Conversions API Playbook

Best practices to unlock stronger performance and measurement on LinkedIn

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Conversions API Implementation Checklist

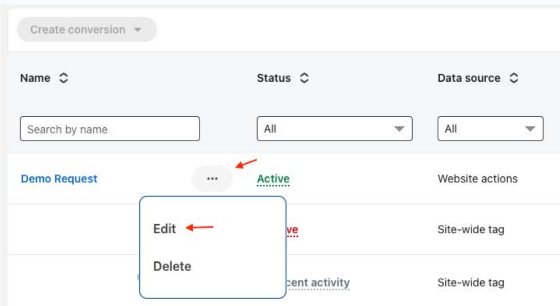
Is the conversion rule set up correctly in Campaign Manager Tool?

Does the conversion rule exist?

Within Campaign Manager, go to 'Measurement' in the left panel and select 'Conversion Tracking' from the drop-down. Here, you can find the conversion rules that are set up for measurement and optimization of your LinkedIn Ads campaigns.

Are the attribution windows and model set up correctly?

Within the 'Conversion Tracking' tab, you can edit attribution windows and models per conversion rule by clicking the three dots next to the rule and selecting 'Edit'.



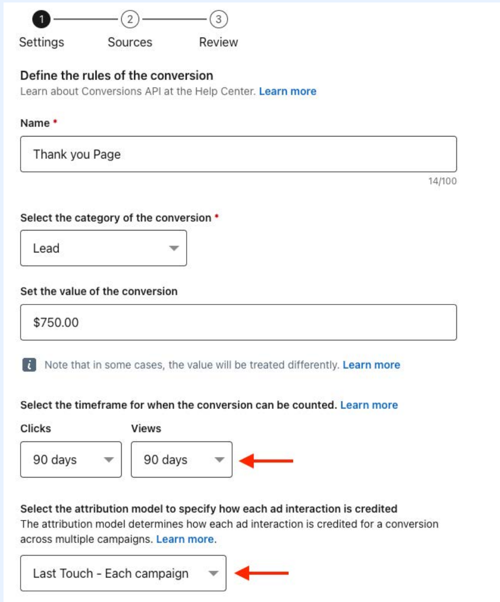
Attribution Window

Specifies the time frame for tracking conversions after an ad interaction. **We recommend 90-day click, 90-day view for lead or lower-funnel conversions, or a 30-day click, 7-day view for website conversions.**

Attribution Models

- **Last Campaign:**
  Credits the last campaign that had an ad interaction within the attribution window.

- **Each Campaign:**
  Credits all campaigns that had an ad interaction within the attribution window. **We recommend using this model for measuring full-funnel as it credits all campaigns the user interacted with.**



Is data being streamed from partner or direct API correctly?

(check status in 'Conversion Tracking' tab)

What is the source of the event data being sent.

What user identifiers are being sent to LinkedIn (ie. email address, click ID, first name, last name, company, title).

Is deduplication enabled/applicable for the event(s) being analyzed.

How to improve / troubleshoot match rates

Use User IDs to improve match rates.

The LinkedIn Conversions API supports various identifiers, including: Hashed Email, LinkedIn Click ID, Axciom ID, First name, Last name, Company, Job Title, Country, Lead ID and External ID

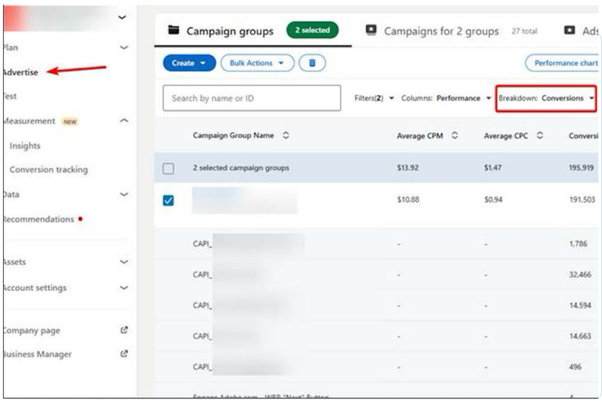
External IDs allow advertisers to use custom identiĀers, such as user IDs or external cookie IDs, for improved signal quality. **Once matched, External IDs can be used across ad accounts within the same Business Manager if applicable.**

Conversion Tracking Reporting Setup

There are a few important setup options to consider during campaign setup because they will entirely define what your reporting means.

