



LinkedIn Takes ABM to the Next Level

Company Intelligence API

ABM is the concept of building an account-centered marketing strategy and targeting to support effective sales outreach

Why ABM needs to evolve beyond Account-level

The "Account-Level" Gap

opentextTM

3131
Impressions

21
Clicks

Marketing targeted and served.



What is sales supposed to do with this info?

Without role-level or contact level intelligence, account-level metrics provide limited value for targeted outreach.

LinkedIn ABM Targeting and Engagement

Targeting

Its how **LinkedIn Ads** started.

World's #1 Firmographic Database

- Always up-to-date
- 1B total members
- 320M monthly active

Engagement

The Paradigm Shift

Prior to 2024, data was the **proprietary product** of big providers (6sense, Demandbase).

In 2024, LinkedIn officially entered the engagement data game.

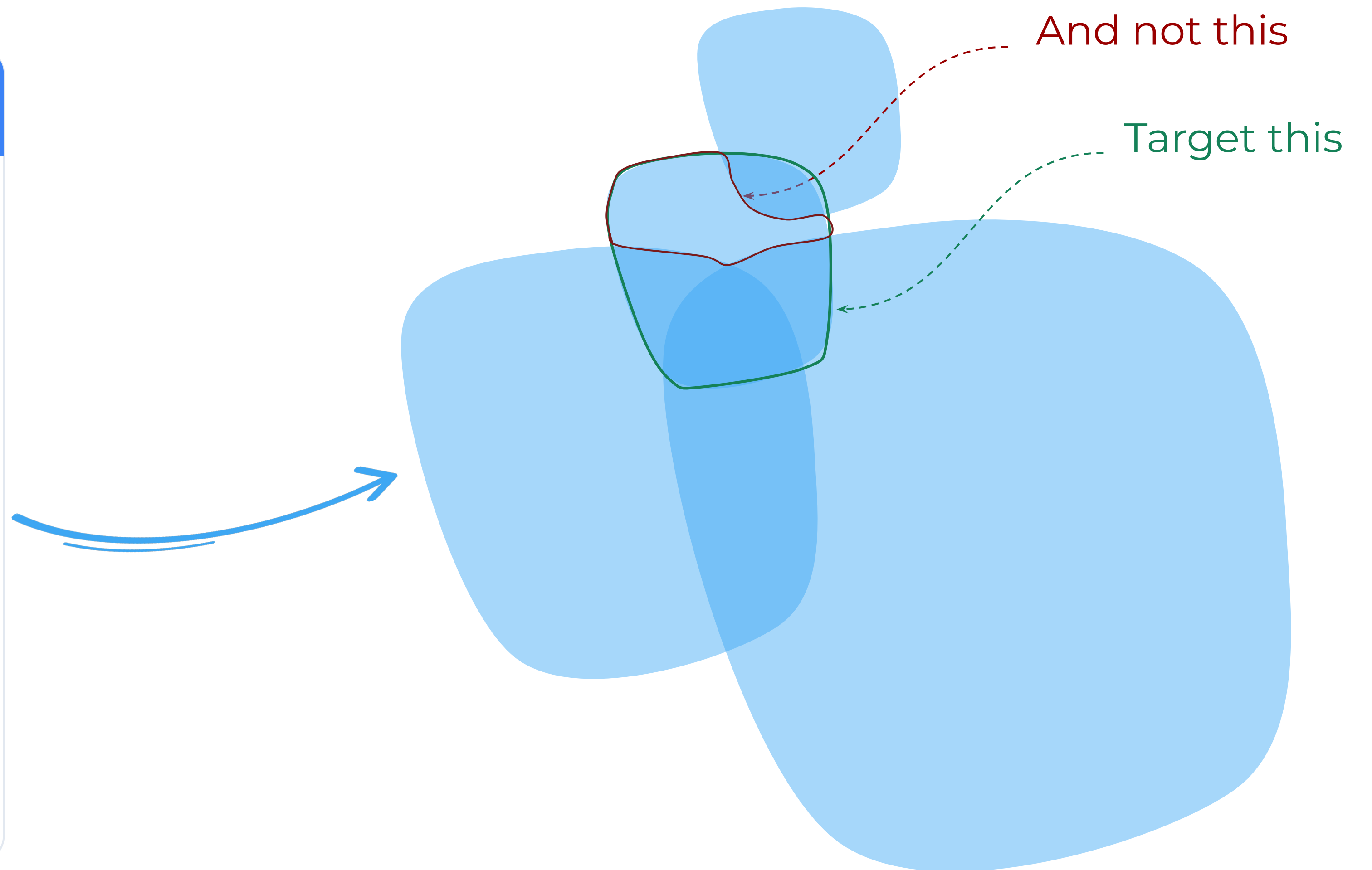
- **Companies Tab**
- **Company Intelligence API**

