Accessing the Lead Sync API

Introduction

This guide provides an overview of the API, qualifications, and vetting process.

Lead Sync API

The Lead Sync API makes it easy for your customers to automatically collect and sync leads to your platform – saving them time and enabling their sales teams to act on them in real-time.

The new API provides access to leads for all marketing use cases, including ads and events as well as the capability to map custom field names to your CRM. We also are planning future enhancements such as lead decoration and multiple policy links within consents. Stay attuned to updates through the monthly newsletter.

Supported Use Cases

- Lead Sync: Sync leads directly to a destination such as a marketing automation platform, CRM, or CDP.
- Reporting: Connect leads with sales data to understand if a lead translated to a purchase.
- Notification: Create real-time notifications to inform sales of new leads for immediate followup

You will have access to the following permissions:

- Lead Syncing: APIs to retrieve lead gen forms and form response (lead) data related to Ads. Permission required is `r_marketing_leadgen_automation`.
- Events: APIs to retrieve your organizations events `r_events`.
- Page Access: APIs to find organizations, organization's administrators and access control details by roles. Permission required is `r_organization_admin`.
    - This permission is only available in `LinkedIn-Version: 202210` or later

- Account Structure: APIs to retrieve information across sponsored accounts, campaign groups, campaigns, and creatives. Permission required is `r_ads`.
- Lite profile information: APIs to retrieve the name and photo of the authenticated user. Permission required is `r_liteprofile`.

Please note that `r_ads_leadgen_automation` and `r_events_leadgen_auotmation` are deprecated. The combination of `r_marketing_leadgen_automation` and `r_events` should be utilized as a replacement for these use cases.

If you are interested in supporting creation and management of LinkedIn Lead Gen Forms, you will need to request access to the Advertising API and use the lead syncing endpoints available within the rw_ads permission to create a Lead Gen Form.

Applying for Lead Sync API Access

Prerequisite

Company Page Verification: Company page verification is one of the prerequisites for a developer application applying for access to a product. Do not use a fake company page.

Before Submitting the Access Request

- Read the LinkedIn Marketing API Terms and developer documentation
- Ensure your use case is supported.
- Note: At this time, our Lead Sync APIs are only available to registered legal organizations for commercial use cases only.
- Be prepared to share your **business email address** and your **organization's legal name, registered address, website, and privacy policy**. Your business email address will have to be verified. If you don't receive the verification email, be sure to check your email's spam folder,

junk folder, social tab, and promotional tab. Personal email addresses will **not** pass the vetting process.
- Ensure a super admin of the LinkedIn Page associated with your organization has verified your application.
- Ensure that your application does not include any portion of the LinkedIn or Microsoft names or logos (e.g. Linked or In).
- Ensure that you have filled out all required fields in the access request form accurately and completely.

Any failure to complete the above tasks will result in your access request being rejected.

How to Apply

1. Log on to “developer.linkedin.com” with your account.
2. Create a new developer application or choose an existing one.
3. Navigate to the “Products” link under your App name.
4. From the list of “Additional available products,” choose “Request Access” for the Lead Sync API product

Vetting Process for Lead Sync API Access

Once you have submitted the access request form, your access request form will be reviewed by LinkedIn for the following:

- Verified business email address
- Verified organization
- Verified organization website and domain address
- Application verified by LinkedIn Page associated with same organization
- Approved use case
- Valid privacy policy
- Compliance with our terms, restrictions, and security, privacy, and trust requirements.

If your application is approved, you will get access to the Lead Sync API.

If your application is rejected, review the application requirements and review process sections, create a new app, and submit a new access request form. You will **not** be able to re-apply for access with the previously used developer app.

Please note that even if LinkedIn approves your integration, you are solely responsible for ensuring that your integration (including all use, disclosure, and storage of LinkedIn data) is, at all times, in compliance with: (a) the LinkedIn Marketing API Terms and the LinkedIn developer documentation; and (b) all other requirements or restrictions that LinkedIn separately communicates to you (e.g. during or after the vetting process). LinkedIn retains the right to monitor your application and suspend or discontinue access to the Lead Sync API for any non-compliance with the LinkedIn Marketing API Terms, even if your application was previously approved by LinkedIn.

If you have additional questions or concerns, please reach out via a Zendesk ticket.