Access Reporting

Within Campaign Manager, go to 'Advertise' in the left-panel and select the campaign groups or campaigns you want to analyze. Use the 'Breakdown' drop-down menu and select conversions. You'll then see the associated conversions with your selected campaign groups or campaigns.



Lookback windows

It is important to stay consistent with the lookback windows every time you pull similar reports to show consistency and value over time.

Attribution model

You will need to decide if you want to give credit to individual campaigns that had influence by selecting 'Each Campaign' or 'Last Campaign'.

For advertisers interested in measuring the full funnel, we recommend using 'Each Campaign' as it helps tell a strong story when reporting on upper and lower funnel campaigns. It's important to note that total numbers may appear inflated, as a single conversion event could be counted multiple times.

Alternatively, using 'Last Campaign' gives conversion credit once, allowing you to report on the impact of your entire LinkedIn investment as a whole.

Reminder: see page 3 for more details on how to access and edit your conversion rule lookback windows and attribution models.

Tip:
You can stream conversions using both 'Each campaign' and 'Last campaign' to look at how brand campaigns drive demand as well as get a holistic view of their performance.

Note: Conversions API and Insight tag conversion tracking are not a cross-channel multi-touch attribution solution.

Conversion Value

We encourage advertisers to send a static or dynamic value with their conversions. This will not only help with understanding total conversion value, but starting soon you can also optimize towards these conversion values.

Conversions API gives advertisers the ability to assign conversion value to deeper-funnel conversions like phone calls and qualified leads.

- Conversion value is a single currency value that can be applied to different conversions.

Deduplication Logic

Within the Same Conversion Event (by Conversion Type):

- Most conversion types count only the first instance of a repeated conversion within the look-back window. E.g., multiple Sign Up conversions from a single click/impression will count as one.
- **Exceptions: Purchase** and **Add to Cart** conversions are always counted individually, even if repeated by the same member within the window.

Common Scenarios:

Same conversion, same campaign: Deduplicated, except for Purchase/Add to Cart.

Different conversions, same campaign: Not deduplicated.

Same conversion, different campaigns: Counted based on the attribution model.

Different conversions, different campaigns: No deduplication.

Between the Insight Tag and Conversions API Conversions (via eventId):

Conversions API can identify and discard duplicate events tracked by multiple methods. E.g., if both Insight Tag and Conversions API events with the same eventId are received, only the Insight Tag event is counted. Advertisers can follow these specific instructions to implement deduplication for their conversion signals.

Data validation/contextualizing

The reporting of conversions is only as good as the data being streamed to LinkedIn. Account for quality of data in conversion streams (data cleanliness), tracking blindspots with email address, user info fields or click IDs, match rates, or poor attribution.

IMPORTANT NOTE

- The reporting UI for Conversions API is similar to the Insight Tag. If you are using both to send conversions, it is best to clearly label them so you can pull relevant reporting. *Example: "Conversions API - Lead", "Insight Tag - Lead", "Conversions API - Win", "Insight Tag - Win".*
- Our reporting is at the member level. We do provide ABM-level reporting aggregate of all conversions, but not for individual Conversions API or Insight Tag conversion rules.

How to extract and analyze data

- Select the campaigns you want to analyze.
- Click on Export.
- Format the CSV file to just include key columns like Conversion Name, campaign name, conversions, post-click conversions, view-through conversions, total conversion value, total spent.
- Create a pivot table to see the aggregated cost per conversion or Return on Ad Spend calculations at the conversion level.

Advertiser Objective:

Website conversions

#1

Ensure you have set up deduplication if the same conversions are being sent via the Insight Tag and Conversions API. Use the calculations below to calculate based on your objective.

Calculation

Conversions API attributed conversion change:

Conversions from Conversions API - Conversions from Insight Tag

Cost per conversion (Insight Tag only):

$$\frac{\text{Total spend}}{\text{Number of conversions from Insight Tag only}}$$

Conversions API attributed conversion % change:

$$\left(\frac{\text{Conversions (Conversions API) - Conversions (Insight Tag only)}}{\text{(Conversions (Insight Tag only)}}\right) * 100$$

Cost per conversion (Conversions API):

$$\frac{\text{Total spend}}{\text{Number of conversions from Insight Tag + Conversions API}}$$

Cost per conversion % change:

$$\left(\frac{\text{Cost per conversion (Conversions API) - Cost per conversion (Insight Tag only)}}{\text{Cost per conversion (Inisght Tag only)}}\right) * 100$$

Value for advertisers

Signal loss mitigation - this allows you to attribute conversions that may have been missed by browser issues, cookie consent banners (opt-outs), pixel misfires, devices (mobile).

