

Unica Link V12.1.8 LinkedIn Connector User Guide



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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.
LinkedIn Version	The Link API version. This field has default value. The default value is valid for a year. If the property value is expired, set the latest <code>LinkedIn Version</code> on the connection screen to avoid the error.

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.
- On the field mapping screen, the user must map either an email address or a Google Android Mobile Advertiser ID.

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
<code>action</code>	The action to take on this entity. For example: <code>ADD</code> or <code>REMOVE</code> .	User needs to prepare their data as per given data format.
<code>userIds</code> <code>idType</code> <code>idValue</code>	List of ID to match. For idType details, see Table 2: IdTypes on page 9 .	Two <code>idType</code> values are supported: <ul style="list-style-type: none"> <code>SHA256_EMAIL</code>: User needs to prepare their data as per given data format and hashing is taken care by Link connector. <code>GOOGLE_AID</code>: User needs to prepare their data as per given data format and Link connector only change all text to lowercase.
<code>firstName</code>	The first name with a maximum length of 35 characters. For example: <code>Mike</code>	User needs to prepare their data as per given data format.
<code>lastName</code>	The last name with a maximum length of 35 characters. For example: <code>Smith</code> .	User needs to prepare their data as per given data format.
<code>title</code>	The job title name with a maximum length of 50 characters. For example: <code>Software Engineer</code> .	User needs to prepare their data as per given data format.
<code>company</code>	The company name with a maximum length of 50 characters. For example: <code>Microsoft Corporation</code> .	User needs to prepare their data as per given data format.
<code>country</code>	The ISO standardized two letter country code. For example: <code>US</code> .	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.	cd8a802e-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
<code>stockSymbol</code>	The stock symbol with a maximum length of 5 characters. For example: <code>MSFT</code>	User needs to prepare their data as per given data format.
<code>industries</code>	Maximum three industry names, each with maximum length of 50 letters. For example: <code>["technology", "software"]</code>	User needs to prepare their data as per given data format.
<code>city</code>	The city name with a maximum length of 50 characters. For example: <code>San Francisco</code>	User needs to prepare their data as per given data format.
<code>state</code>	The state/province name with a maximum length of 50 characters. For example: <code>California or CA</code>	User needs to prepare their data as per given data format.
<code>country</code>	The ISO standardized two letter country code. For example: <code>us</code>	User needs to prepare their data as per given data format.
<code>postalCode</code>	The postal code of the company with maximum length 20 letters. For example: <code>94103</code>	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`