



# Sponsored Content Conversion Tracking Pre-Launch Checklist

## Domain and Insight Tag setup

- ☑ Make sure you've [properly added your LinkedIn Insight Tag](#) to your website's global footer or to the pages where you'd like to track conversions (e.g., the Thank You page a member sees after submitting a form).
- ☑ Make sure your domain appears as "Verified" before you add conversion actions to your live campaign. Usually, it takes 60 minutes to verify a domain after adding the tag. But, if after 24 hours the domain still does not register as verified, here is what you can do:
  - ☐ You should enter the domain or subdomain where you've added the tag— the website where you will be tracking the conversions. (e.g., **airbnb.com**, or **business.airbnb.com**). In most cases this will be the top-level domain
  - ☐ Remember to avoid entering **http://**, or **https://** in front of the domain name.
    - ☐ If your website has the "www" prefix, be sure to include it.
    - ☐ If your website doesn't have the "www" prefix (e.g. <http://website.com/>), then please **do not** enter the "www" prefix
    - ☐ If you're using subdomain.domain.com, you should **not** be entering **www**.
  - ☐ Make sure you haven't accidentally entered the landing page URL here.
  - ☐ You should **not** enter your full conversion page URL.
    - ☐ For example, you should enter **advertiser.com**, not **advertiser.com/offer1/thank-you**. Make sure you haven't accidentally entered the landing page URL here.

LinkedIn CAMPAIGN MANAGER Conversion tracking

Page: FixDex > Account: Marketing Q4 Campaigns > Conversion tracking: View Insight Tag Manage permissions

Copy and paste the following code and add it to every page on your domains, preferably right before the end of the <body> tag.

```

<script type="text/javascript">
  _biz_data_partner_id = "14";
</script>
<script type="text/javascript">
  (function() {
    var s = document.getElementsByTagName("script")[0];
    var b = document.createElement("script");
    b.type = "text/javascript";
    b.async = true;
    b.src = (window.location.protocol == "https:" ? "https://" : "http://") + "bizographics.com/insight.min.js";
    s.parentNode.insertBefore(b, s);
  })();

```

Send instructions via email to yourself (sparker@fixdex.com) Send

**Domains**

fixdex.com	Verified	✕
zoomjax.com	Verified	✕
example.com		<span>Add</span>

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## Conversion action setup

- ☑ Check to make sure that your domain registers as “Verified.” If your domain is not Verified, conversion tracking may not work. An unverified domain may indicate that your Insight Tag was not properly set up. Please refer to the previous section of this checklist for instructions on proper Insight Tag and domain setup.

LinkedIn CAMPAIGN MANAGER Conversion tracking

Page: FixDex > Account: Marketing Q4 Campaigns > Conversion tracking: Conversion management View Insight Tag

Search by name or keyword 🔍 Show conversions modified in past 30 days ▾

Conversion name ▾	Conversion status ⓘ	Last modified	Conversion type	Value
<span>+ Create new conversion</span>				
Conversion tracking event action	Active	6/23/2015	Purchase	\$50.00
Free demo	Active	6/17/2015	Signup	\$25.00
Whitepaper Download	Unverified	6/7/2015	Lead	\$100.00
Premium Package 1 Purchase	Active	5/28/2015	Purchase	\$50.00
Premium Package 2	Active	3/29/2015	Signup	\$25.00
Premium Package 3 Form Fill	Not working	2/18/2015	Lead	\$100.00

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- ☑ Make sure that the Sponsored Content using the action points them to a click flow that goes to the conversion URL you entered.
  
- ☑ Make sure your conversion status shows up as active before adding it to a live campaign. This normally takes 60 minutes after saving a conversion action. But, if after 24 hours your action still registers as “unverified” or “not working,” here is what you can do:
  - ☐ Test the action yourself: Visit the exact page where you plan to count a visit as a conversion (e.g., your Thank You page). Wait 60 minutes. Your conversion action status should change to “Active.” If it does not, this likely means your Insight Tag was not properly placed on your site, or you did not properly enter the URL of the page where you want to track conversions.
  - ☐ Check that you have selected a conversion type in the setup screen.
  - ☐ Make sure you did **not** enter “http://, or “https://” in front of the value you entered in the URL field during the setup process. Best practice is to exclude these characters.
    - ☐ E.g. if your thank you page URL is <https://www.website.com/thankyou.html>, you should enter “www.website.com/thankyou.html”
  - ☐ Make sure that the domains/subdomains of the conversion pages you’ve entered in the URL field match the domain of the website where you’ve placed the Insight Tag.
  - ☐ Make sure you’ve selected the the correct rule for your landing pages: Starts With or Exact. If you chose Exact, make sure the URL you entered in the conversion setup process is identical to the URL of the tagged page where you’re hoping to track conversions.
  - ☐ Once it appears as verified, you can add the conversion action to your live campaign.

## Collecting conversion data in the analytics

- ☑ Conversion data not appearing in the analytics within LinkedIn’s Campaign Manager tool? If this is the case, here is what you can do:
  - ☐ Ensure your domain is verified. Reference the first section of this checklist for information.
  - ☐ Ensure you’ve properly set up your conversion actions. Reference the previous section of this checklist for information.
  - ☐ If you just launched your campaign, wait 24 hours. There is a 24-hour delay between when a conversion event occurs on your website and when the conversion data appears in LinkedIn Campaign Manager.
  - ☐ Ensure you have added your desired conversion actions to your campaign.

- ❑ Ensure that you did not add two Insight Tags to your website. The presence of two tags on one webpage may prevent LinkedIn's system from accurately recording conversions.

Please also check out [this Help Center article](#) for additional help setting up LinkedIn Conversion Tracking.