



Industry:  
Infrastructure &  
Connectivity

Market:  
Enterprise

# HP Doubles Purchase Conversions and Lowers Costs Using LinkedIn's Conversions API

## CHALLENGE

### Closing the visibility gap

HP was focused on driving growth in their hardware business using LinkedIn Ads. But without full visibility into all conversions, they were missing key signals that showed how their campaigns were truly performing. This lack of data precision made it difficult to measure impact, optimize spend, and scale results with confidence.

HP needed to close the visibility gap in their conversions data in order to intelligently optimize and allocate budgets to achieve their growth targets.

## SOLUTION

### Conversions API

- **Online & Offline Conversions.** Track conversions across every touchpoint to see the full customer journey.
- **Smarter Targeting.** Use server-side data to build richer audiences and predictive segments that outperform pixel-only campaigns.
- **Real-Time Optimization.** Optimize using high-quality conversion signals to drive better results.
- **Always-On Integration.** Automate data flows to keep campaign fresh and insights current—no manual uploads needed.

## RESULTS

**2x** increase in purchase conversions

**33%** decrease in cost per conversion

**41%** increase in ROAS



Once we could clearly see the ROI from our campaigns, scaling investment was a no-brainer. CAPI turned insights into actionable strategies that fueled real growth.

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