Getting started with:

LinkedIn's Revenue Attribution Report

LinkedIn

What you will learn in this guide

1 Introduction

- What is the Revenue Attribution Report?
- What can you do with the Revenue Attribution Report?

2 How it works

- How does the Revenue Attribution Report work?

3 How to set it up

- CRM prerequisite checklist
- Using the report

4 FAQ

- How does the report define engagement?
- How is my data stored and protected by LinkedIn?
- How are objects and fields shared and used from my CRM?
- What information & permissions do I need to connect my CRM?

5 Resources

- Useful links

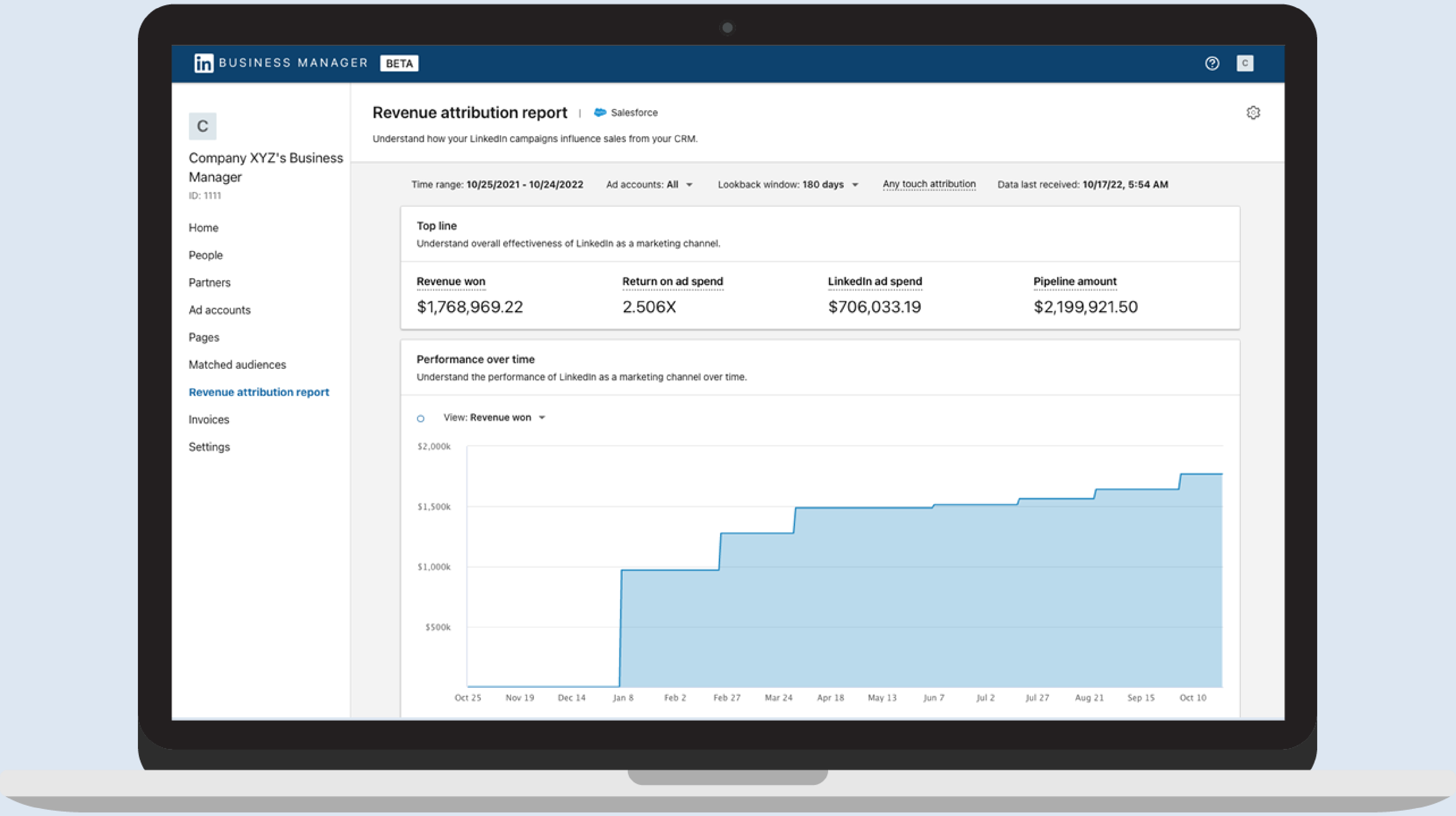
TIP: Use the presentation mode for an interactive experience

1

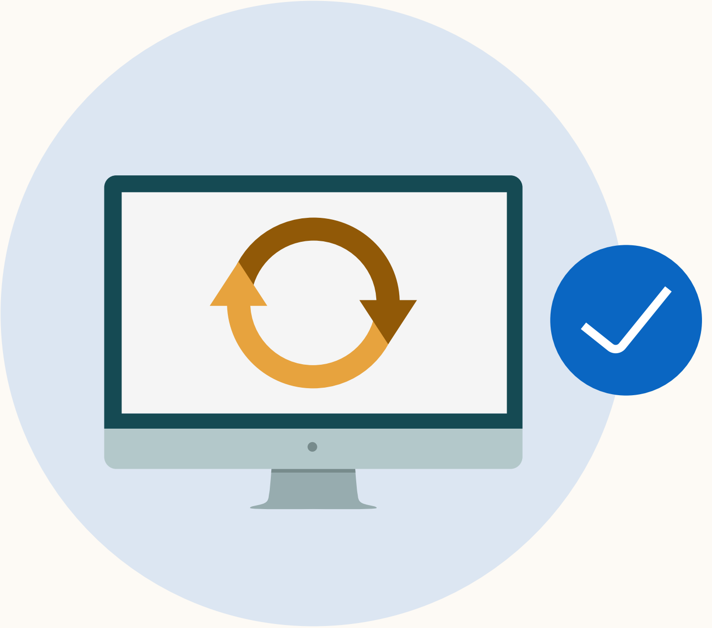
Introducing the Revenue Attribution Report

What is the Revenue Attribution Report?

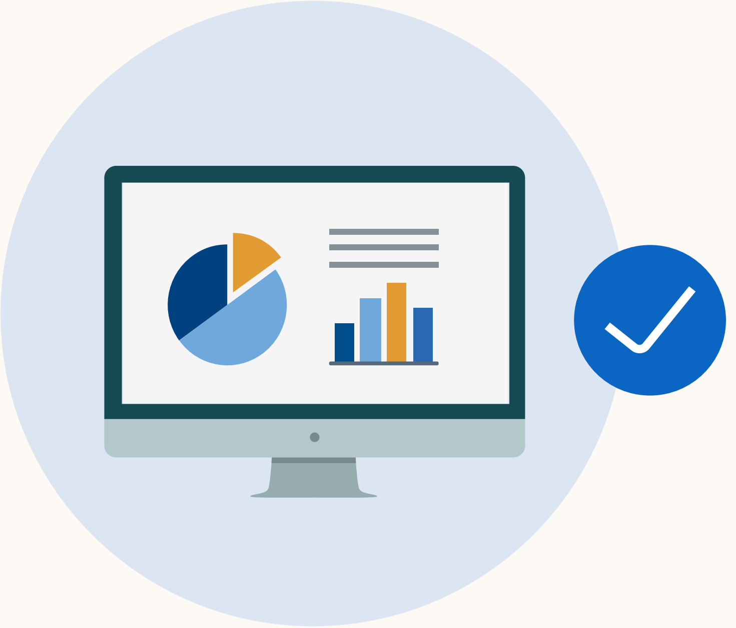
A report enabling you to demonstrate how your marketing efforts are influencing revenue for your business.



