

Company Surge[®] Integration for LinkedIn

Integration Guide
November 2024

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100



bombora[®]

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Finding your Company Surge® audience on LinkedIn

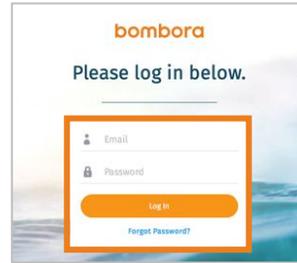
The Bombora logo is positioned at the bottom right of the page. It features the word "bombora" in a bold, white, lowercase sans-serif font. Above the letters "o" and "a" are decorative horizontal lines composed of small white dots. The background of the bottom section of the page is a scenic landscape with rolling hills and a body of water, illuminated by a warm, golden light, likely from a setting or rising sun.

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Installation and configuration actions

- 1 Log into the Bombora User Interface at surge.bombora.com

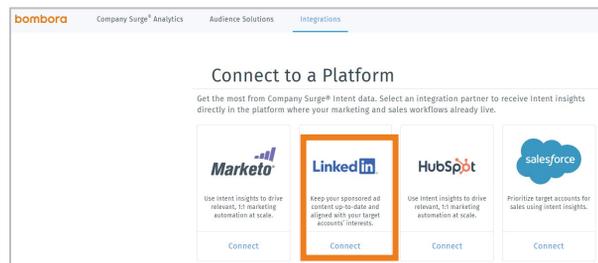
(If you do not have a login, please reach out to your Account Manager)



- 2 Navigate to the integrations tab



- 3 Select the LinkedIn icon

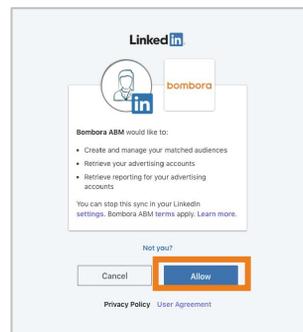


- 4 Click on 'Connect' to grant Bombora access to create LinkedIn audiences on your behalf

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



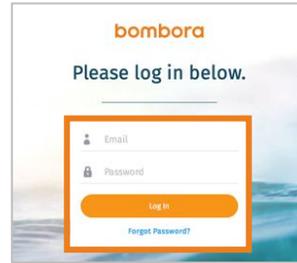
- 5 Click 'Allow' to enable Bombora to act as Campaign Manager on LinkedIn



Creating a Company Surge® report

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

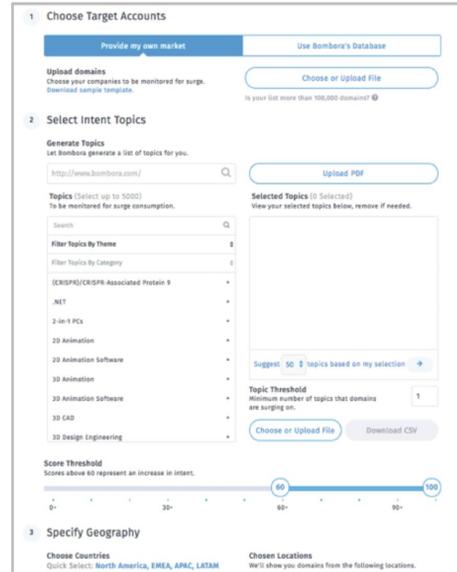
(If you do not have a login, please reach out to your Account Manager)



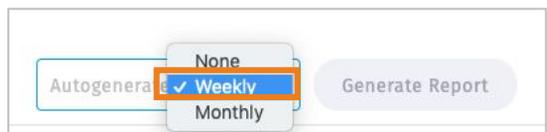
7 Navigate to 'Company Surge®'



8 Select topics and filters for Company Surge® report



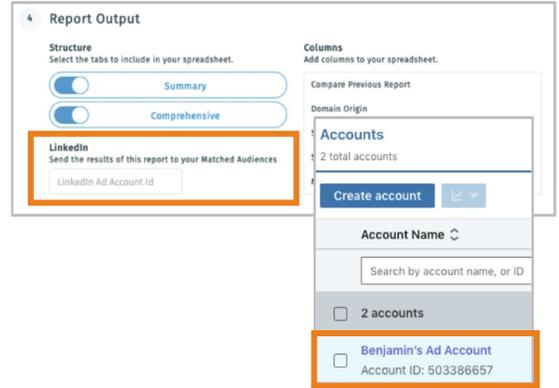
9 For an always-on refresh of your Company Surge® audience in LinkedIn, select to auto-generate your report weekly or monthly.