Targeting

LinkedIn is the king in firmographic targeting.

LinkedIn Attributes

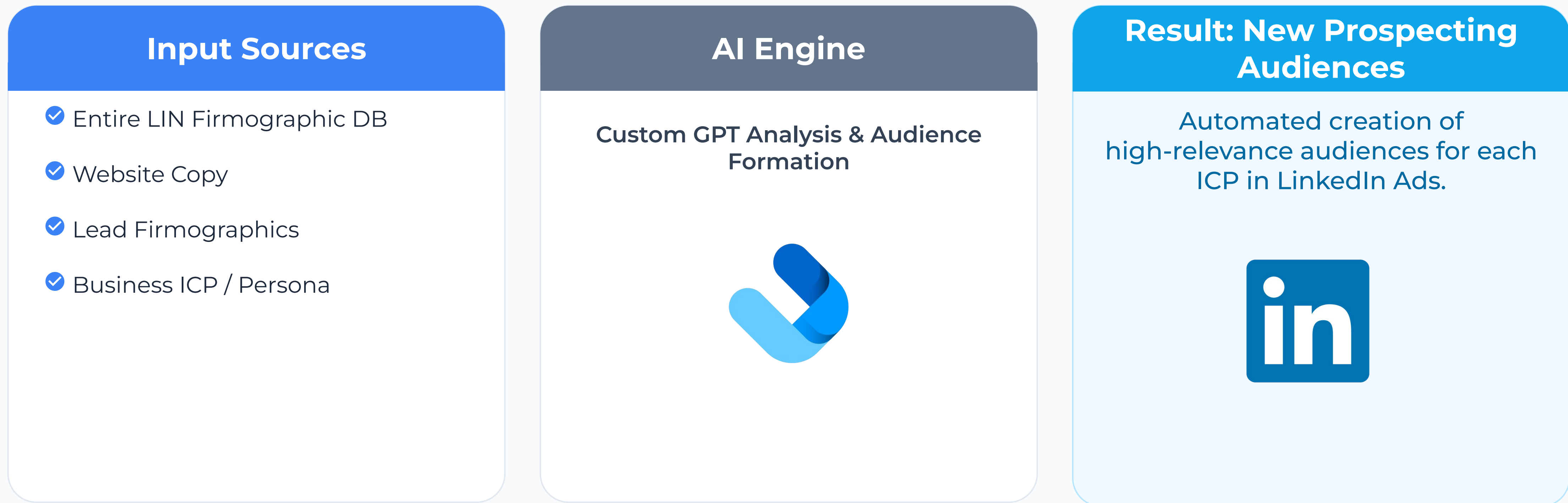
- ✓ Job Titles: **25K**
- ✓ Member Skills: **41K**
- ✓ Member Interests: **500**
- ✓ Member Groups: **13M**
- ✓ Industries: **500**



LinkedIn Prospecting Audiences powered by AI

We build a custom AI environment based on your ICP context (persona, CRM, website).

Training proprietary models with the **full LinkedIn data graph**.