What can you do with the Revenue Attribution Report?



Sync CRM data to understand how metrics are influenced by LinkedIn marketing down the funnel as they convert to closed won opportunities.



View reports directly from your Business Manager Ad Accounts to show how LinkedIn marketing impacts sales metrics.

2

How does the Revenue Attribution Report work?

How does the Revenue Attribution Report work?

Revenue Attribution Report sits within Business Manager.

All you need to do is activate your Business Manager account, sync your CRM, and begin!

1. If you haven't already, create your Business Manager here (best practices).
2. Leverage the CRM Prerequisites Checklist to ensure your CRM has the appropriate settings.
3. Sync your CRM to Business Manager.
4. Use Revenue Attribution Report to track key metrics influenced by LinkedIn.

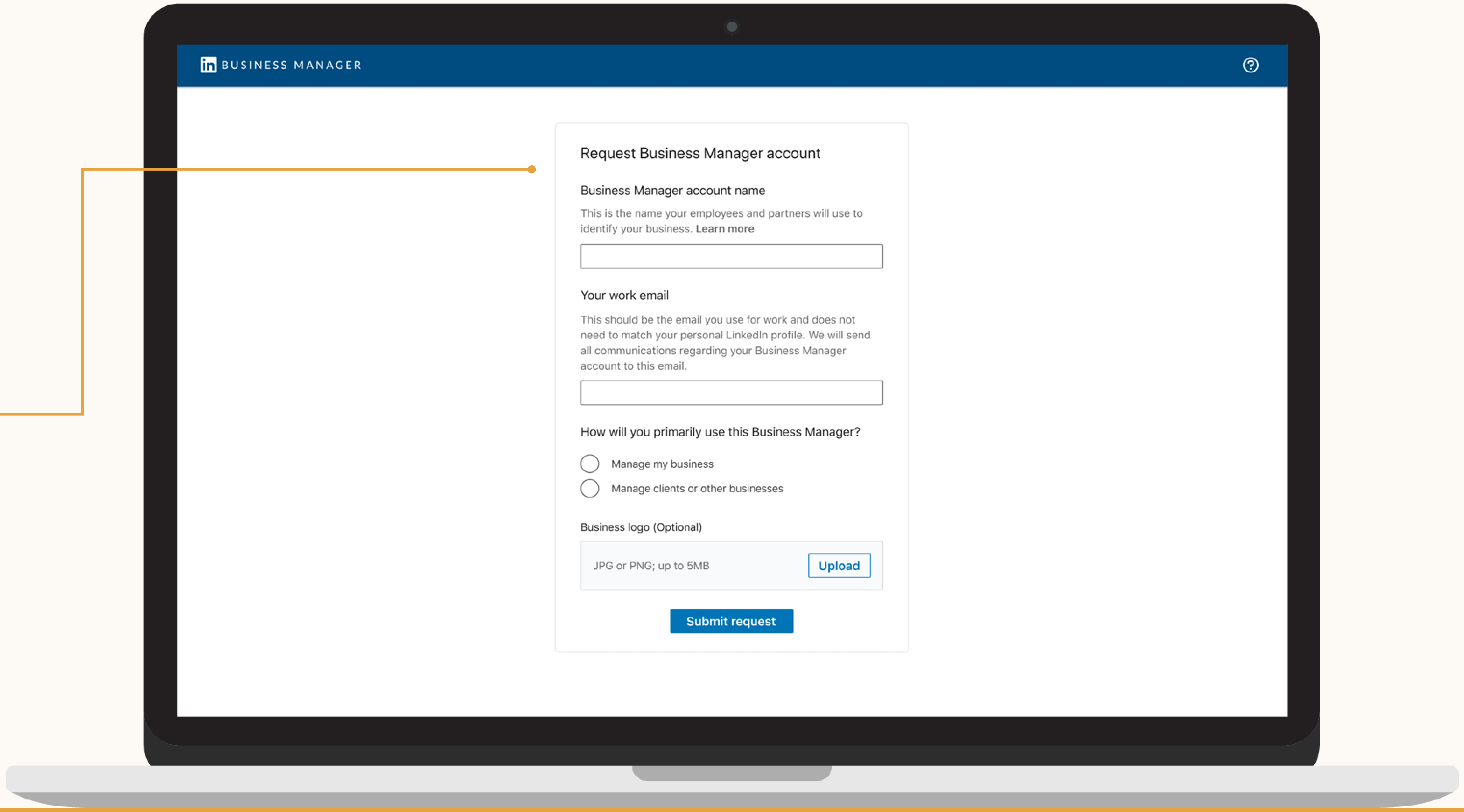
3

How to set up the Revenue Attribution Report

Create your Business Manager

Revenue Attribution Report requires a Business Manager

Business Manager onboarding is simple! Add your people, ad accounts, and pages here.



Tip: For additional best practices on how to set up Business Manager, leverage this resource.

CRM Prerequisites Checklist

Revenue Attribution Report requires a Salesforce or Dynamics CRM sync.

- **It is recommended to use an Integration User**
  Rather than a personal or generic admin account to avoid accidental sync disconnection due to permission changes.

  Note: If using Salesforce, ensure your Profile has the API Enabled box checked.

- **Enable CRM sync for all features using credentials with a permission level of "View" (or Read-Only)**
  On all objects and fields as listed here.