Advertiser Objective:

Attribute media impact on sales stages

#2

- To attribute accurately, build multiple conversions that represent both pipeline and won deal
- The conversion value can be static or dynamic through your CRM.

Example: Campaign spent $100k in October 2024

Conversion Name	Conversions	Cost Per Influenced Conversion	Conversion Value	Value Type	Return on Ad Spend
Conversions API - Lead	92	$1,087	$70,000	Pipeline	$0.70
Conversions API - MQL	26	$3,846	$20,000	Pipeline	$0.20
Conversions API - Win	12	$8,333	$10,000	Won Deal	$0.10

How to read this example

Advertiser X spent $100K on an October 2024 campaign.

Out of all of the leads Advertiser X sent via Conversions API, 92 leads were successfully matched and attributed to LinkedIn within the attribution window, meaning LinkedIn influenced these conversions.

Cost efficiency wise, Advertiser X spent $1,087 per LinkedIn influenced lead. In terms of quality, **these 92 leads generated $70,000 in pipeline value, or campaign-attributed pipeline value per lead is $761, achieving a $0.70 Return on Ad Spend**

Advertiser Objective:

Show brand campaign influence on demand

#3

To show brand campaign influence on demand, build important conversion events, such as Marketing Qualified Leads (MQLs), Opportunities and Won Deals.

By appending them to Brand Awareness campaigns, advertisers can see Brand's influence on lower funnel actions.

For Brand campaigns, advertisers will optimize to upper funnel objectives, but can still see any future match and attributions of Brand influence on lower funnel events.

For example, you can calculate:

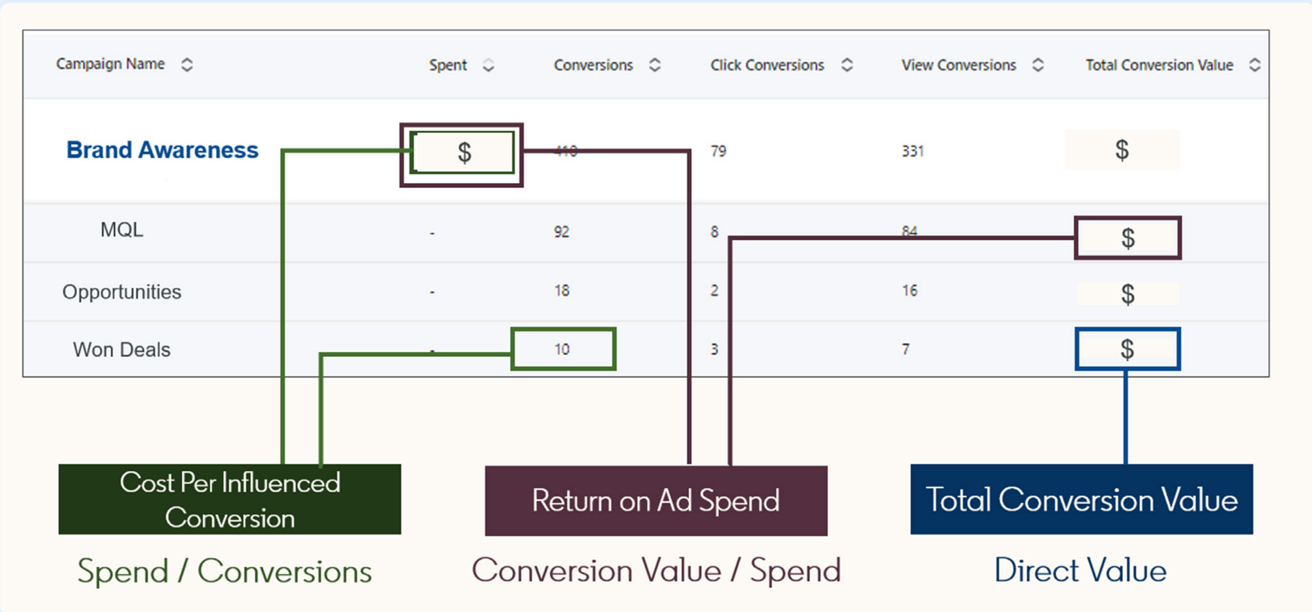
Cost per influenced conversion:

