

# 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.

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**Tandem Beam** - Server-Side Conversion Tracking

Generated: February 20, 2026 | For support, contact your Tandem Beam account representative