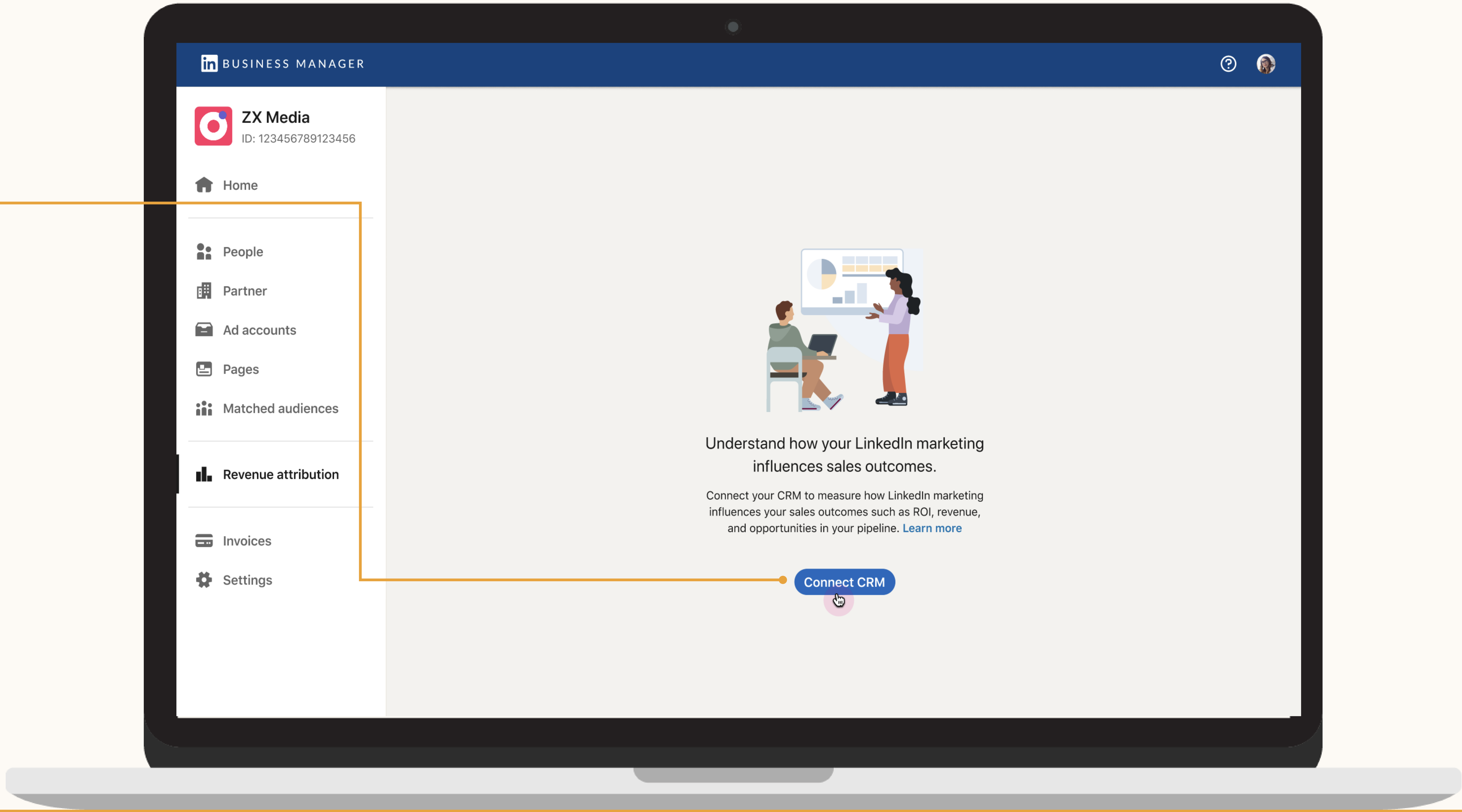
- **Ready to connect your CRM!**
  You'll need your CRM username and password (If using Dynamics, you'll also need your environment URL).

*Supported Salesforce editions: Enterprise, Performance, Unlimited, or Developer edition
Salesforce: Professional Edition requires API Access (may require an additional fee, contact Salesforce support for more information)
**Supported Dynamics editions: Microsoft Dynamics 2026 online (including 0/1 and update 1 releases) and Dynamics 365 (online only), running on version 8.2 or higher

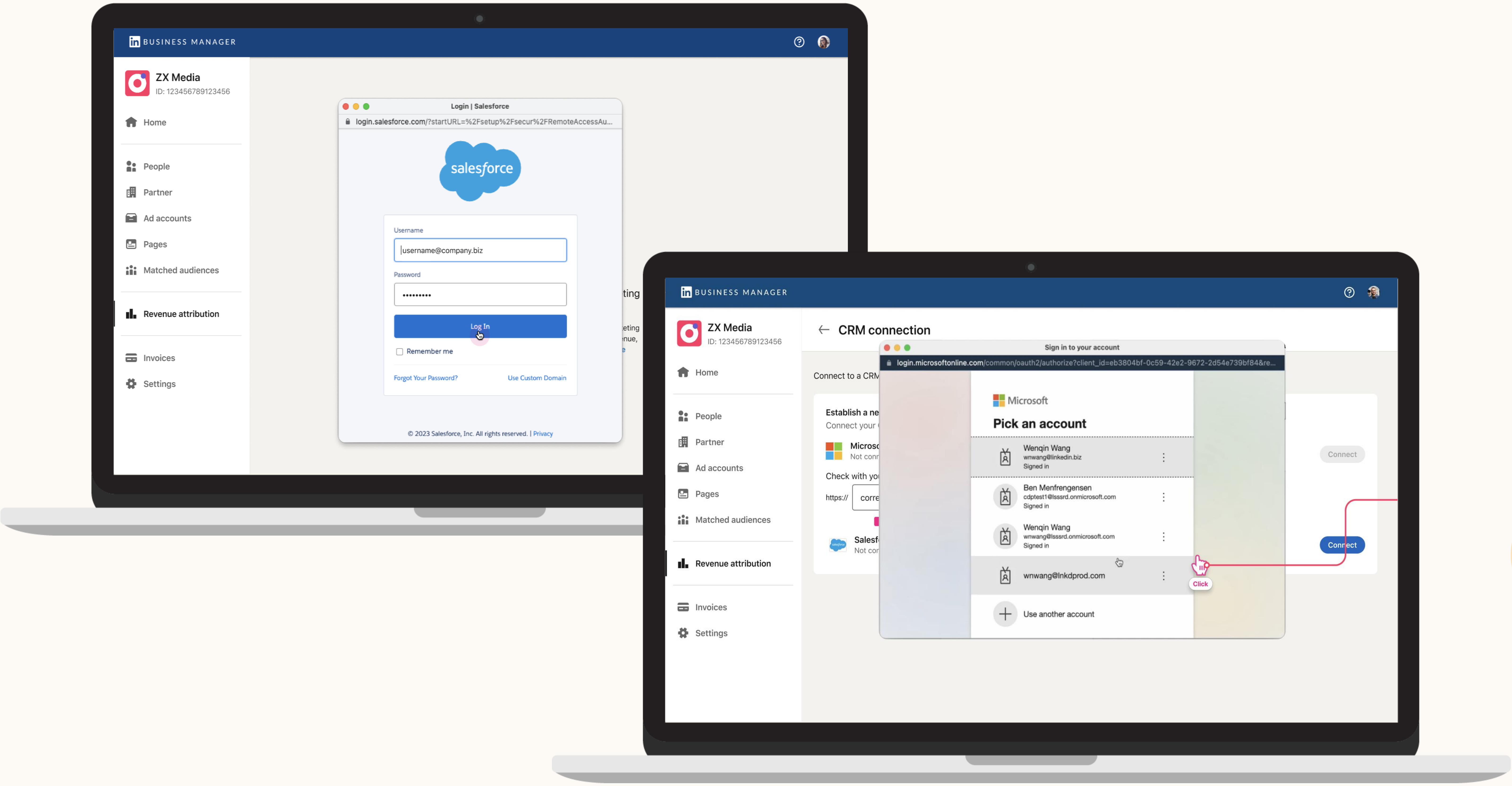
CRM: How to Sync your CRM to Business Manager

1. Connect CRM

Head to the Revenue Attribution Report Tab to connect your CRM.



CRM: How to Sync your CRM to Business Manager



2. Provide Credentials

In order to connect your CRM you must provide your Username, Password, and environment URL*.

