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Select parameters to include in the request body of "/conversionEvents" create endpoint, reflected automatically on the right-side panel for your use ([learn more](#)).

Step 1: Enter parameters

Partner Conversion URN (conversion)*

Replace <id> with the conversion ID extracted when creating the conversion rule (e.g. urn:lla:llaPartnerConversion:<id>).

Type: string

Time (conversionHappenedAt)*

Epoch timestamp in milliseconds at which the conversion event happened.

Type: number

Customer Information Parameters (user)*

Unique user values (userIds)*

idValue*

Type: string

idType*

Type: enum

[+ Add more](#)[+ Add parameter ▾](#)

Conversion Data (conversionValue)

Currency code (currencyCode)*

Use ISO format (e.g. "USD").

Type: string

amount*

50.0

Type: string

Event Data (eventId)

Optional event ID for de-duplication

Type: string

Step 2: Make an API Call (optional)

All API calls are made in the production environment and require an ad account, a conversion rule, and the necessary permissions. [Learn more](#)

OAuth Access Token*

Enter an existing token or generate one

[Generate OAuth access token](#)

Ad Account*

Select an ad account

Call API

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Code | View: JSON Payload ▼

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```
{
  "conversion": "urn:lla:llaPartnerConversion:24707929",
  "conversionHappenedAt": 1754897915406,
  "conversionValue": {
    "currencyCode": "USD",
```

```
"amount": "50.0"
},
"user": {
  "userIds": [
    {
      "idType": "SHA256_EMAIL",
      "idValue": "bad8677b6c86f5d308ee82786c183482"
    }
  ]
}
```

Response

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Quick Tips

- [Steps](#) to create your first **conversion rule** in Campaign Manager.
- [API documentation](#) for the right data format to be filled in the form.
- [Learn more](#) about supported matching parameters.


Were you able to create the payload easily?

 Yes

 No

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