# **Conversions API**

07/22/2025

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#### **Deprecation Notice**

The Marketing Version 202407 (Marketing July 2024) has been sunset. We recommend that you migrate to the latest <u>versioned APIs</u> to avoid disruptions. See the <u>Migration</u> page for more details. If you haven't yet migrated and have questions, submit a request on the <u>LinkedIn Developer Support Portal</u>.



The LinkedIn Conversions API creates a direct connection between an advertiser's server and LinkedIn, enabling advertisers to measure the performance of their LinkedIn marketing campaigns regardless of where the conversion occurs. This data can then be used to optimize campaign performance. The Conversions API helps improve performance and reduce cost per action by providing more complete attribution, enhanced data reliability, and better-optimized delivery. For more information, refer to LinkedIn Conversions API for more information.

# **Permissions**



Permission	Description
rw_conversions	Upload your conversion data to LinkedIn and manage your conversion tracking.
r_ads	Read access to an authenticated member's ad accounts.

There are two conditions for successful calls:

- 1. Scope permissions to rw\_conversions, r\_ads
- 2. The user assigning permission holding one of the following roles in the Ad Account.

Scope permissions for 3-legged Oauth

- rw\_conversions (Read/Write)
- r\_ads (Read)

#### Ad Account Roles:

- ACCOUNT\_BILLING\_ADMIN
- ACCOUNT\_MANAGER
- CAMPAIGN MANAGER
- CREATIVE\_MANAGER

For more information on Ad Account roles and permissions:

- Ad Account User Role Definitions
- Create and Manage Ad Account Users

# Requirements

See the following requirements for sending conversion events:

- 1. Create a Conversion Rule
- 2. Associate campaign(s) to the conversion rule
- 3. Stream conversion events

#### ① Note

- X-Restli-Protocol-Version: 2.0.0 must be passed as a request header in all your API requests.
- LinkedIn-Version: {yyyymm} must be passed as a request header in all your API requests as per Versioning.

#### Schema

Field Name	Туре	Description	Example
account	URN	The Sponsored Ad Account URN where this conversion rule will be created. Refer Find Ad Accounts By Authenticated User API to select ad account.	urn:li:sponsoredAccount:12345
name	string	A short name for this rule, which will be shown in the UI and in reports.	Summer_Sale CRM Leads
conversion Method	string	A method enum that specifies how a conversion event should be registered. For streaming conversions via API, the only supported value here is CONVERSIONS_API.	CONVERSIONS_API
enabled (optional)	boolean (default= true)	Set to true or false to enable or disable this rule from matching conversions. The initial state can be either, but only rules that are enabled will trigger conversion events. Default is	true

		true.	
postClickAttributionWindowSize (optional)	int (default= 30)	Conversion window timeframe (in days) of a member clicking on a LinkedIn Ad (a post-click conversion) within which conversions will be attributed to a LinkedIn ad. Allowed values are 1, 7, 30 or 90. Default is 30. 365 days is supported value for these conversion types: SUBMIT_APPLICATION, PURCHASE, ADD_TO_CART, QUALIFIED_LEAD, and LEAD. Learn more	90
viewThroughAttributionWindowSize (optional)	int (default= 7)	Conversion window timeframe (in days) of a member seeing a LinkedIn Ad (a view-through conversion) within which conversions will be attributed to a LinkedIn ad. Allowed values are 1, 7, 30 or 90. Default is 7. 365 days is supported value for these conversion types: SUBMIT_APPLICATION, PURCHASE, ADD_TO_CART, QUALIFIED_LEAD, and LEAD. Learn more	30
attributionType (optional)		The model that describes how conversion actions are to be counted. Acceptable values are: LAST_TOUCH_BY_CAMPAIGN and LAST_TOUCH_BY_CONVERSION LAST_TOUCH_BY_CAMPAIGN (Each campaign): conversion actions are counted once for each campaign to which they can be attributed. (Default) LAST_TOUCH_BY_CONVERSION (Single Campaign): conversion actions are counted once for each Conversion with at least one associated campaign. Learn more	LAST_TOUCH_BY_CAMPAIGN
type	string	Type of the conversion to track for this conversion rule. Eg. PURCHASE, LEAD, SIGNUP etc. Complete list can be found below.  "ADD_TO_CART": The user added one or more things to	