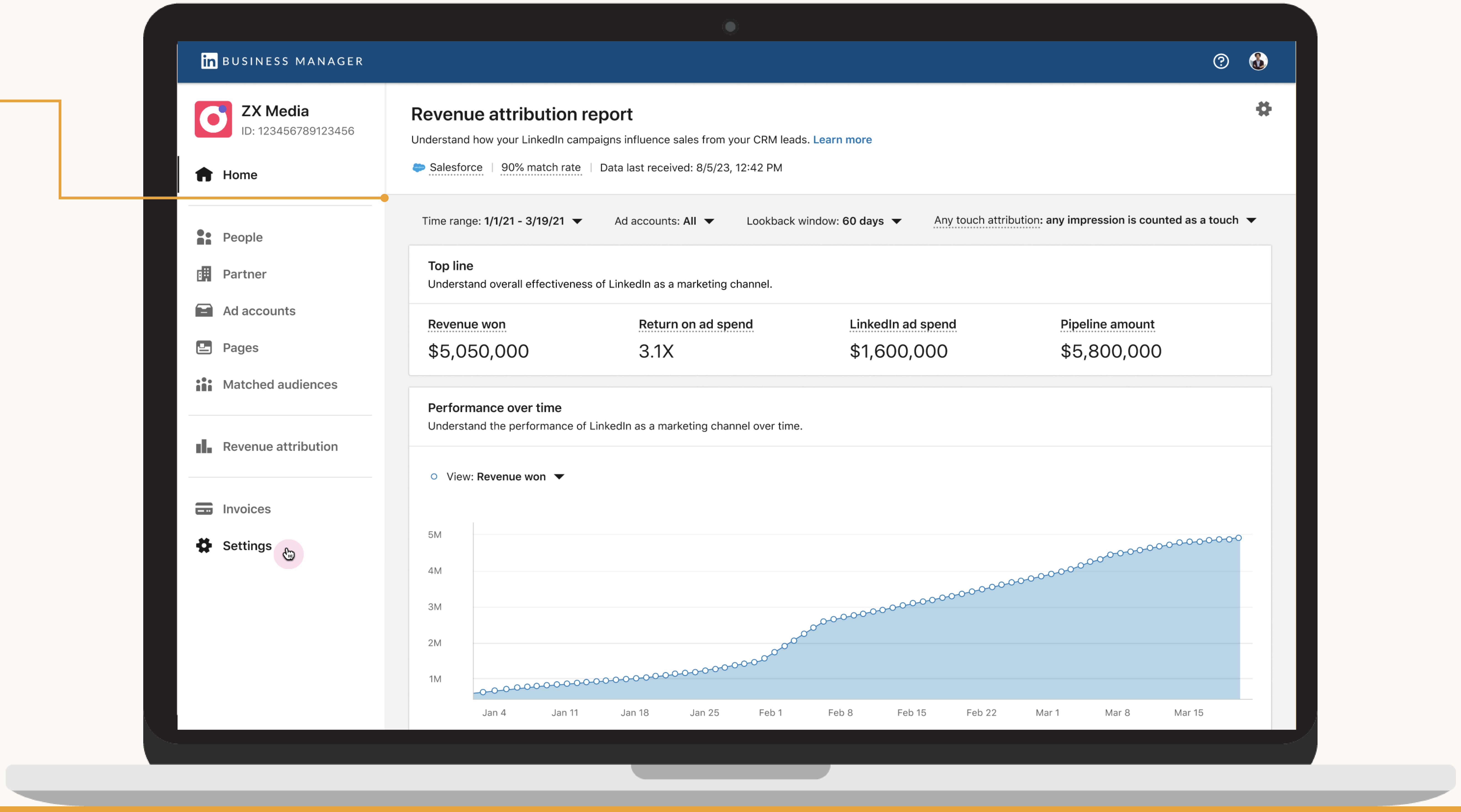
Tip: Logging in via OAuth enables you to connect your CRM without sharing your credentials with LinkedIn and ensures longer validity of your CRM connection.

*Environment URL only needed for Dynamics CRM connection

CRM: How to Sync your CRM to Business Manager

3. Success!

Once you have successfully connected your CRM, it can take up to 72 hours for data to appear.

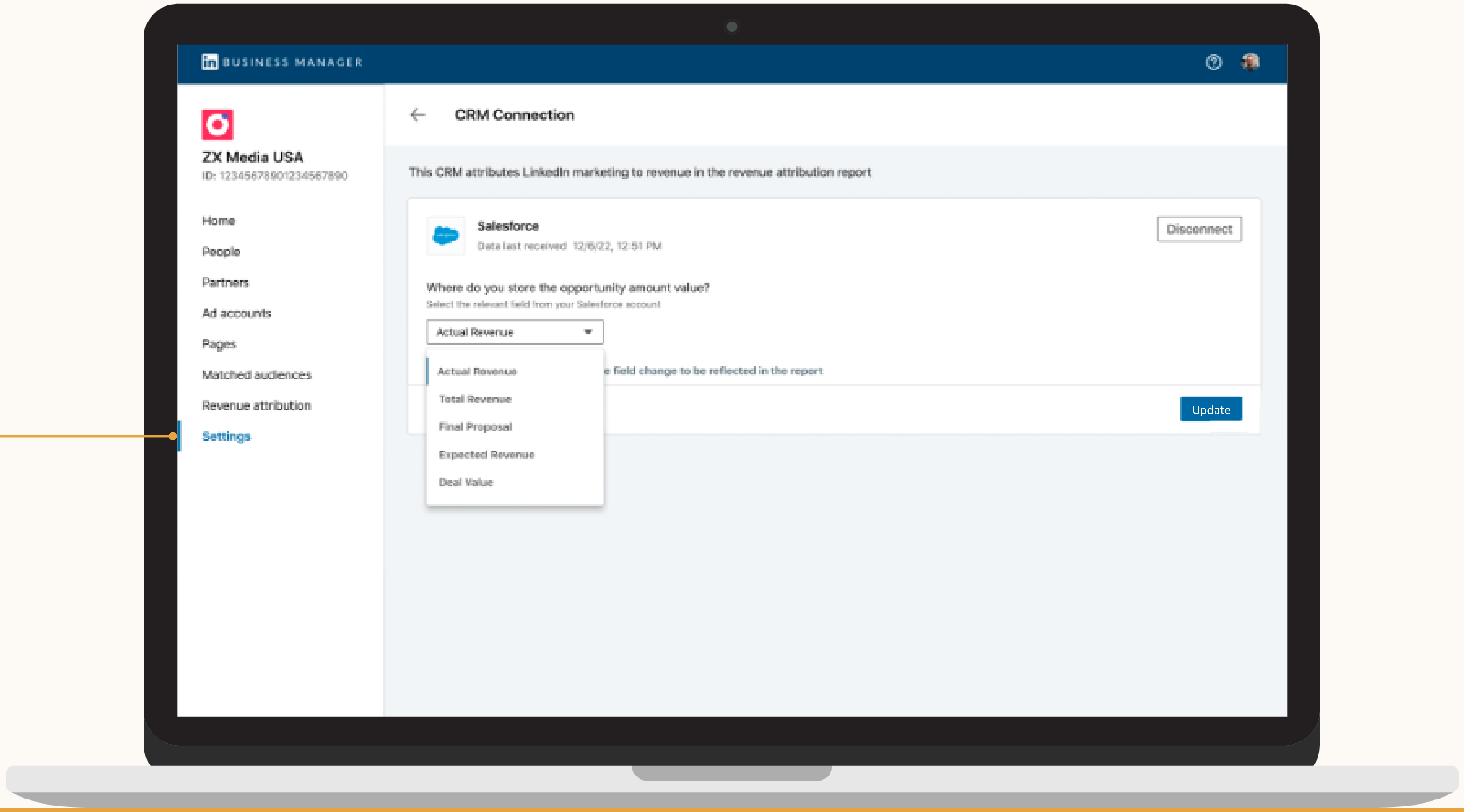


Tip: Learn about LinkedIn's Data Handling and Privacy Policies here.