1. Context

Like any AI Agent, the system context defines the quality of output. We ingest deep ICP context into the model. Our LinkedIn AI Agent uses 1st and 3rd party data for context:

1st Party

- ✓ Persona - ICP definition
- ✓ CRM Data (Past Opps)
- ✓ Website Content

3rd Party

LinkedIn's Database

Job Titles: **25K**

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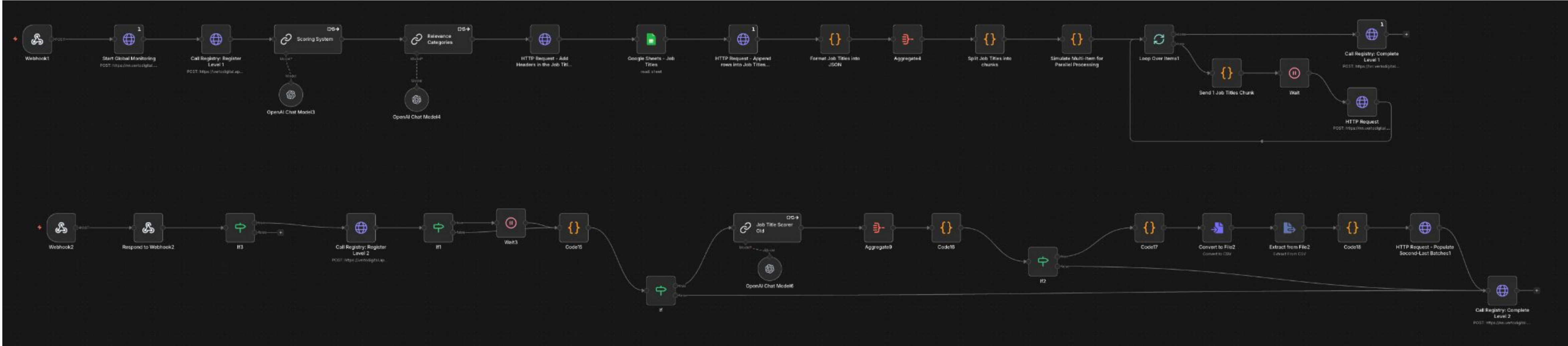
Industries: **500**

2. AI & Automation

We use the latest and most sophisticated LLM models and feed them with context using an automation workflow in  n8n

The n8n Workflow Sequence:

Input → Reasoning → Relevance Scoring → Reason for Scoring → List of Skills, Titles, Industries → Audience Creation and Sizing



3. Output

The model outputs scored relevant **titles, skills, interests, and industries** based on the ICP Context.

Our proprietary scoring allows us to find the most relevant titles for the ICP out of the **25K titles** available in LinkedIn.

A	B	C	E
e ID	Job Title	Relevance Score (1-10)	Detailed Reasoning
11806	Associate Relationship Manager	8	This role aligns well with mid-level relationship manag
12058	Senior Client Relationship Manager	9	Senior role within client relationship management align
12447	Director of Retail Development	7	Director-level position likely involved in product or adv
13401	Retail Advisor	8	Directly involved in financial advice at possibly junior t
13767	Insurance Officer	7	Role within insurance sector, which is part of LIA's foc
14196	Premier Client Manager	8	Client management role likely involving high-value clie
14285	Director Sales Program	7	Director level role overseeing sales programs, potenti
14385	Senior Retail Consultant	8	Senior advisory role in retail finance likely focused on
13700	Senior Client Director	7	This is a senior client management role at director lev
13612	Account Director Business Development	7	Director-level account management with business dev
12062	Cosmetics Manager	1	Role unrelated to financial services or LIA's ICP. Exclu
23667	Regional Commercial Director	8	This role is a senior mid-level management position re
26464	Head of Sustainability	8	Role focuses on sustainability, which is a key emergin
26758	Digital Transformation Advisor	7	Advisory role focused on digital transformation aligns
26759	Digital Transformation Analyst	7	Similar to the above, analyst role supporting digital ad
26760	Digital Transformation Executive	7	Executive level indicates influence over digital strateg
26761	Digital Transformation Manager	7	Manager role focused on digital change fits ICP's tech
26762	Digital Transformation Officer	7	Officer-level role suggests operational responsibility s
26906	Vice President of Digital Transformation	7	Though "Vice President" implies a senior role, it is exc
27123	Strategic Partnerships Development Mana	7	Role involves managing partnerships potentially relate
23374	Senior Consultant Strategy Operations	7	Senior consultant in strategy and operations implies e
23536	Consulting Engagement Manager	7	Manager-level consulting role likely advising firms on
23408	Manager Prospect Research	7	Manager role involving research, often supporting bus
25563	Business Strategy Specialist	7	Specialist role focused on business strategy, typically