$$\frac{\text{Spend}}{\text{Conversions}}$$

Return on Ad Spend

$$\frac{\text{Total Conversion Value}}{\text{Spend}}$$

Note: Total Conversion Value can be pulled from the Total Conversion Value column if you are sending those values.



Value for advertisers

Showcase the impact of all media on all lead sources and downstream sales stages.

Advertiser Objective:

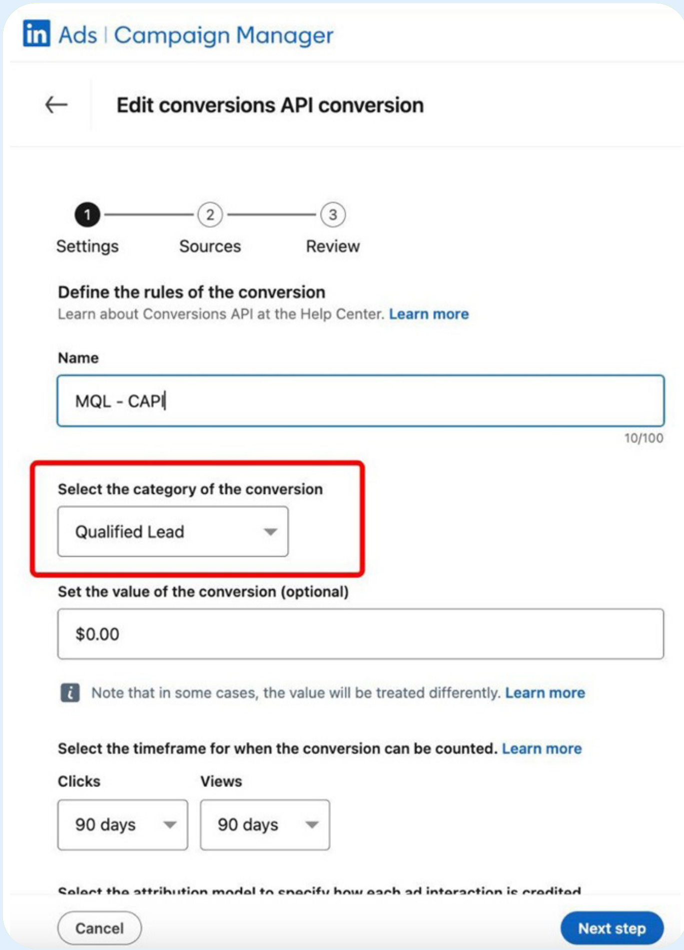
Generate high quality leads (qualified leads)

#4

Leverage 'Qualified Leads' Optimization, powered by Conversions API signals

Ensure you have categorized applicable KPIs as 'Qualified Lead'. *(See the image on the right: 'Conversion Type' field in the Conversion Event setup).*

See here for more details



We recommend...

- Having a budget that is the same or higher than the default recommended budget of your Lead Generation campaign(s) during the testing period.
- A minimum single campaign duration of at least 4 weeks.
- Passing at least 40 qualified leads via Conversions API over an 8 week period. These help the system find lookalikes while the campaign is in flight.

Advertiser Objective:

Evaluate top performing campaigns

#5

Calculation:

- Export Conversion Performance Data.
- Identify campaigns that are driving significant results.

Depending on which metric is most important to you, calculate the account average for cost per influenced conversion, ROAS, or total conversion value.

If campaigns are **outperforming the account average**, increase investment, expand targeting, etc.

If campaigns are **underperforming the account average**, optimize by adjusting ad creatives, refining audience targeting, or testing different campaign objectives.

- Compare the conversion performance of these campaigns against their respective budget allocations.
- Look for campaigns with strong conversion rates but low budget allocation.
- Highlight campaigns driving substantial conversions but receiving less than optimal budget share.
- We recommend reallocating or increasing budgets for the identified high-performing campaigns.
- We also recommend creating audiences from high performing campaigns for retargeting purposes.

