

# LinkedIn Export Integration

You can write job results from Treasure Data directly to LinkedIn. Use this data connector to create DMP Segments, upload or update Audience Lists dynamically to your [Matched Audiences](#). The connector supports the following features:

- Auto-creates a new DMP Segment, if the Segment does not exist
- Adds or removes contacts or accounts from a DMP Segment
- Auto-detects and hashes the user email, if the value is not hashed
- Specifies an option to skip or stop on invalid values

This topic includes:

- [Prerequisites](#)
- [Requirements, Limitations, and Behavior](#)
- [Use the TD Console to Create Your Connection](#)

## Prerequisites

- Basic knowledge of Treasure Data
- A valid LinkedIn Ad Account account
- Authorized Treasure Data account access to LinkedIn advertiser account

## Requirements, Limitations, and Behavior

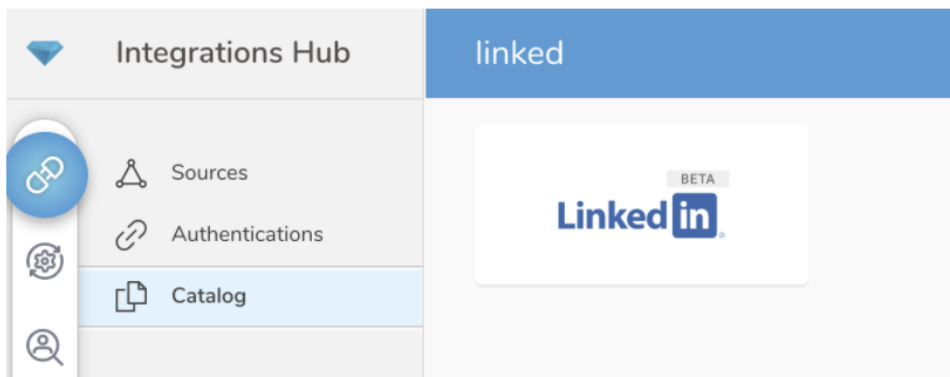
- Plain and masked (hashed) emails can be in the same column of data. Plain emails are hashed before sending to LinkedIn.
- LinkedIn limits the life span of Refresh token in 365 days. After one year you must go through the steps to create a new Authentication to continue uploading data.
- Your Audience Count can take up to 48 hours to finish uploading completely. When users and companies are added to a DMP segment, the initial matching process can take up to 48 hours to resolve the IDs into a destination segment. When finished, the Segment status is Ready.

## Use the TD Console to Create Your Connection

### Create a New Connection

In Treasure Data, you must create and configure the data connection, to be used during export, prior to running your query. As part of the data connection, you provide authentication to access the integration.

1. Open **TD Console**.
2. Navigate to **Integrations Hub > Catalog**
3. Search for and select **LinkedIn**. Select **Create**.



4. The following dialog opens.

**New Authentication**  
Linkedin

1 Credentials > 2 Details

OAuth connection:

[Click here](#) to connect a new account

[Learn more](#) [Continue](#)

- 5. Select **Click here to connect to a new account**. You are redirected to LinkedIn to log in, if you haven't login yet, or to the consent page to grant access to Treasure Data.
- 6. You will be redirected back to TD console. Repeat the first step (Create a new connection) and choose your new OAuth connection.

**New Authentication**  
Linkedin

1 Credentials > 2 Details

OAuth connection

Oscar [redacted] (2019-12-07)

[Click here](#) to connect a new account

[Learn more](#) [Continue](#)

- 7. Select **Continue** and name your new LinkedIn connection.

**New Authentication**  
linkedin\_0812

Credentials > 2 Details

Name  
linkedin\_0812

Share with others

Back Done

8. Select **Done**.

## Configure Export Results in Your Data Connection

In this step, you create or reuse a query. In the query, you configure the data connection. Sometimes, you need to define the column mapping in the query.

### Configure the Connection by Specifying the Parameters

1. Open the TD Console.
2. Navigate to **Data Workbench > Queries**.
3. Select the query that you plan to use to export data.
4. Select **Export Results** located at top of your query editor. The Choose Integration dialog opens.  
You have two options when selecting a connection to use to export the results, using an existing connection or creating a new one.

### Use an Existing Connection

1. Type the connection name in the search box to filter.
2. Select your connection.
3. The Export Results dialog opens.

**Export Results**

Integration: linkedin\_1208

Ad Account ID:

Audience Type:

Segment Name:   
Unique name for Segment.