4. Audience Creation & ICP Sizing

The LinkedIn Constraint

Audiences are created using the maximum number of target values. LinkedIn limits attribute values to **< 100** (e.g., max 100 job titles).

Our API-Powered Solution

Our model utilizes API limits to overlay attribute and behavioral values, maximizing the impact of LinkedIn's targeting solutions beyond standard interface constraints.

Size:

21,000
Potential LinkedIn members reached

Include people who have **ANY** of the following attributes:

Member Skills

Retirement Savings, Financial Oversight, Mortgage Insurance, Investments, Socially Responsible Investing, Financial Accounting, Protection Planning, Investor Reporting, Self-Invested Personal Pension (SIPP), Investment Selection, Financial Risk Management, Financial Training, Private Banking, Mortgage Lending, Retirement Planning, Banking, Life Insurance, Financial Research, Investment Sales, Financial Goals, Continuing Professional Development, Retirement Benefits, Mortgage Brokers, Investment Portfolios, Portfolio Managers, Financial Reporting, Pension Schemes, Independent Financial Advice, Alternative Investments, Tax Compliance, Relationship Banking, Financial Services, Financial Understanding, Tax Accounting, Financial Consulting, Investment Portfolio Design, Qualified Retirement Plans, Pension Funds, Cash Flow Forecasting, Individual Pension Plans, Distance Learning, Portfolio Performance Analysis, Financial Literacy Training, Executive Financial Management, Principles of Finance, Tax Planning, Protection Advice, Bond Funds, Personal Finance, Customer Relationship Management (CRM), Tax-advantaged Investment Strategies, Cash Flow Management, Client-focused, Personal Financial Planning, Holistic Financial Planning, Key Person Protection, Mortgage Consulting, Personal Tax Planning, Business Tax Planning, Investment Modeling, Investment Property Loans, Paraplanning, Portfolio Risk Management, Investment Brokerage, Personal Pensions, Financial Advisory, Equity Trading, Financial Education, Sustainable Investment, Portfolio Management, Wealth Preservation Planning, Financial Instruments, Insurance Planning, Tax Advisory, Institutional Investments, Portfolio Planning, Family Wealth Management, Financial Counseling, Wealth Management Services, Investment Funds, Asset Allocation Strategies, Investment Analysis, Portfolio Analysis, Fund Management, Finance, Funds Management, Private Wealth Management, Sustainable Finance, Tax Planning Strategies, Cash Flow Strategies, Environmental, Social, and Governance (ESG), Portfolio Optimization, Asset Management, Accounting, Retirement Services, Investment Management, Wealth Preservation, Financial Planning, Certified Mortgage Planning

AND also have ANY of the following attributes:

Job Titles (Current)

Finance Officer, Product Advisor, Banking Advisor, Retirement Consultant, Private Client Manager, Investment Counselor, Senior Personal Banker, Tax Consultant, Pension Specialist, Retirement Plan Specialist, Financial Account Manager, Private Client Advisor, Tax Accountant, Premier Client Manager, Senior Manager Corporate Finance, Private Banking Relationship Manager, Life Insurance Agent, Personal Financial Advisor, Financial Advisor, Personal Banking Manager, Wealth Management Consultant, Private Wealth Advisor, Head of Financial Planning, Senior Wealth Manager, Personal Financial Consultant, Private Financial Advisor, Financial Planning Assistant, Financial Controller, Independent Financial Consultant, Private Wealth Manager, Senior Financial Planning Manager, Financial Planning Coordinator, Financial Planning Specialist, Life Health Insurance Agent, Relationship Manager, Investment Consultant, Financial Planning Manager, Business Financial Advisor, Senior Pension Administrator, Mobile Mortgage Specialist, Senior Financial Consultant, Advanced Financial Advisor, Client Advisor, Banking Relationship Manager, Qualified Financial Advisor, Mortgage Advisor, Wealth Management Associate, Senior Financial Advisor, Financial Advice Specialist, Wealth Manager, Financial Consultant, Life Insurance Specialist, Insurance Advisor, Financial Services Consultant, Wealth Management Advisor, Retirement Specialist, Financial Professional, Investment Specialist, Independent Financial Advisor, Pension Administrator, Paraplanner, Personal Banker, Investment Manager, Payroll Officer, Pension Consultant, Branch Manager, Senior Investment Advisor, Finance Manager, Investment Advisor, Financial Planner, Senior Finance Manager, Financial Planning Consultant