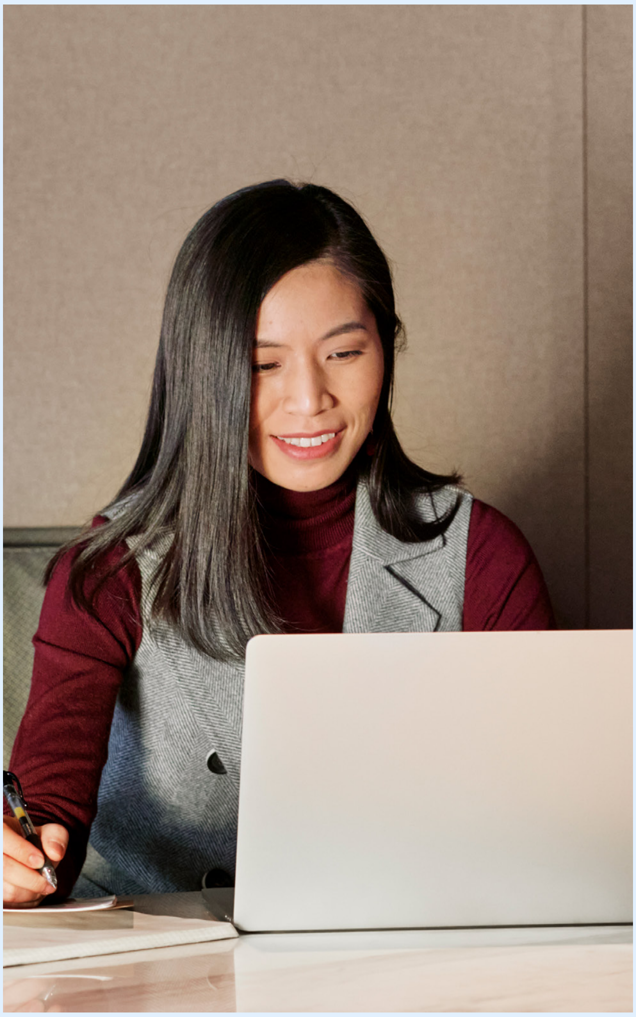
Advertiser Objective:

Send dynamic conversion values to optimize for higher overall return value

#6

Setup:

- Select **'Dynamic Value'** within the conversion rule setup, and be sure to pass this in your conversion configuration.
- Select **'Conversion value'** as the campaign bidding optimization goal.
- Associate the conversion value event with your campaign.
- Associate the conversion value event with your campaign.



Best Practices:

- Optimize for conversions that provide a sufficient volume of click-through attributed conversions *(i.e. >30)* within two weeks to help quickly exit the learning phase.
- Use dynamic values rather than the same or static ones to better predict and optimize for the highest potential return.
- Track and optimize towards 2+ conversion events if you are only sending back static values. If you are unable to send back dynamic values, adding multiple static events enables our system to optimize for the highest value conversion event.
- Send back as much conversion value data back as possible with as little of a lag as possible.

For example:

Attaching a conversion value to website conversion campaigns (even if it isn't optimizing for value currently) can help the campaign if/when an advertiser decides to optimize for value in the future.

Since Value Optimization currently only applies to Feed, we recommend advertisers approach using Conversion Value Optimization with a test-and-learn mindset if serving across feed+LAN. Campaigns will leverage the pre-existing conversion optimization (without value) for delivery on LAN and the value optimization for delivery on feed. **You can review performance of your campaign on feed separately from performance on LAN.**

What features advertisers can use after implementing Conversions API

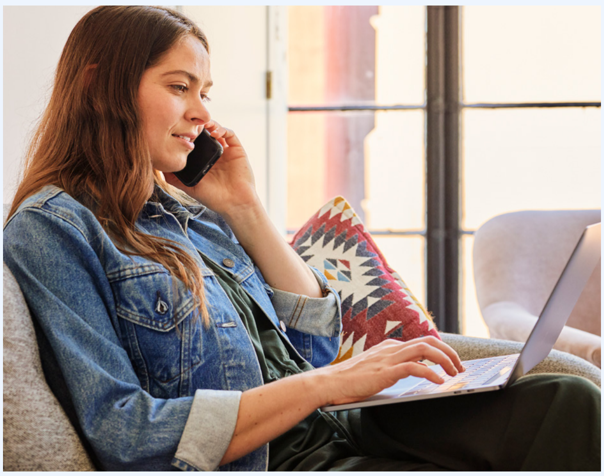
Deep Funnel Optimization Features

Holistic Optimization:

By capturing more signals, Conversions API helps improve campaign optimization, leading to better conversion volume and ROI.