Segment Description (Optional):

DMP Segment Mode:

Ignore Invalid Records

Back Done

4. Enter your Ad Account ID.
5. Select **Done**.

## Create a New LinkedIn Connection

1. Select **New Integration** and select LinkedIn from **Type** dropdown.
2. The Create Integration dialog opens.

3. Select the **Catalog** link to go to the Catalog page.
4. Complete the steps described previously in "Create a new connection", including the creation of an OAuth connection.
5. Enter the required credentials for your new LinkedIn connection.


## Complete the Export Results

Set the following parameters and select **Done**.

| Parameters                            | Description  |
|---------------------------------------|--|
| <b>Ad Account ID</b> (required)       | Your Ad Account ID   |
| <b>Audience Type</b>                  | Contact List (Users) or Account List (Companies)   |
| <b>Segment Name</b> (required)        | DMP Segment name   |
| <b>Segment Description</b> (optional) | DMP Segment description  |
| <b>DMP Segment Mode</b>               | Add or Remove. If mode = Add and Segment Name does not exist, a DMP with the provided name will be created.  |
| <b>Ignore Invalid Records</b>         | Option to ignore invalid rows and to continue importing others. Invalid rows are listed in the job log. If this option is not selected (by default), jobs terminate when an invalid record is encountered and uploaded data is not reverted. |

## Column Name for the Query

The LinkedIn data connector understands and interprets the following columns and data types. You must modify alias column names to match with the following specified columns.

 If a column does not have a value, the job fails.

| Column name | Type   | Required | Note   | Description   |
|-------------|--------|----------|--|---|
| email       | string | optional | Applicable for <b>Contact List</b> (Users)<br><br>An input request will be validated and it will fail if the following validation rules are not met: | User's emails, SHA256 hashed emails or SHA512 hashed emails. User's email will be SHA256 hashed before sending to LinkedIn. |

|                         |        |          |  |  |
|-------------------------|--------|----------|--|--|
| google_aid              | string | optional | <ul style="list-style-type: none"> <li>An input request must provide: <ul style="list-style-type: none"> <li>at least one valid <b>email</b>, <b>google_aid</b>, <b>apple_idfa</b></li> </ul> </li> </ul> <p>OR</p> <ul style="list-style-type: none"> <li>A valid <b>first_name</b> and <b>last_name</b></li> </ul> | A plain text string with a maximum length of 32 characters and all in lower case. For example, cdda802e-fb9c-47ad-0794d394c912....   |
| apple_idfa              | string | optional |  | A plain text string with a maximum length of 32 characters and all upper case. For example, EA7583CD-A667-48BC-B806-42ECB2B48606.... |
| first_name              | string | optional |  | A plain text string with max length 35 characters representing the first name of the contact to match e.g. Mike                      |
| last_name               | string | optional |  | A plain text string with max length 35 characters representing the last name of the contact to match e.g. Smith                      |
| company                 | string | optional |  | A plain text string with max length 50 characters representing the company name of the contact to match e.g. Microsoft Corporation   |
| title                   | string | optional |  | A plain text string with max length 50 characters representing the title name of the contact to match e.g. Software Engineer         |
| country                 | string | optional |  | ISO standardized two letter country code e.g. US   |
| company_name            | string | optional | Applicable for <b>Account List</b> (Companies). At least one of these columns is required.   | A string representing the company name of this company.  |
| company_web_site_domain | string | optional |  | The company website domain.  |
| company_email_domain    | string | optional |  | The company email domain (sometimes different from the website domain).  |

## Example Queries to Populate LinkedIn Data

From Treasure Data, run the following query with export results into a connection for LinkedIn:

The following example query uploads all emails to the existing DMP Segment specified by **Segment Name** if DMP Segment Mode is specified as Add. Or a new DMP Segment with the specified name will be created before uploading hashed emails.

```
SELECT
  user_email AS email, google_aid, first_name, last_name
FROM
  my_table;
```

The following example query uploads Account List to specified DMP Segment if DMP Segment Mode is specified as Add

```
SELECT
  company_name,
  company_website_domain
FROM
  company_info
```

## Use of Scheduled Jobs for Export (Optional)

You can use Scheduled Jobs with Result Export to periodically write the output result to a target destination that you specify.