CRM: How to Sync your CRM to Business Manager

4. CRM fields

To ensure the revenue metrics are accurate, navigate to Settings to confirm which CRM opportunity amount field you use.



Using the Revenue Attribution Report

What metrics are available in the Revenue Attribution Report?

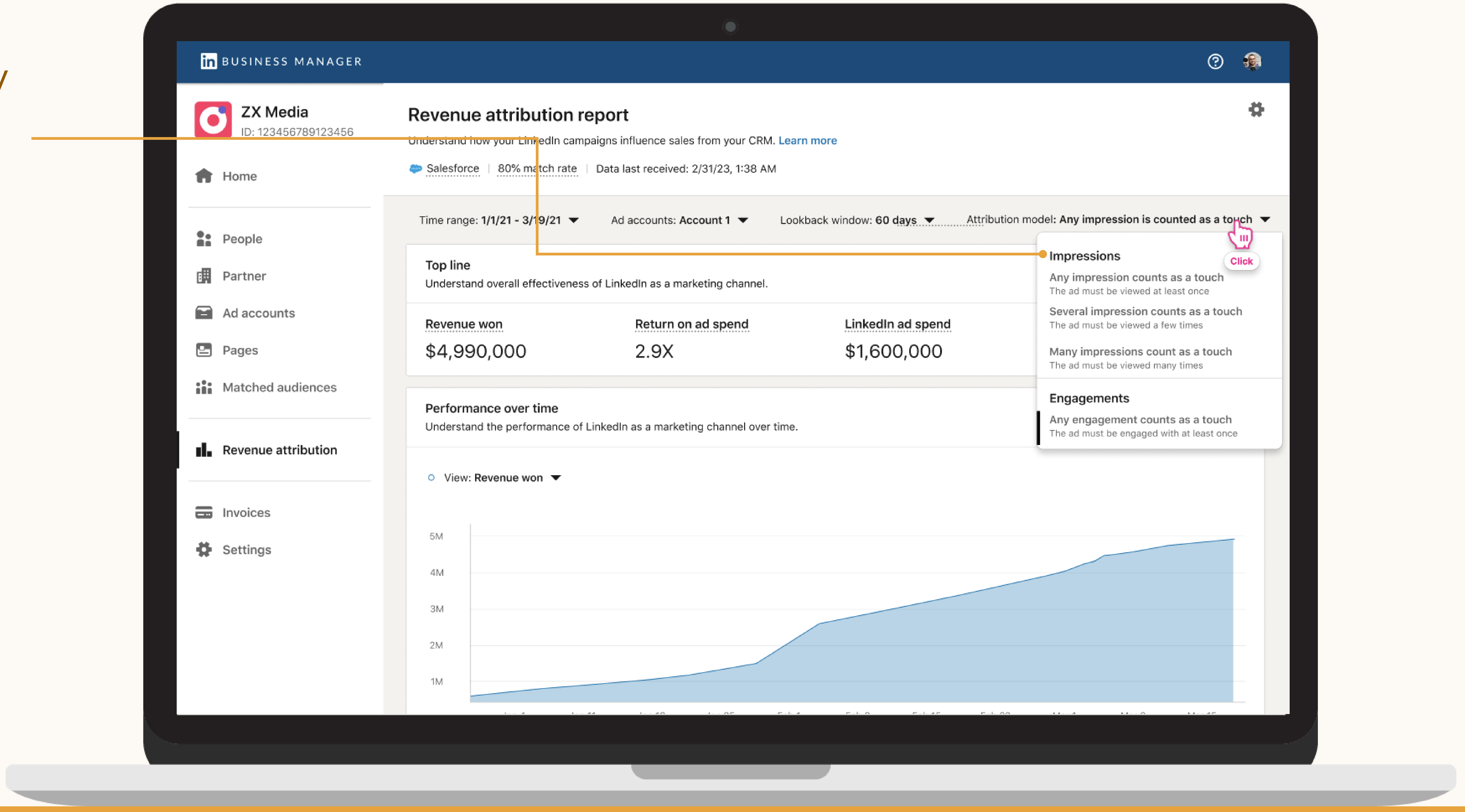
Top line metrics	Revenue won	The sum of closed-won opportunities influenced by LinkedIn marketing efforts.
	Return on ad spend (ROAS)	Revenue won divided by LinkedIn ad spend.
	LinkedIn ad spend	The sum of ad spend across Ad Accounts owned by your Business Manager account.
	Pipeline amount	Dollar amount of open opportunities influenced by LinkedIn marketing.
Funnel metrics	Leads	Total leads influenced by LinkedIn marketing.
	Open opportunities	Total open opportunities influenced by LinkedIn marketing.
	Closed won opportunities	Total closed won opportunities influenced by LinkedIn marketing.
Conversion metrics	Lead conversion rate	The number of influenced converted leads divided by the number of total influenced leads.
	Opportunity win rate	Number of influenced closed won opportunities divided by the number of influenced closed opportunities.
	Average deal size	Average amount across all closed won opportunities influenced by LinkedIn marketing.
	Average days to close	Average days to close across all closed won opportunities influenced by LinkedIn marketing.

Metrics: Attribution Models

Revenue Attribution Report reports on an any touch attribution model

Any touch attribution is defined as leads who have seen or engaged with your LinkedIn ad within the given lookback window.

Toggle between how many impressions or engagements are needed to count as LinkedIn marketing influence.

