**LinkedIn**

Dreamdata streamlines revenue attribution and reduces cost per action for customers with LinkedIn Conversions API

Dreamdata®

Location: Copenhagen, Capital Region | **No. of Employees:** 11–50
Industry: Software Development

Navigating the modern data environment as a B2B company can feel like a nightmare. With their attribution platform, Dreamdata aims to deliver clarity and confidence, empowering B2B companies to make informed marketing decisions, optimize spending, and achieve better returns on their marketing investments.

Partnering with LinkedIn and integrating the Conversions API into their solution helps Dreamdata turn this vision into a reality for their customers, who are able to stay ahead in a fast-changing landscape.
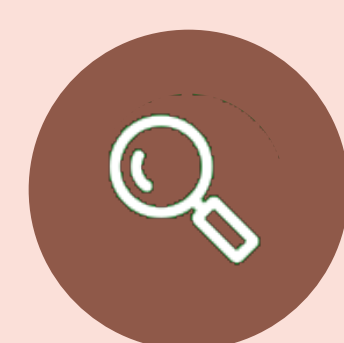
Challenge   Navigating data complexity and changing privacy laws

Growing need to future-proof measurement

Many B2B companies are struggling to get their existing revenue attribution data in order, much less future-proof their strategies for the coming changes in privacy laws, third-party cookie availability, and more.

Attempting to track activity and measure conversions across channels and over lengthy, complex purchase cycles is starting to feel impossible – at least, without the right tools. Dreamdata is invested in providing these tools, and continually improving their functionality and impact.

Building the right measurement tool

A key focus for Dreamdata is ensuring companies can gain a holistic performance view across platforms to better understand the customer journey. Their attribution platform is helping customers navigate privacy changes while demonstrating clear value driven by their marketing strategies. Dreamdata is focused on evolving its capabilities to go beyond reporting, so

customers can take the next step and activate the insights that they uncover.

Given the makeup of their customer base, Dreamdata knows it's imperative to prioritize LinkedIn as a part of their customers' attribution strategies.

> "LinkedIn is vital for us since all our customers operate within the B2B sphere. We've observed that more than 30% of our customers' ad spend is on LinkedIn. It's even higher than what our customers spend on paid search."

Ole Dallerup
CTO & Co-founder
Dreamdata

Solution — Gaining clarity with LinkedIn's Conversions API

Expanding capabilities

Platform integration and comprehensive data activation are foundational to Dreamdata's vision as a company, so naturally they were interested in the possibilities of **LinkedIn's Conversions API**, which offers a secure way to connect to LinkedIn data without the need for cookie-based tracking.

"As soon as we heard about it, we knew it could be key for us," said Dallerup. **"And we saw it as a good opportunity to prioritize activation."**

A smooth integration experience

Dallerup says the integration process was smooth. **"The API was straightforward and fit very well with the model we built,"** he explained, adding that it took just a few weeks to get the first version live. He appreciated the support his team received in resolving early hurdles.

Some of those hurdles can be bypassed through experience and learning. In that regard, Dallerup offered this advice for any other developers who might be interested in using the Conversions API integration:

> **"Ensure you've adequately modeled and collected the necessary data before jumping into the integration process. Having the right data structure in place is critical before leveraging LinkedIn's API effectively."**

> **"Where LinkedIn is different from some of the other platforms is that LinkedIn takes time to talk with us and work with us to build the best solution for our shared customers."**

Ole Dallerup
CTO & Co-founder
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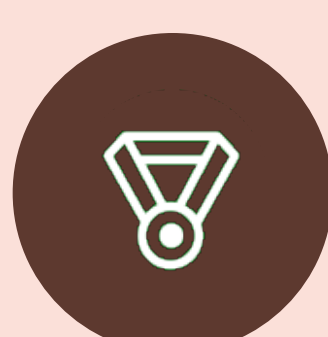
Results — Customers see a 20% reduction in cost per action and a 31% lift in attributed conversions to LinkedIn ads.

Through its integration with the API, Dreamdata's platform helps simplify LinkedIn conversion setups in powerful new ways. Dallerup said that their customers are up to a 20% reduction in cost per action(CPA), which speaks volumes about the solution's ease of use and impact on ad spend optimization.

Meanwhile, offering this capability and delivering these results is helping Dreamdata grow its authority in the B2B space, where a vast majority of its customers reside.

"We'll build up more, amongst other LinkedIn audiences," said Dallerup. **"It has helped us start defining that and positioning ourselves towards being an activation platform as well."**

Dreamdata delivers on its vision

> "When third-party cookies go away in 2024, we'll see this very heavily. Customers have to do this; else, their paid strategy will fail."
>
> **Ole Dallerup**
> CTO & Co-founder
> Dreamdata

By quickly adopting this integration, Dreamdata not only helped their customers realize palpable ROI, but also infused authentic brand credibility as an innovator and specialist in the B2B category.

Dallerup is excited to be helping proactive customers get ahead of the curve. "When third-party cookies go away next year, we'll see this very heavily. Customers have to do this; else, their paid strategy will fail."

Help your customers maximize their confidence in marketing measurement: **get started with the Conversions API.**

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