



LinkedIn Connector for RollWorks

Connecting LinkedIn with RollWorks makes it even easier to be more account-based at scale. Using LinkedIn on RollWorks provides a single platform for customers to identify target accounts, engage across multiple channels with ads, and measure campaign effectiveness. Easily segment and engage accounts across the buyer's journey from nurture, to close and renewals, by running high-performing digital ad campaigns.

Be Laser Focused: Create and prioritize your LinkedIn spend on target accounts using the RollWork Identification Solution.

Increase Efficiency: Manage your targeted ad strategies across LinkedIn, Web, and Facebook from one platform. Remove the manual work of having to upload/download lists.

Optimize Budgets: Maximize your advertising investments by measuring cross-channel performance and reallocate budgets to higher performing channels.

Measurement Made Easy: Easily view the cross-channel impact of accounts reached and influenced from one dashboard.