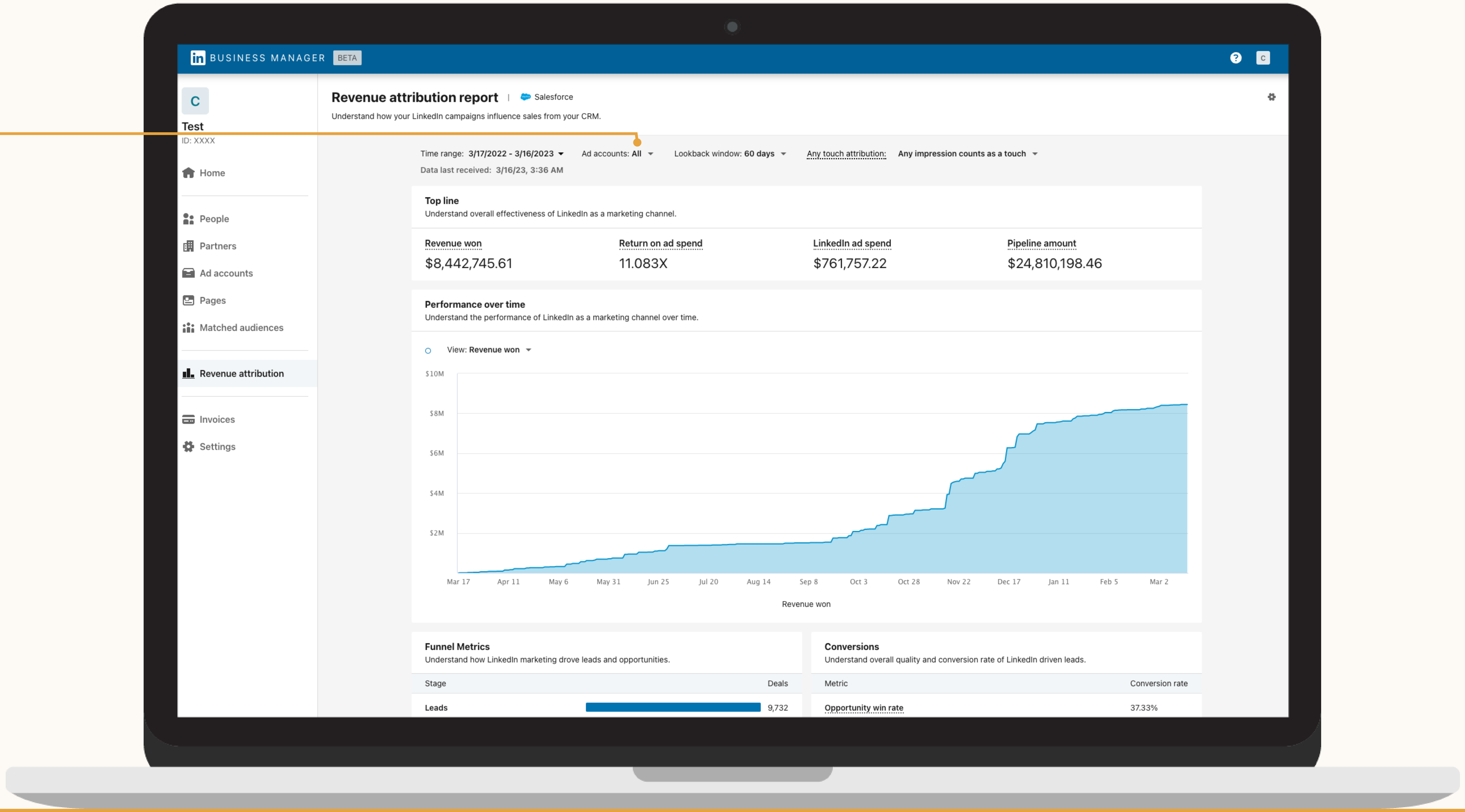


Reporting: Filter by Ad Account

Filter your report by ad account

Select the drop down next to “Ad Accounts” at the top of the dashboard to break down your report by one or multiple ad accounts!

Tip: This feature is great for further evaluating marketing impact across BUs, different marketing strategies, and more!

