LinkedIn Sponsored Content Campaigns Can Now Be Tracked via Google Campaign Manager

LinkedIn Monday announced a further measurement integration with Google Campaign Manager (formerly DoubleClick Campaign Manager). The professional network revealed an integration with Google Campaign Manager earlier this year for several ad formats, and it has now been extended to Sponsored Content. Taylor Greason, who works on product management for LinkedIn, said in a blog post… https://www.adweek.com/digital/linkedin-sponsored-content-campaigns-can-now-be-tracked-via-google-campaign-manager/