LinkedIn Overhauled the Reporting Experience in Its Campaign Manager

LinkedIn Thursday announced several changes to the reporting experience in its Campaign Manager aimed at giving advertisers and marketers quicker and more personalized access to data on the performance of their ads and campaigns. Taylor Greason, who works on product management for the professional network, detailed the changes in a blog post, saying that brands… https://www.adweek.com/digital/linkedin-overhauled-the-reporting-experience-in-its-campaign-manager/