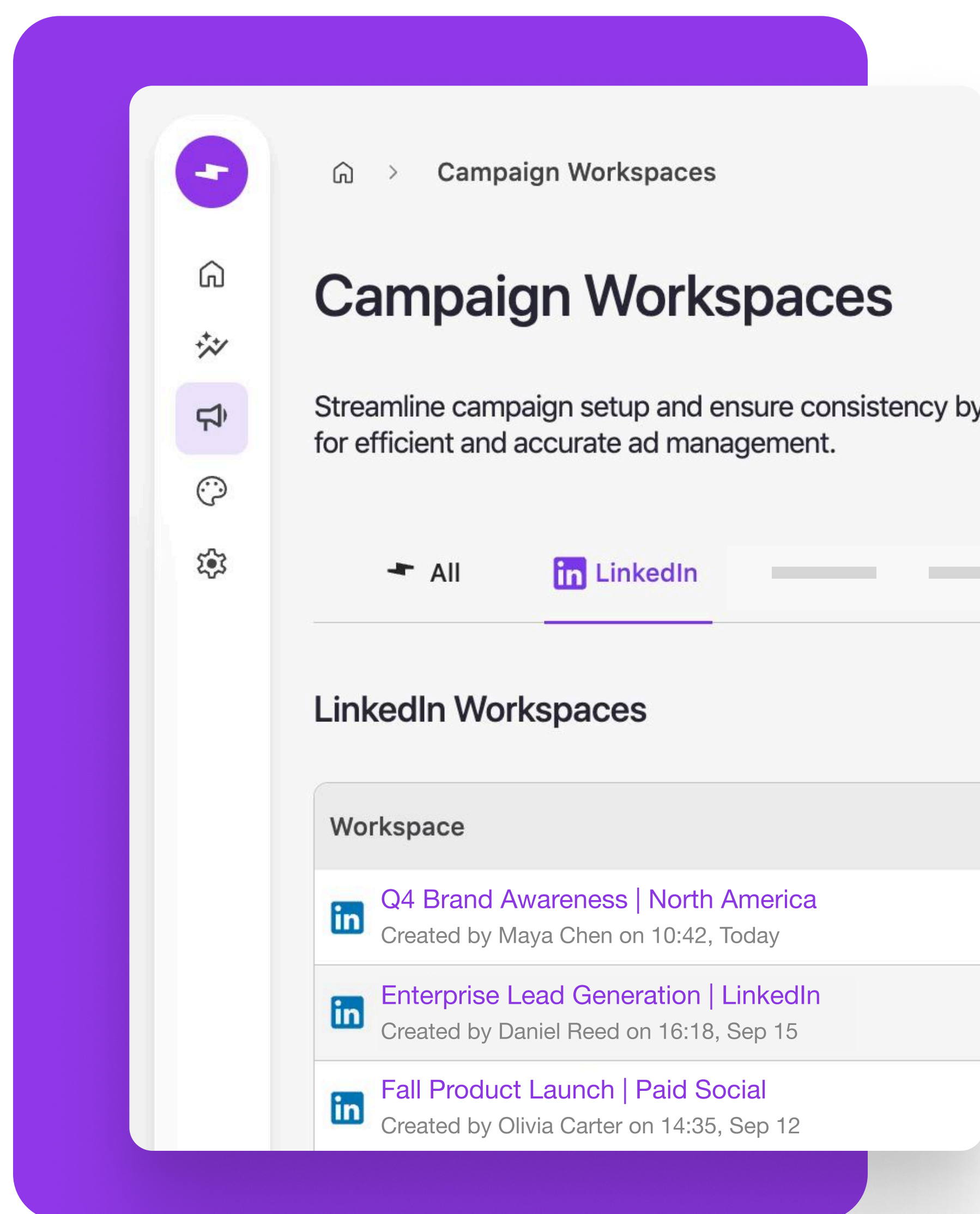
 Company	Admin or employee
 Page	Page super admin — or Organic Content admin plus Sponsored Content poster
 Ad account	Account billing admin, Account manager, or Campaign manager