- their shopping cart.
- "DOWNLOAD": The user downloaded a file.
- "INSTALL": The user installed a plugin or an app.
- "KEY\_PAGE\_VIEW": The user viewed an important web page / app screen.
- "LEAD": The user filled out a lead generation form.
- "PURCHASE": The user made a purchase.
- "SIGN\_UP": The user signed up for a web site / app service."
- "OTHER": Something that's not listed.
- "SAVE": Saves a form or state in the flow
- "START\_CHECKOUT": Begins the checkout process.
- "SCHEDULE": Schedule a service or appointment.
- "VIEW\_CONTENT": The user viewed an section of the page or app screen(webview).
- "VIEW\_VIDEO": The user played a video.
- "ADD\_BILLING\_INFO": The user added credit card or purchase details.
- "BOOK\_APPOINTMENT": The user reserved an appointment.
- "REQUEST\_QUOTE": The user requested a quote.
- "SEARCH": The user searched within the app. Can also track using KEY\_PAGE\_VIEW that will fire from a search results page.
- "SUBSCRIBE": The user subscribed to a service.
- "AD\_CLICK": The user clicked a 3rd party ad. (first party ads are tracked from LinkedIn)
- "AD\_VIEW": The user viewed an ad.
- "COMPLETE\_SIGNUP": The user completed registration process.
- "SUBMIT\_APPLICATION": The user submitted an application, same as COMPLETE SIGNUP.
- "PHONE\_CALL": The user started a call, or performed phone-call specific event or

- submission.
- "INVITE": The user sent/shared an invite.
- "LOGIN": The user logged in to advertiser's service account.
- "SHARE": The user shared content.
- "DONATE": The user performed a donation
- "ADD\_TO\_LIST": The user added a product to a wishlist.
- "START\_TRIAL": The user started a trial subscription.
   Overlaps with SUBSCRIBE.
- "OUTBOUND\_CLICK": The user left the app or page by clicking a link. (we won't capture the link).
- "CONTACT": The user attempted to contact, by filling a form or a phone call.
- "QUALIFIED\_LEAD": Identified lead as a qualified lead.
   Qualified Leads can be used as an optimization target within the Lead Generation campaign objective. Learn more.
   Attributed conversion events of this type are also reported as qualifiedLeads metric which shows count of qualified leads attributed to ad entities in the selected date range and costPerQualifiedLead which shows count of qualified leads divided by ad spend.

valueType (optional)

string (default= DYNAMIC)

- DYNAMIC: Will override the conversion value with the monetary value passed in the events
- FIXED: Will use the conversion value
- NO\_VALUE: Won't use any value for the conversion.

**Expand table** 

Query Parameter Type Description Example
Name

(optional)

autoAssociationType string A type enum that defines how campaigns should be associated with the conversion rule. Acceptable values are: ALL\_CAMPAIGNS and OBJECTIVE\_BASED. If this parameter is not included, then no campaigns will be automatically associated and additional actions are required to associate campaigns.

- "ALL CAMPAIGNS": Automatically associate all ACTIVE, PAUSED and DRAFT campaigns with the conversion
- "OBJECTIVE\_BASED": Automatically associate only those campaigns whose campaign objective maps with the conversion rule type.

autoAssociationType=ALL CAMPAIGNS

## Create a Conversion Rule

Create one or more conversion rules with the /conversions endpoint for each conversion type that you want to track and set conversionMethod to CONVERSIONS\_API for streaming conversion events through API. Each conversion rule should include conversion name, ad account URN, conversion method, type (key conversion behavior).

### Sample Request

```
http
  HTTP
  POST https://api.linkedin.com/rest/conversions?autoAssociationType=ALL_CAMPAIGNS
  JSON
    "name": "Conversion API Segment 1",
    "account": "urn:li:sponsoredAccount:5123456",
    "conversionMethod": "CONVERSIONS_API",
    "postClickAttributionWindowSize": 30,
    "viewThroughAttributionWindowSize": 7,
    "attributionType": "LAST_TOUCH_BY_CAMPAIGN",
    "type": "LEAD"
  }
```

## Sample Response

- A 201 Created HTTP status code is returned if the request is successful and conversion rule ID is in the id field in response body and in x-restli-id response header.
- A 400 Bad Request is returned if the request does not pass the validation check. Please check the error

message to understand what validation failed.