More signals = better optimization = better results.

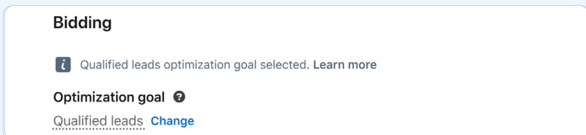
Sending signals of all the actions a potential buyer takes after interacting with your ad allows LinkedIn to optimize your ads by targeting users more likely to follow a similar path and ultimately take a desired action (conversion).



Qualified Leads Optimization:

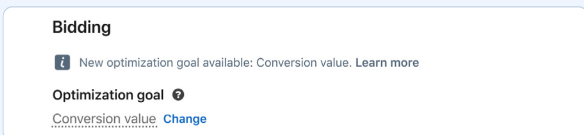
Specifically for deeper funnel stages, advertisers can optimize their campaigns towards the deeper funnel stages of their buyer journey. We will deliver ads to members who are most likely to fit their definition of a 'qualified lead' *(example: MQL, SQL).*

See here for more details



Conversion Value Optimization *(in beta)*:

You can assign static or dynamic values to conversions, like phone calls and whitepaper downloads, to optimize campaigns towards conversions that drive the greatest overall return.

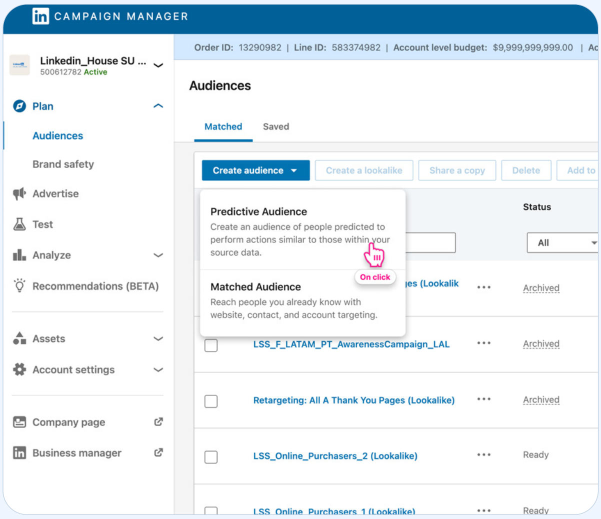


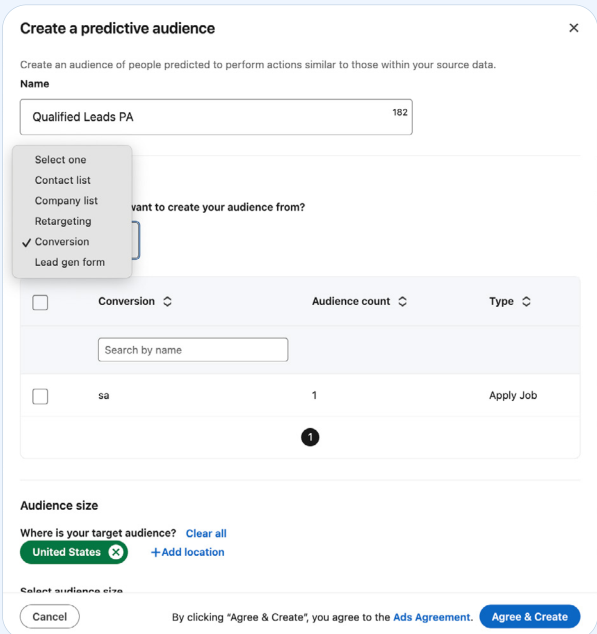
Targeting

Predictive Audiences:

Advertisers can use AI to create high-intent audiences likely to take actions similar to those in their conversion data. Select Conversions API as the data source for Predictive audience.