AND also have ANY of the following attributes:

Years of Experience

3 years - 12+ years

Narrow audience further

Engagement Data

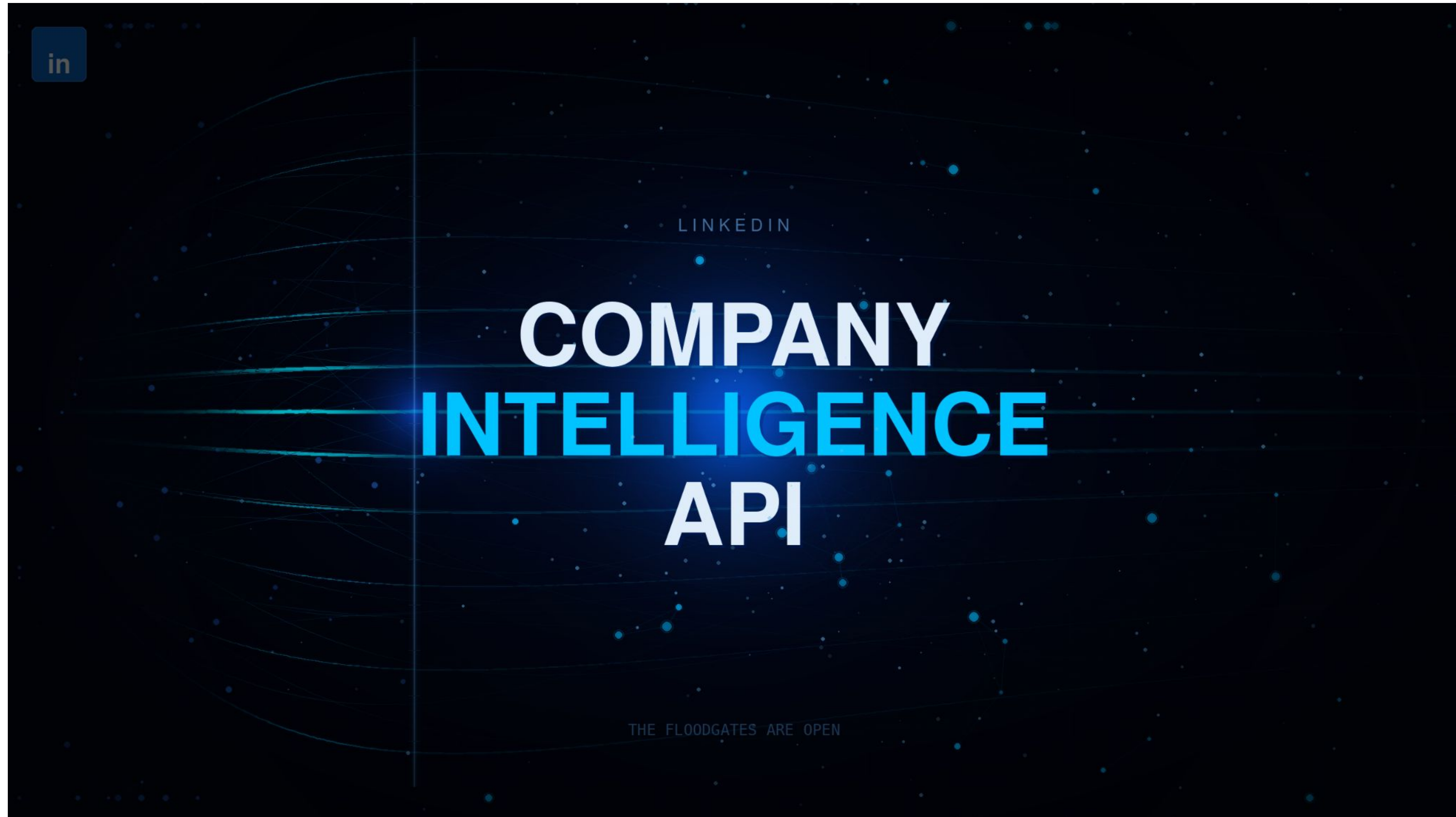
Nov 2024 Changed LinkedIn's Role in ABM

Company	Engagement level	Organic impressions	Organic engagements	Paid impressions
172 companies				
Insight Partners	Very High Increased	26 ↓ 80.5%	44 ↓ 70.7%	4 New activity
LastPass	High Decreased	6 ↑ 20%	6 No change	21 ↑ 50%
Blackstone	High Increased	13 New activity	38 New activity	268 New activity
Juniper Networks	High No change	14 ↑ 27.3%	28 ↑ 211.1%	122 ↑ 48.8%
Cobalt	Medium No change	23 ↑ 130%	28 ↑ 180%	- No change
Great Place To Work	Medium Increased	11 New activity	8 New activity	- No change

Companies Tab
Allows us account level impression and click data.

Activation
Segment companies based on engagement data into audiences for further remarketing.
Basic interface reporting.

Sep 2025 Opened the proverbial “flood gates”





Company Intelligence API

api.linkedin.com/rest/accountIntelligence · REST v2 · Private API · Requires provisioning

Q3 2025

01 — OVERVIEW

The Company Intelligence API returns company-level paid and organic engagement signals for every target account interacting with your LinkedIn ads, including impressions, clicks, leads, conversions, and a normalised engagement score — the programmatic engine for ABM attribution and CRM enrichment.

02 — ENDPOINT URL

GET `https://api.linkedin.com/rest/accountIntelligence?q=account&account={sponsoredAccountUrn}&filterCriteria=(...)`

