LinkedIn

Setup Guide

Easy 15 minutes

Tandem Beam

Quick Facts

Click ID:	li_fat_id (LinkedIn First-Party Ad Tracking)
Authentication:	Access Token (simple bearer token)
Test Mode:	No sandbox (production only)
Events Supported:	purchase, lead, sign_up, add_to_cart, page_view

Prerequisites

- LinkedIn Campaign Manager account
- Admin access to LinkedIn Ads account
- LinkedIn Insight Tag installed (for li_fat_id capture)

Setup Steps

1 Access LinkedIn Campaign Manager

Log in to LinkedIn Campaign Manager (linkedin.com/campaignmanager) > Select your Ad Account

2 Generate Access Token

Go to Analyze > Conversion tracking > Data sources > Select Conversions API > Click "Generate token". This creates a non-expiring access token for the Conversions API.

3 Configure in Tandem Beam

1. Return to Platform Configurations
2. Click Add New Configuration
3. Select LinkedIn
4. Paste your Access Token
5. Click Save Configuration

Configuration Fields Reference

Field Name	Format	Required
Access Token	LinkedIn API token (50+ characters)	**Required**

Security Note: Keep all API tokens, secrets, and credentials secure. Never share them publicly or commit them to version control. If credentials are compromised, regenerate them immediately in the respective platform's settings.