# Find Conversion Rules by Ad Account

All conversion rules associated with an ad account can be retrieved by using the following endpoint which takes in a sponsoredAccount URN in the account parameter, and then parsing the response to filter rules for Conversions API from elements where conversionMethod is set to CONVERSIONS API and enabled is set to true.

### Sample Request

```
HTTP

GET https://api.linkedin.com/rest/conversions?q=account&account=urn%3Ali%3AsponsoredAccount%3A{sponsoredAccountId}
```

### Sample Response

```
JSON
  "elements": [
      "postClickAttributionWindowSize": 30,
      "viewThroughAttributionWindowSize": 7,
      "created": 1563230311551,
      "type": "LEAD",
      "enabled": true.
      "name": "Conversion API Segment 2",
      "lastModified": 1563230311551,
      "id": 104012,
      "attributionType": "LAST_TOUCH_BY_CAMPAIGN",
      "conversionMethod": "CONVERSIONS API",
      "account": "urn:li:sponsoredAccount:51234560"
    },
      "postClickAttributionWindowSize": 30,
      "viewThroughAttributionWindowSize": 7,
      "created": 1563230255308,
      "type": "PURCHASE",
      "enabled": true,
      "name": "Conversion API Segment 3",
      "lastModified": 1563230265652,
      "id": 104004,
      "attributionType": "LAST TOUCH BY CAMPAIGN",
      "conversionMethod": "CONVERSIONS API",
      "account": "urn:li:sponsoredAccount:51234560"
    }
  ]
}
```

For more information on other http methods like GET, BATCH GET, UPDATE etc., see Conversion Tracking

# **Associate Campaigns to Conversion Rule**

When creating a new conversion rule with the POST /conversions endpoint, if you did not include the query parameter autoAssociationType, then you will need to associate conversion rule with specific campaigns using the Campaign Conversions API as mentioned below. Otherwise you may skip this step and jump to Streaming Conversion Events.

Campaign Conversions API can be used to associate specific campaigns to a Conversion Rule ID. Only the campaigns associated with the conversion rule are eligible for attributing tracked Conversions for reporting.

Advertisers can also associate campaigns to conversion directly from Campaign Manager (Go to Ad Account > Measurement > Conversion tracking, and select the conversion rule created in previous step where Data source should list the selected partner integration or Direct API, click Next step and in Step 3 Review, select all campaigns to track conversions) or Add conversions to existing advertising campaigns .

#### ① Note

- Refer <u>Search for Campaigns</u> API to get list of active sponsored campaign URNs and then pass them to this endpoint.
- PartnerConversionURN is of the format urn:lla:llaPartnerConversion:ID where you need to replace ID with the conversion ID extracted when creating the conversion rule in this <u>step</u> by parsing id field from its response body or x-restli-id response header.
- Make sure to include X-Restli-Protocol-Version: 2.0.0 in the request header.
- It is important to associate each conversion with an active campaign/s as we can only attribute conversions to a campaign if the conversion/s are associated to that campaign. Associate your conversions to as many applicable campaigns as possible in order to maximize attribution and visibility.

HTTP

PUT https://api.linkedin.com/rest/campaignConversions/(campaign:{sponsoredCampaignURN},conversion:{conversionURN})

## Sample Request

http

HTTP

PUT https://api.linkedin.com/rest/campaignConversions/(campaign:urn%3Ali%3AsponsoredCampaign%3A337643194,conversion:urn%3Alla%3AllaPartnerConversion%3A70203)

```
{
    "campaign": "urn:li:sponsoredCampaign:337643194",
    "conversion": "urn:lla:llaPartnerConversion:70203"
}
```

### Sample Response

A successful response returns a 204 No Content HTTP status code.

# **Batch Associate Multiple Campaigns to Conversion Rule**

Multiple campaign conversions can be created with a Batch Update method that accepts ids parameter with a list of campaign URN and conversion URN. The campaign and conversion URNs should be passed in a List format and encoded as shown in the examples below. Make sure to include request header 'X-RestLi-Method: BATCH\_UPDATE' to indicate batch update.

```
PUT https://api.linkedin.com/rest/campaignConversions?ids=List((campaign:{sponsoredCampaign-URN},conversion:{conversionURN}))
```

# Sample Request

http

```
HTTP
```

PUT https://api.linkedin.com/rest/campaignConversions?ids=List((cam-paign:urn%3Ali%3AsponsoredCampaign%3A345396555,conversion:urn%3Alla%3AllaPartnerConversion%3A104004),(campaign:urn%3Ali%3AsponsoredCampaign%3A345396777,conversion:urn%3Al-la%3AllaPartnerConversion%3A104004))

```
"conversion":"urn:lla:llaPartnerConversion:104004"
}
}
```

# **Streaming Conversion Events**

Stream conversion events from your server to LinkedIn on the conversion rule previously created, using the /conversionEvents endpoint. Each event should be accompanied by one or more user identifiers that will be used for matching with LinkedIn.

