

Tips for Tracking Conversions on LinkedIn to Prove ROI

The end goal of your LinkedIn advertising and marketing efforts should be to inspire viewers to take action. Conversion tracking is how you attribute the action to the advertising. When you have properly configured and deployed your conversion tracking, you can prove the ways your marketing connects to revenue.

What's a Conversion?

Becoming a paying customer or signing up for a demo are the conversions most connected to revenue. But there are likely far more steps in your customer journey that are worth tracking. Basically, any time you have a link that leads to a landing page, that's a conversion to track.

How to Access Conversion Tracking

If you're building a new campaign, you'll be able to select Conversion Tracking within the Bid/Budget step. If you're adding conversions to an existing campaign, you can find it under Account Assets > Conversion Tracking.

TOP 5 CONVERSIONS TO TRACK

1. Subscribing to a Blog
2. Downloading an Asset
3. Registering for a Webinar
4. Requesting a Demo
5. Making a Purchase

Four Steps to LinkedIn Conversion Tracking

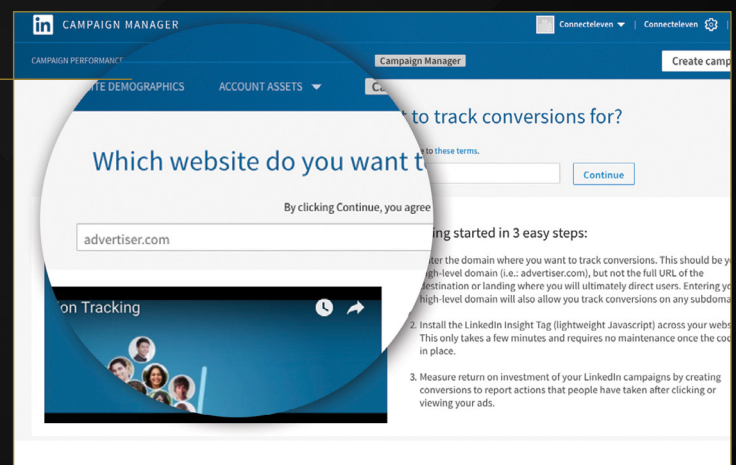
Now that conversion tracking is built into the Campaign Manager dashboard, it's easy to get up and running:

1. Tell Campaign Manager Which Website to Track

Enter the URL where your landing pages and lead capture forms are posted into the form. Don't forget that you need to enter a high-level domain to track conversions.

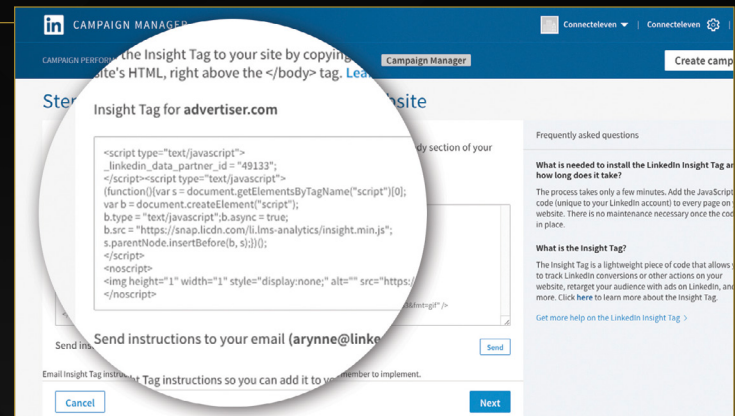
PRO TIP:

You shouldn't enter the exact URL where your landing pages/forms are posted. Instead, this is usually your company's website, but it may be another URL depending on how your web presence is structured.



2. Add the LinkedIn Insight Tag to Your Site

This bit of code is what makes Conversion Tracking work. It securely shares data with LinkedIn to track visitors who come to your site from a LinkedIn ad.

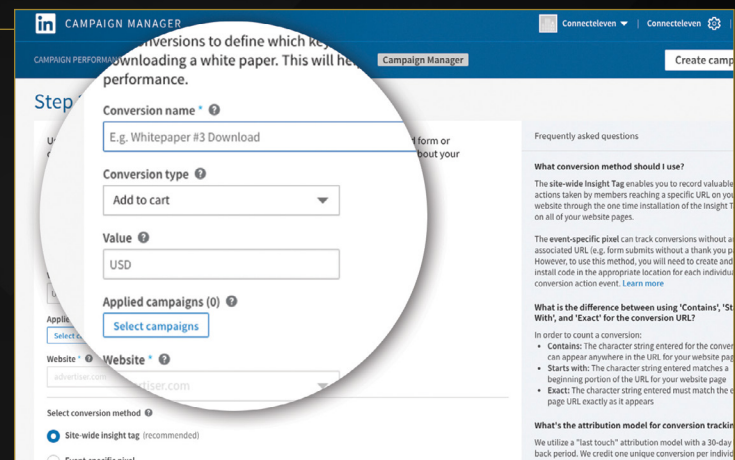


3. Define Your Conversions

This step tells Campaign Manager what action constitutes a conversion. Set a “conversion action” for each campaign goal.

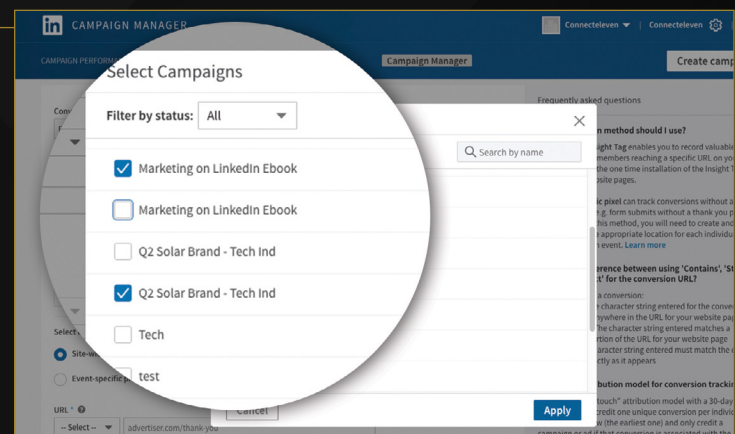
PRO TIP:

Assign dollar values to your conversions whenever possible for more robust reporting.



4. Add Conversion Actions to Campaigns

In Campaign Manager, assign your conversion actions to existing campaigns, or create new ones. You can assign multiple conversions to a single campaign, too.



Get to Know Your Most Valued Audience

With LinkedIn Conversion Tracking, conversion is more than a numbers game. You can not only see how many conversions you have, you can also access demographic data for each click. See which ads are converting for your most desired audience and you know exactly where to put your budget.

Put these tips to the test and get started with your most effective LinkedIn campaign yet.

Get Started