# Kashable unlocks 8x ROI from LinkedIn Video Ads with Conversions API

kashable **Industry:** Financial Services **No. of Employees:** 51-200 **Headquarters:** New York, New York

As a growing financial technology company, Kashable used LinkedIn's Conversions API and In-Feed Video Ads to attribute and influence over $2M+ in conversion value —proving that video isn't just for awareness, but also as a powerful performance channel.

## The Challenge

Kashable provides socially-responsible credit and financial wellness solutions to employees as an employer-sponsored benefit. With a lean team and a performance-driven mindset, they turned to LinkedIn Ads to reach qualified users through engaging formats like video.

But as with many B2B2C businesses, Kashable's customer journey was non-linear, and much of the impact from video campaigns—especially post-view and multi-touch conversions—was going unattributed. Traditional tracking methods weren't capturing the full value of their upper-funnel efforts, making it difficult to optimize their ad account with confidence.

**The team needed clearer insights into what was really driving outcomes.**

"LinkedIn's Conversions API changed the game for us. We stopped guessing, started scaling, and turned precision targeting into serious growth — all with a lean team moving fast in a complex space."

Rishi Kumar
Founder & Co-CEO
Kashable

## The Solution

Kashable leveraged LinkedIn Conversions API to capture more accurate conversion data, including conversions influenced by top-funnel formats like LinkedIn In-Feed Video Ads. With clearer visibility into real conversion value, the team uncovered previously unseen revenue and confidently optimized their media mix.

## The Results

Kashable implemented the Conversions API via direct integration in July 2024. In the subsequent nine months, Kashable invested with In-Feed Video Ad campaigns across LinkedIn and LinkedIn Audience Network. Thanks to the Conversions API, the team was able to attribute $2M+ in conversion value during the same time period, resulting in a remarkable 8x ROI.

Critically, nearly 50% of conversion value (nearly $1M) would have gone unattributed without LinkedIn's Conversions API. This underscores just how vital server-side measurement is for revealing the full business impact of video.

Kashable used the combined power of In-Feed Video Ads and Conversions API resulted in:

**8x ROI**

**$2M+**

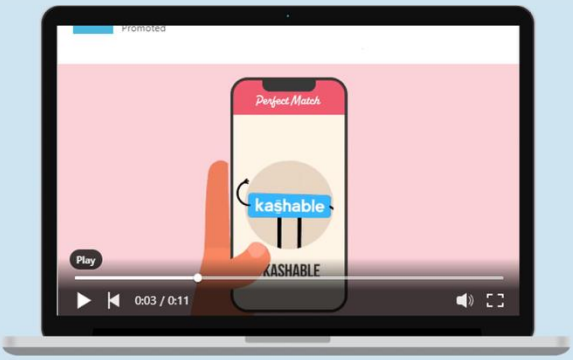
In total attributable conversion value influenced by Video Ads

**↑95%**

increase in **attributed conversions** after using Conversions API

"Video helped us tell a story and Conversions API helped us prove its value."

**Ariel Szulc**
Digital Marketing Manager
Kashable




### Conversions API enabled Kashable to:

- ✓ Optimize campaigns to drive more qualified actions at a lower cost per conversion
- ✓ Attribute dynamic, high-value outcomes back to top and mid-funnel formats
- ✓ Justify continued investment in video as a performance-driving format

## Ready to unlock more value from LinkedIn Ads?

Reach out to your account team or connect your preferred data source in Campaign Manager today.