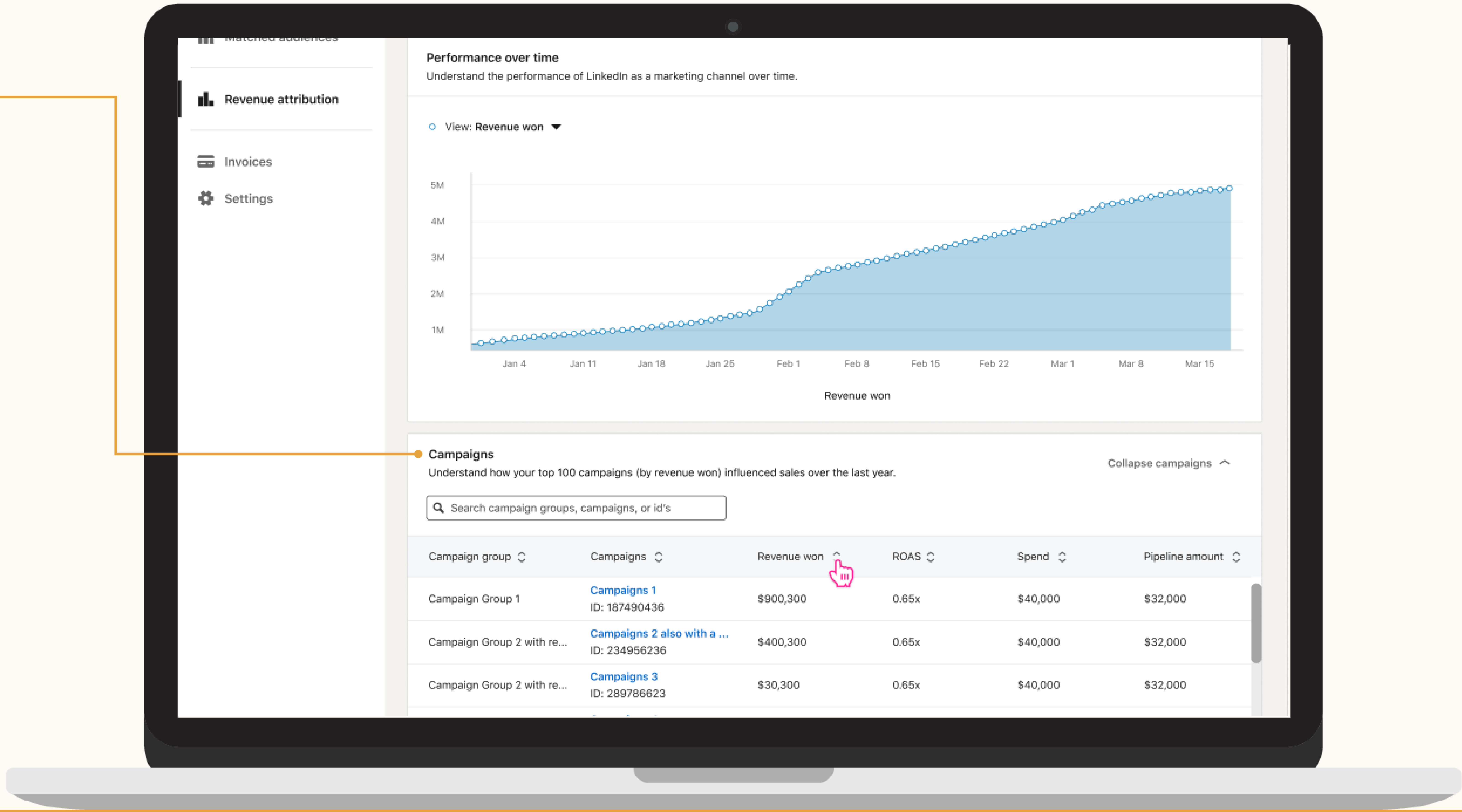


Reporting: Filter by Campaign

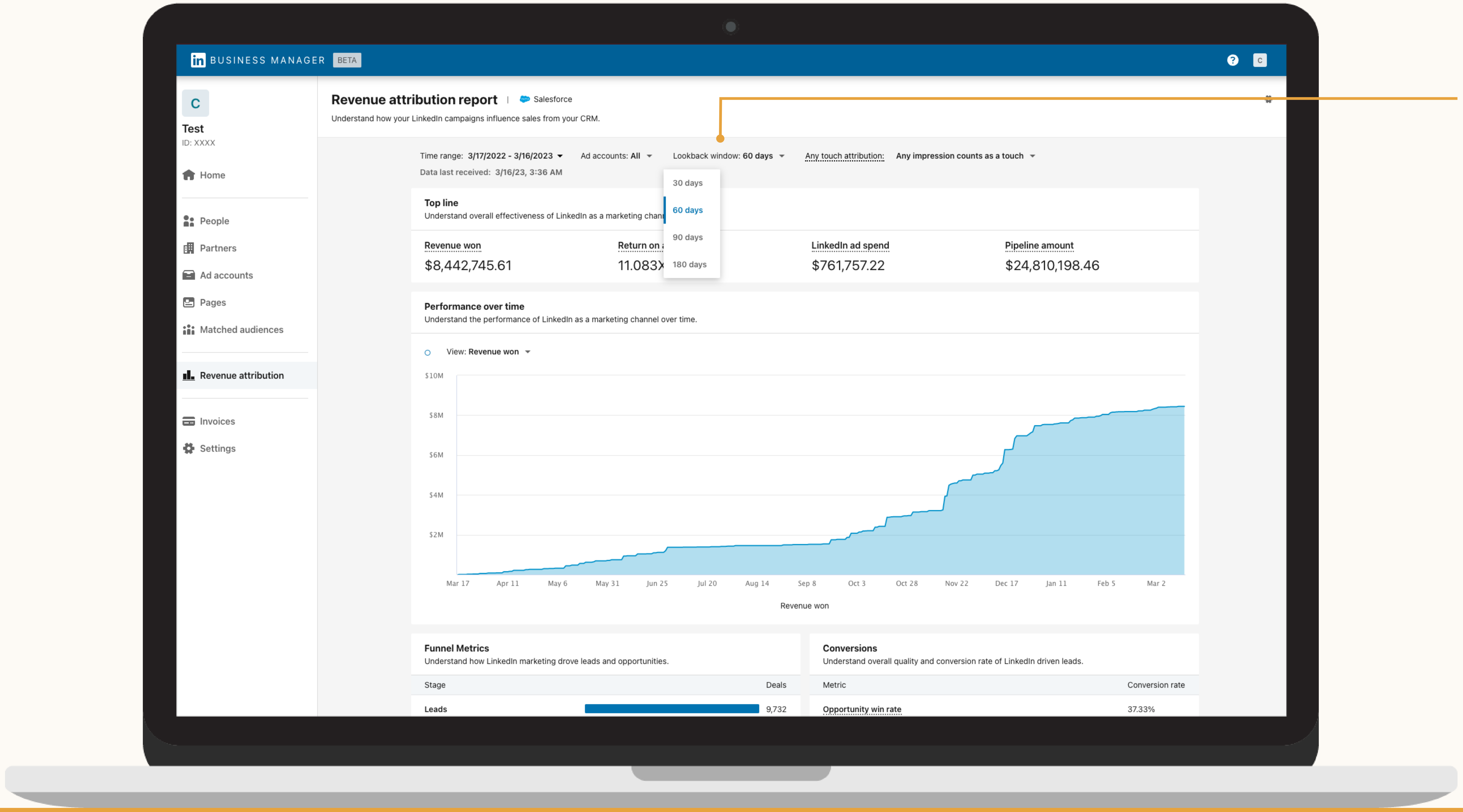
Or filter at the campaign-level

Drill down top-line report metrics by campaign.

Tip: More efficiently allocate budget across campaigns by understanding what's most effective in influencing revenue and pipeline



Reporting: Custom Lookback Window



Adjust your lookback window

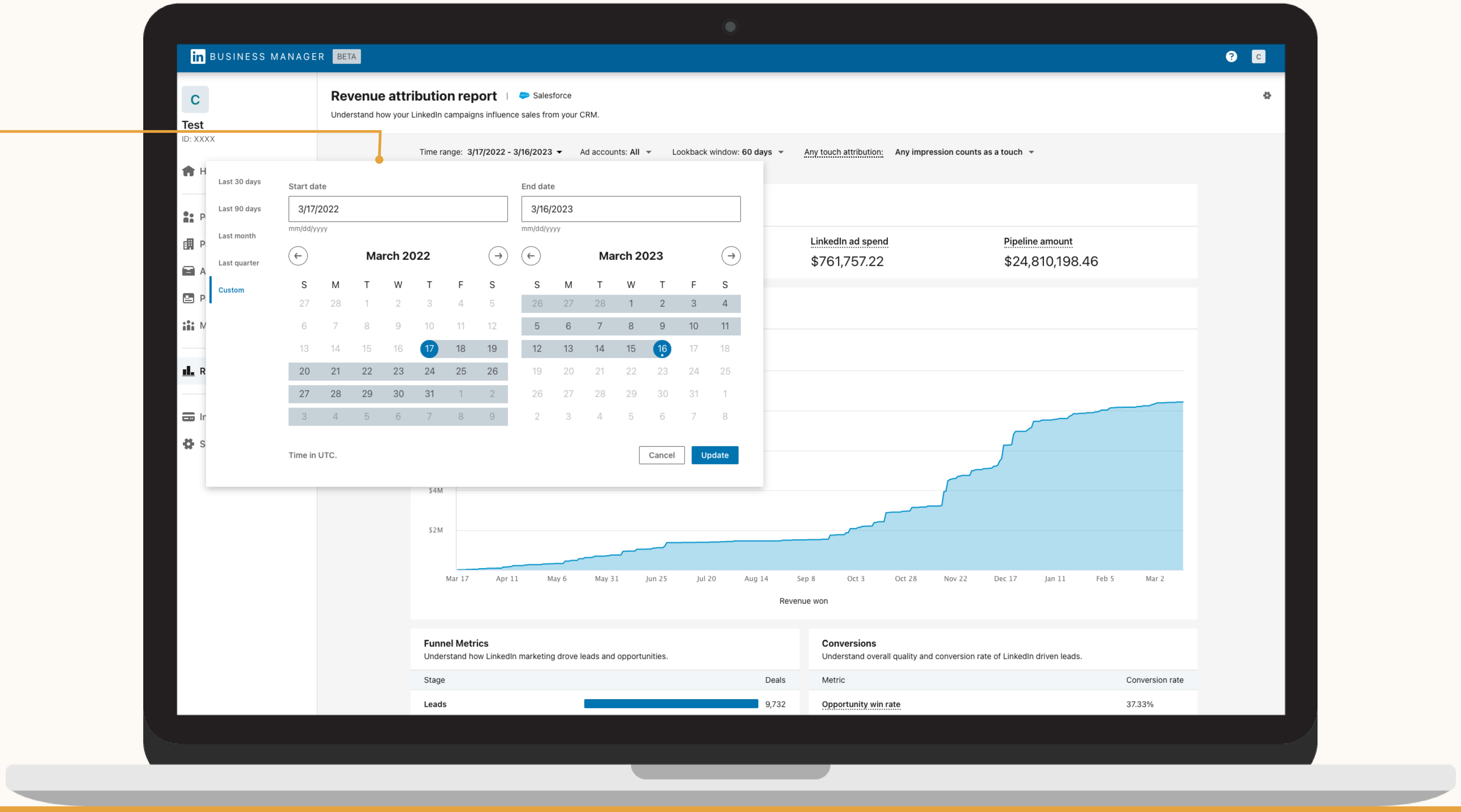
See how your marketing impacts deal size and other funnel metrics by adjusting your lookback window to 30, 60, 90, or 180 days.

