HCLSoftware

Unica Link V12.1.6 LinkedIn Connector User Guide

Contents

Chapter 1. An introduction to LinkedIn connector

The LinkedIn connector uploads contact information into an existing audience or new audience in LinkedIn.

The connector then polls LinkedIn on a scheduled basis to gather the results of the segment, and to report back the audience size, matched count, and status of the segment.

Chapter 2. Prerequisites for the LinkedIn connector

To use the LinkedIn connector, you must have an Ad account with LinkedIn.

The LinkedIn business account contains the required Ad account of the user.

Chapter 3. Configuration

If you want to use a LinkedIn connector, contact a Unica administrator. The administrator will configure a connection for you.

To configure a connection, the Unica administrator must a few connection properties. The connection properties are listed in the following table:

Table 1. Connection properties to configure a LinkedIn connector

Property	Description
`Client Id`	The client id would be the id for LinkedIn's app. This field will auto-populate as it is read only.
`Getcode_label`	It contains the Get Code button to redirect the browser to an HCL Software page. Then copy and paste the URL from that page into the Redirect URL response field.
`Get Code`	It will provide an access code from LinkedIn.
`Redirect URL Response`	The redirect URL pasted from the HCL webpage.
`Client Secret`	The client secret for LinkedIn's app and it will be auto-populated as it is read only.
`Gettoken_label`	This will provide the authorization token.
`Get Token`	It will provide an access token from LinkedIn.
`Access Token`	The authorization token for the account. This field will auto-populate as it is read only.
`Refresh Token`	The refresh token for the account. This field will auto-populate as it is read only.
`Auth Code`	The authorization code and it will be auto-populated as its id a read only field.
`Redirect URI`	The redirect Uri configured in the LinkedIn app. It is read only field.
`State`	The Auth URL's state. It is read only field.
`Number of Retries`	The total number of retries for an API if its execution fails.
`Activity Fetch Frequency`	The frequency at which segment status to be fetched.
`Activity Fetch Units`	The time unit (Hours/Minutes/Seconds) of the activity fetch frequency.

Chapter 4. Test the connection

When defining a connection, press the **Test** button.

This invokes a query operation on LinkedIn to check if the following conditions are met:

- The server can be reached.
- The connection parameters are valid.

Chapter 5. Configure a Process box or Touchpoint

When you configure a LinkedIn connector from a Process box in Unica Campaign or a Touchpoint in Unica Journey, you can see the following properties:

Property	Description
`Ad Account`	The LinkedIn Ad account ID.
`Contact Action`	The actions to perform on audience list in LinkedIn. The possible options in the dropdown are Upload to an existing segment and Upload to new segment.
`DMP Segments`	The DMP segments available under an ad account. This field will be enabled if the contact action will be selected as Upload to an existing segment.
`DMP Segment Name`	The DMP segment name. This field will be enabled if the contact action will be selected as Upload to new segment.
`Upload Type`	The Custom Audience's type to be uploaded. The possible options in the dropdown are Upload Users and Upload Companies.
`Fetch Duration in Days`	The duration (in days) till when the segment status to be fetched periodically.

The field mapping screen would be generated based on the selected upload type. For more details related to the data normalization for Upload Users and Upload companies, see Data Normalization on page 8.

The fields available for Upload Users are as follows:

Field name	Description
`Email`	The email address.
`First Name`	The first name with a maximum length of `35` characters.
`Last Name`	The last name with a maximum length of `35` characters.
`Job Title`	The job title name with a maximum length of `50` characters.
`Employee Company`	The company name with a maximum length of `50` characters.
`Country`	The ISO standardized two letter country code.

Field name	Description
`Google Android Mobile Advertiser Id`	The google android mobile advertiser id. A plain text string with a maximum length of `32` characters and all in lower case.

Note:

- LinkedIn recommends at least `10,000` rows with a maximum list size of `300,000`.
- A minimum audience count of `300` must be satisfied.
- For a segment, during the first update, the **Status** transitions from `Building` to `Ready`.
- For a segment, during an incremental update, the **Status** transitions from `Ready` to `Updating` to `Ready`.
- In Unica Journey, you will see the Success Count and Failure Count, only after the **Status** of the segment, created in LinkedIn, changes to `Ready`. If the **Status** is `Building` or `Updating`, the Success Count and Failure Count will be zero.