03 — AVAILABLE FIELDS

COMPANY IDENTIFIERS

<code>companyName</code>	Target account name
<code>companyPageUrl</code>	LinkedIn company page URL
<code>companyWebsite</code>	Company domain URL
<code>engagementLevel</code>	VERY_LOW → VERY_HIGH

PAID METRICS

<code>paidImpressions</code>	Sponsored ad views
<code>paidClicks</code>	Clicks on sponsored ads
<code>paidEngagements</code>	Social actions + ad clicks
<code>paidLeads</code>	Lead gen form fills
<code>paidQualifiedLeads</code>	CAPI qualified leads
<code>conversions</code>	Post-view / post-click

ORGANIC METRICS

<code>organicImpressions</code>	Page + feed impressions
<code>organicEngagements</code>	Company page interactions

04 — LIMITATIONS & DATE RANGE

LAST_7_DAYS LAST_30_DAYS LAST_60_DAYS LAST_90_DAYS **◆ default**

- **Window starts ~2 days before today**, rounds to UTC day boundaries
- **Max 100,000 results per request**; page via start/count (max 1,000/page, rec. 500)
- **Metrics below privacy threshold** return as 0 to protect member data
- **Organic metrics zero out** when a campaign filter is applied
- **Results sorted by paidImpressions** descending by default

05 — FILTERS (FILTERCRITERIA)

- account** required
Sponsored account URN — urn:li:sponsoredAccount:123. Caller needs VIEWER role+.
- lookbackWindow** optional
7 / 30 / 60 / 90-day rolling window. Defaults to LAST_90_DAYS.
- adSegments** optional
Array of audience segment URNs — multiple supported, no cap.
- campaign** optional
Single campaign URN only. Applying filter zeroes organic metrics.

DEMO