Reporting: Custom Time Range

Adjust the time range of the report

The default time range of the report is set to the last year of CRM data and ad spend.

Select a custom time range to view your metrics, from the last week, quarter, or whichever time frame makes sense for your tracking purposes.



How are leads tracked?

Leads influenced by LinkedIn marketing can be tracked down the funnel as they convert to closed won opportunities.

Tip: Leads influenced by LinkedIn marketing can be tracked down the funnel as they convert to closed won opportunities.

- Leads in RAR are defined as CRM contacts that are tied to an opportunity.
- Leads influenced by LinkedIn marketing are leads that have seen or engaged with your LinkedIn marketing activities within the attribution window (default: 180 days)
- Engagement refers to leads who have clicked, liked, shared or otherwise engaged with your LinkedIn marketing activities.

4

Frequently Asked Questions

How does RAR attribution work today?

Currently, Revenue Attribution Report reports on an any touch attribution model. Any touch attribution is defined as leads who have seen or engaged with your LinkedIn ad within the given lookback window.

CRM opportunities are matched to LinkedIn marketing data based on the engagement of the lead tied to your opportunity in your CRM. If that CRM lead has seen or engaged with your LinkedIn marketing in the lookback window you have selected (30, 60, 90, 180 days) before the opportunity is closed/won, we attribute that revenue as influenced by your LinkedIn marketing.

You can specify how many touchpoints are needed within the given lookback window in order to count as LinkedIn marketing influence.

How is my data stored and protected by LinkedIn?

When you connect your Customer Relationship Management (CRM) platform with Business Manager, personal data from your CRM is stored securely with data isolation, secure data access, and more.

For more information, please visit our Help Center article on CRM data handling and protection for Revenue Attribution Report.

What information & permissions do I need to connect my CRM?

Please leverage our CRM Prerequisite Checklist.

5

Helpful resources

Learn more with these useful resources

- CRM Data Handling and Protection in Revenue Attribution Report
- RAR metric definition from CRM data
- RAR CRM data imports from CRM data

Thank you

Please reach out to your LinkedIn sales contact with any questions or feedback.

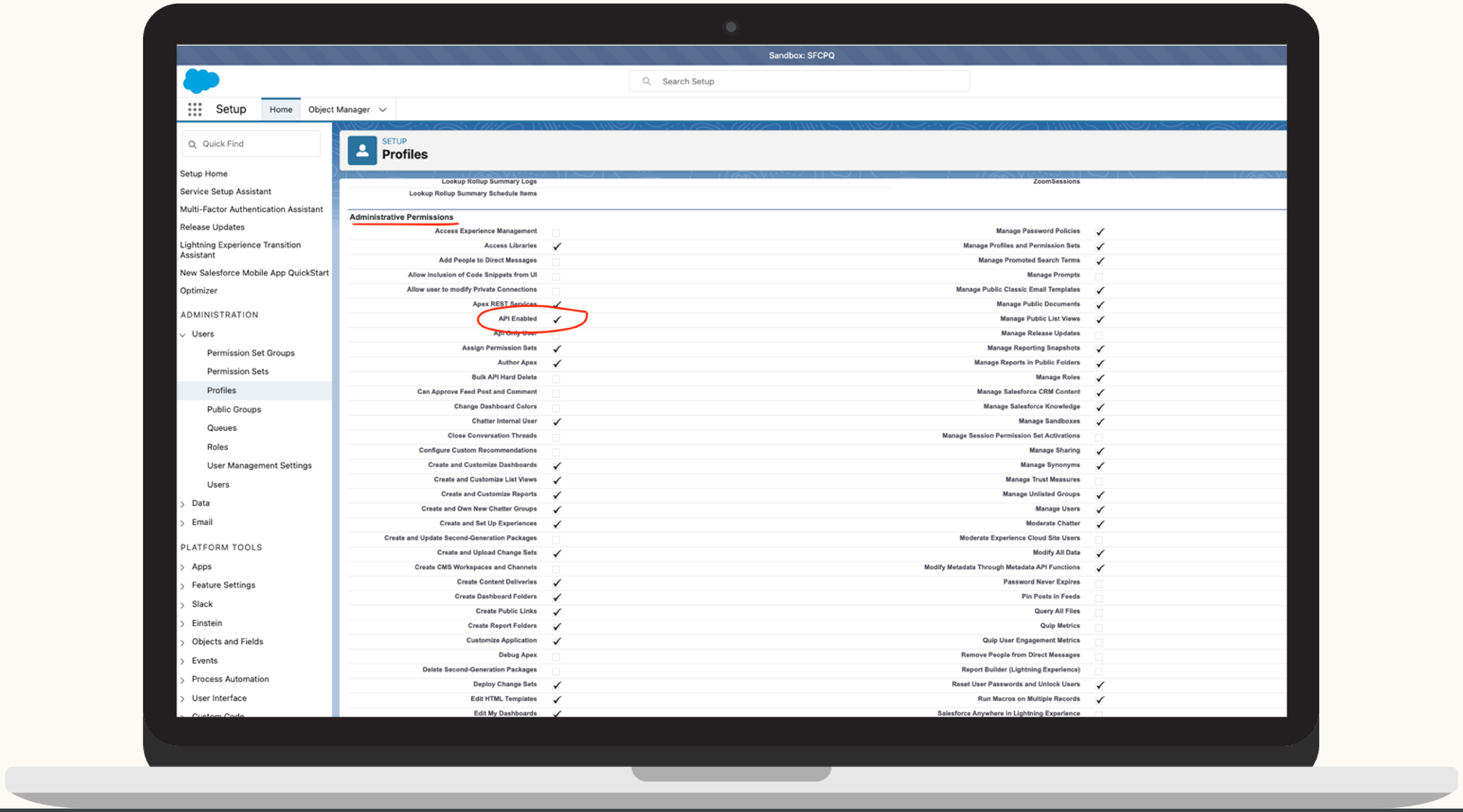
LinkedIn

6

Appendix

How do I check if my Salesforce Profile has API access enabled?

1. Click the Avatar on the top right corner
2. On the left hand rail, “My Personal Information” → “Advanced User Details”
3. Click on “Profile” link
4. Find **Administrative Permissions** in the list → Ensure **“API Enabled”** option is checked



How do I check for object permissions in Salesforce?

1. Click the Avatar on the top right corner
2. On the left hand rail, "My Personal Information" → "Advanced User Details"
3. Click on "Profile" link
4. Search for **Standard Object Permissions** →

At least "Read" level access must be enabled for these 4 objects: Accounts, Contacts, Leads, Opportunities