GET STARTED IN THREE STEPS

01 Connect your LinkedIn account



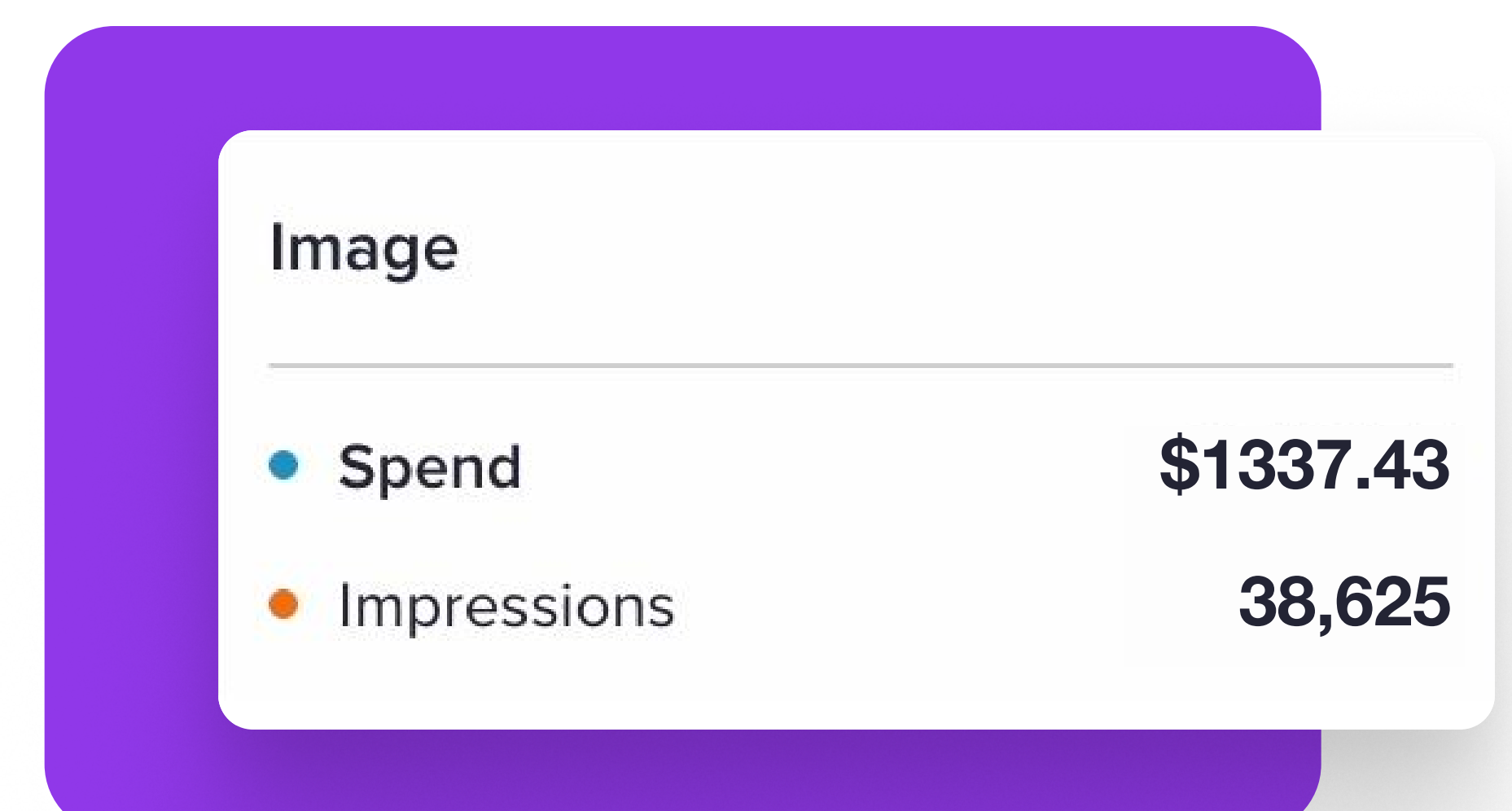
- 1 In Smartly, go to Connect Ad Accounts and select **LinkedIn**
- 2 Select "Authorize to LinkedIn" and then select which accounts you want to connect.
- 3 Finish LinkedIn account connection.



02 Start a LinkedIn campaign

- 1 From the Smartly campaign workspace, choose **LinkedIn** as the channel
- 2 Complete the campaign fields
- 3 Add and review creative
- 4 Review and publish
- 5 View reporting and optimize

03 Measure your LinkedIn campaigns



- 1 Navigate to the Reporting menu in Smartly and select **LinkedIn**
- 2 Filter to view ad performance using the list view, graph view, or ad ranking view.

SMARTLY ON THE LINKEDIN PARTNER DIRECTORY

Bring LinkedIn into the workflow your team already uses

[Learn more →](#)