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'

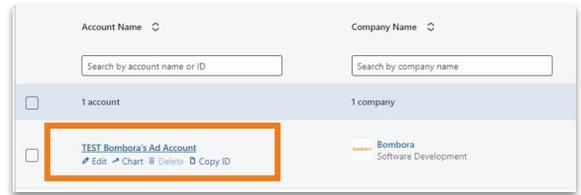


Finding your matched audiences and creating a LinkedIn campaign using your Company Surge[®] audience

11 The next two steps will walk you through finding your matched audiences.

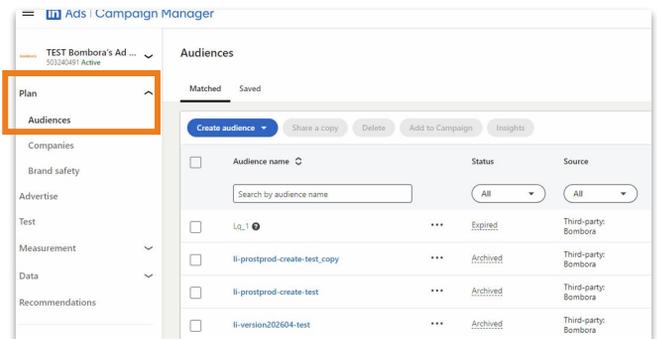
On the upper right in LinkedIn, under the "For Business" dropdown, and navigate to "My Apps" > "Advertise" under Marketing

Once in "Ads Campaign Manager," click on your desired advertising account.



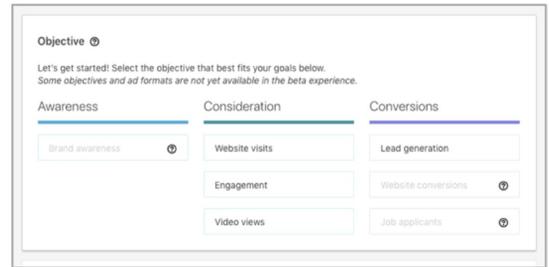
12 Select the "Plan" dropdown and then click on "Audiences."

This will show your list of matched audiences.



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

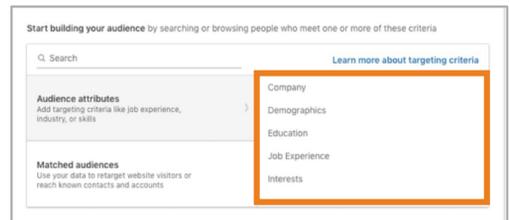
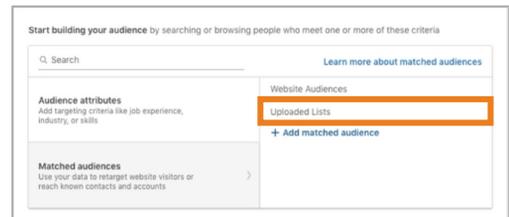


- 14 Under the audience section, select 'Matched Audiences' and 'Uploaded lists'

Select the appropriate audience from your audience options

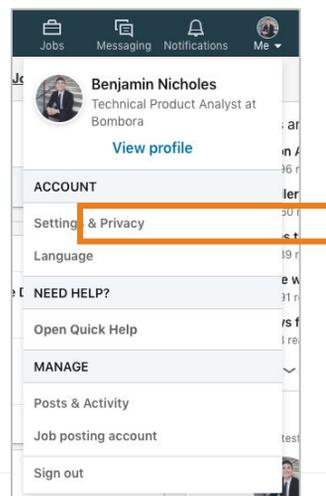
To add additional audience attributes, select 'Add new targeting criteria' and 'Audience Attributes'

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



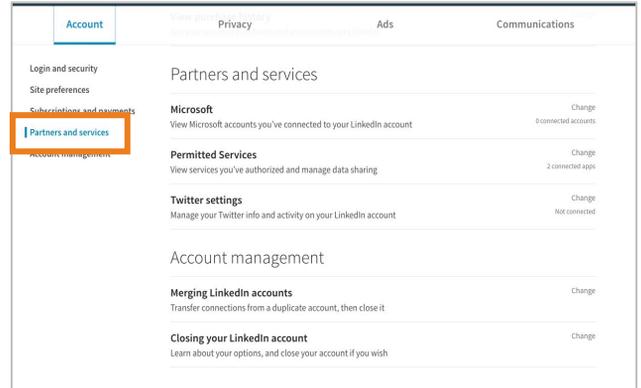
Removing Bombora's access to your LinkedIn Campaign Manager (optional)

- 15 Navigate to 'Settings & Privacy' for your account

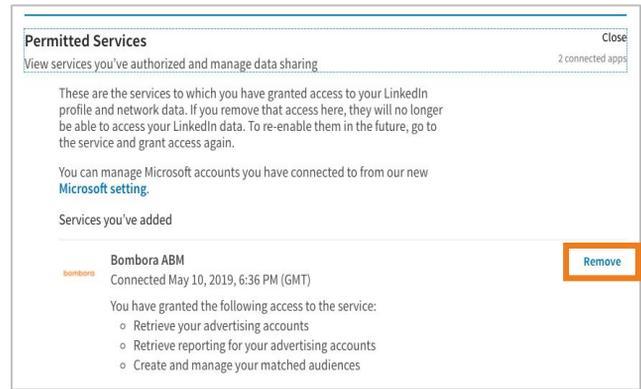


Removing Bombora's access to your LinkedIn Campaign Manager (continued)

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



17 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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