See here for more details

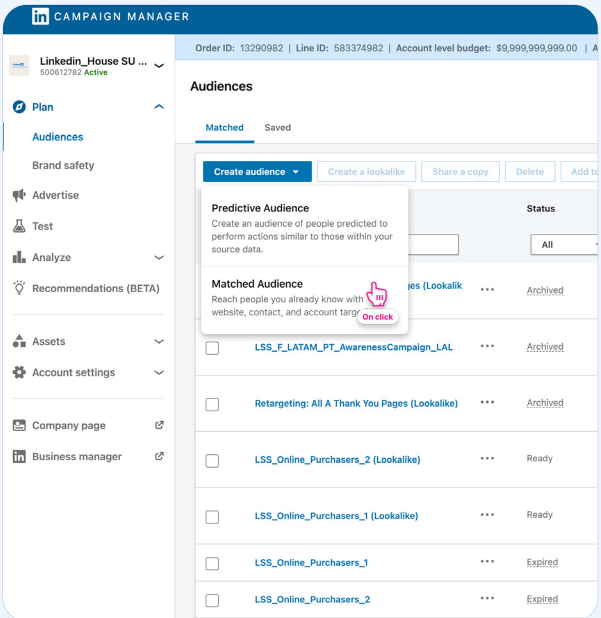


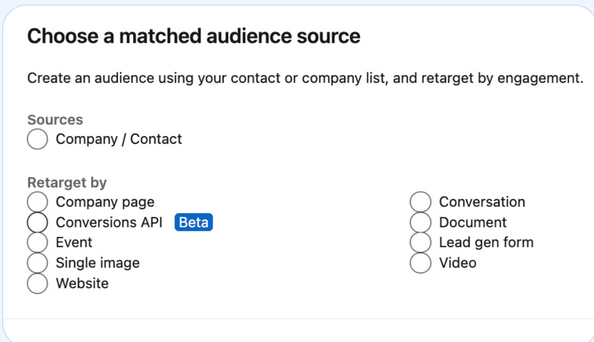


Matched Audiences:

Advertisers can retarget and nurture their high-intent prospects that have engaged and shown interest in your business *(e.g. lower funnel activities like engaging with their content, or being part of their contact lists)* and are more likely to convert into customers down the B2B sales funnel.

See here for more details



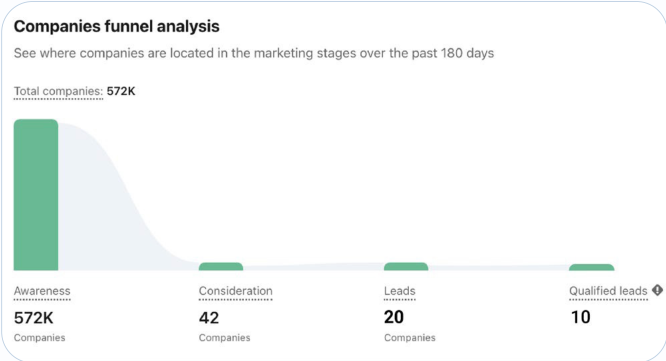


Measurement

Measurement Insights:

Advertisers can see an aggregated view of where their prospects are located in the marketing stages over the past 180 days.

See here for more details



Conversion Lift Testing (in beta):

Advertisers can assess true incremental online and offline conversions driven by their LinkedIn and LAN campaigns, and leverage the insights to optimize strategies and maximize ROI.

Practical B2B Use Case Examples for Conversions API:

Buyer Journey Tracking:
Track progression through key stages

- Demo requests
- Trial sign-ups
- Product evaluation completions
- Sales meeting attendance
- Lead qualification status updates
- Opportunity stage progression

Decision-Maker Engagement:
Monitor stakeholder actions

- Technical documentation access
- Solution consultation bookings
- Platform demo attendance
- Proof of concept participation
- Optimize for high-value prospects

Content & Resource Actions:
Capture technical content interactions

- Whitepaper downloads
- Webinar registrations and attendance
- Solution guide access
- Pricing information requests
- Technical specification downloads

Product Evaluation Metrics:
Track evaluation milestones

- Trial activation
- Feature usage milestones
- Training completion
- Platform certification
- Implementation consultation

Professional Development:
Monitor learning progression

- Certification enrollment
- Course completion
- Expert consultation booking
- Skills assessment completion
- Partner program participation
- Training milestone achievement

LinkedIn