The fields available for Upload Companies are as follows:

Field name	Description
`Company Name`	The company name.
`Company Website`	The company website domain string in URL format.
`Company Email`	The company email domain string in URL format (sometimes different from the website domain).
`Company Page URN`	The LinkedIn company page URN of the company.
`LinkedIn Company Page URL`	The LinkedIn company page URL with max length of `100` characters.
`Stocks Symbol`	The stock symbol with a maximum length of `5` characters.
`Industry`	Industry name with a maximum length of `50` characters, for example, Technology.
`City`	The city name with a maximum length of `50` characters.
`State`	The state/province name with a maximum length of `50` characters.
`Country`	The ISO standardized two letter country code.
`Postal Code`	The postal code of the company with max length `20` letters.

Note: LinkedIn recommends at least `1,000` companies, with a maximum list size of `300,000`.

Chapter 6. Data Normalization

This topic describes how to perform data normalization for uploading users and uploading companies using the LinkedIn connector.

Data layout for uploading users

The following table list the data layout for uploading users:

Field name	Description	Remarks
action	The action to take on this entity. For example: ADD or REMOVE.	User needs to prepare their data as per given data format.
userIds idType idValue	List of ID to match. For idType details, see Table 2: IdTypes on page 9.	Two IdType values are supported: • SHA256 EMAIL: User needs to prepare their data as per given data format and hashing is taken care by Link connector. • GOOGLE AID: User needs to prepare their data as per given data format and Link connector only change all text to lowercase.
firstName	The first name with a maximum length of 35 characters. For example: Mike	User needs to prepare their data as per given data format.
lastName	The last name with a maximum length of 35 characters. For example: Smith.	User needs to prepare their data as per given data format.
title	The job title name with a maximum length of 50 characters. For example: Software Engineer.	User needs to prepare their data as per given data format.
company	The company name with a maximum length of 50 characters. For example: Microsoft Corporation.	User needs to prepare their data as per given data format.
country	The ISO standardized two letter country code. For example: US.	User needs to prepare their data as per given data format.

Table 2. IdTypes

Symbol	Description	Remarks
`SHA256 EMAIL`	A HEX encoded string with a maximum length of 64 characters.	`692682111bc191d915ac7009d118a78bc496cf7a2` `ba8c2d0134ade012ac1234`
`GOOGLE AID`	A plain text string with a maximum length of 32 characters and all in lower case.	`cdda802e-fb9c-47ad-0794d394c912....`

Data layout for uploading companies

The following table lists the data layout for uploading companies:

Field Name	Description	Remarks
`action`	The action to take on this entity. For example: `ADD` or `REMOVE`.	User needs to prepare their data as per given data format.
`companyName`	The company name. For example: `Microsoft`	User needs to prepare their data as per given data format.
`companyWebsiteDomain`	The company website domain string in URL format. For example: `www.microsoft.com`	User needs to prepare their data as per given data format.
`companyEmailDomain`	The company email domain string in URL format (sometimes different from the website domain). For example: `linkedin.com`	User needs to prepare their data as per given data format.
`organizationUrn`	The LinkedIn company page URN of this company. For example: `urn:li:organizationUrn:123`	User needs to prepare their data as per given data format.
`companyPageUrl`	The LinkedIn company page URL of this company with maximum length of 100 characters. For example: `linkedin.com/company/microsoft`	User needs to prepare their data as per given data format.

Field Name	Description	Remarks
stockSymbol	The stock symbol with a maximum length of 5 characters. For example: `MSFT`	User needs to prepare their data as per given data format.
industries	Maximum three industry names, each with maximum length of 50 letters. For example: `["technology", "software"]`	User needs to prepare their data as per given data format.
city	The city name with a maximum length of 50 characters. For example: `San Francisco`	User needs to prepare their data as per given data format.
state	The state/province name with a maximum length of 50 characters. For example: `California or CA`	User needs to prepare their data as per given data format.
country	The ISO standardized two letter country code. For example: `US`	User needs to prepare their data as per given data format.
postalCode	The postal code of the company with maximum length 20 letters. For example: `94103`	User needs to prepare their data as per given data format.

Note: Provide input data for one of the following fields as per given data format:

- `companyName`
- `organizationUrn`
- `companyWebsiteDomain` or `companyEmailDomain`
- `companyPageUrl`