#### ① Note

You can explore the <u>Payload Builder</u> to create the Conversion Events payload based on your inputs. For more information, see the <u>payload builder</u> documentation.

https

POST https://api.linkedin.com/rest/conversionEvents

#### Schema

Field	Туре	Description	Example
conversion	URN	URN of the conversion rule created through API.	urn:lla:llaPartnerConversion:123
conversion Happened At	long	Epoch timestamp in milliseconds at which the conversion event happened. Note: If your source records conversion timestamp in seconds, please insert 000 at the end to transform it to milliseconds.	1590739275000
conversionValue (optional)	Object	The monetary value for this conversion. It contains "currencyCode" in ISO format (e.g. "USD") and the "amount" value of the conversion in decimal string. (e.g. "100.05"). Advertisers can set conversion values dynamically here or set a fix value when creating conversion.	{"currencyCode": "USD", "amount": "50.0"}
eventId (optional)	string	The unique id generated by advertisers to indicate each event. This field is optional and is used for deduplication.	ABCDppSv6KBwg

attributes of the user who performed the conversion.
------------------------------------------------------

## ConversionEventUser

The user attributes related to the user who performed the conversion event.

**Expand table** 

Field	Туре	Description
userlds	List (idType,idValue)	List of one or more identifiers to match the conversion user with objects containing idType and idValue. Currently supported idType are:
		SHA256_EMAIL, LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID,
		ACXIOM_ID,
	•	ORACLE_MOAT_ID.
userInfo	userInfo	Object containing additional fields for user matching. Currently supported fields are:
(optional)	•	firstName,
	•	lastName,
	•	companyName,
	•	title,
	•	countryCode.
lead (optional)	Lead Gen Form Response Urn	The leadGenFormResponse is generated when users submit Linkedin Lead-gen form and advertisers can download it from Campaign Manager UI or Lead Sync API. It is in format of urn:li:leadGenFormResponse:id
externallds (optional)	List (string)	A list of externallds. An externalld contains an advertiser-provided identifier representing the user who triggered the conversion event. The maximum supported size of the list is 1 at the moment. If the list contains multiple values, only the first value will be used. Refer to Custom Matching Identifiers for more details.

# idType

Field	Туре	Description
SHA256_EMAIL	string	The email address of the contact associated with the conversion event. It must be converted to lower case, without any whitespaces and then hashed in SHA256 format. The result should be a HEX-encoded string with a maximum length of 64 characters.
LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID	string	First party cookie or Click Id. Advertisers need to enable enhanced conversion tracking from Campaign Manager in order to activate first party cookies that appends a click ID parameter <code>li_fat_id</code> to the click

		URLs. Refer Enabling Click Ids for implementation details.	
ACXIOM_ID	string	User identifier for matching with LiveRamp identity graph.	
ORACLE_MOAT_ID	string	User identifier for matching with Oracle MOAT Identity.	

#### userInfo

**Expand table** 

Field	Туре	Description	Example
firstName	string	The first name of the contact to match the conversion.	Mike
lastName	string	The last name of the contact to match the conversion.	Smith
companyName (optional)	string	A plain text string representing the company of the contact to match.	Microsoft
title (optional)	string	A plain text string representing the title of the contact to match.	Software Engineer
countryCode (optional)	string	An ISO standardized two letter country code representing the country/region of the contact to match.	US

# **Input Data Validation**

An input request undergoes validation and will fail if the following rules are not met:

- conversion must be a valid URN with format urn:lla:llaPartnerConversion:<id>
- The authenticated user must have a valid user access role (other than VIEWER role) on the ad account where the conversion rule is created.
- The userIds field in the input request must include at least one of the following:
  - A valid userId with idType SHA256\_EMAIL, or
  - A valid userId with idType LINKEDIN\_FIRST\_PARTY\_ADS\_TRACKING\_UUID, or
  - A valid userId with idType ACXIOM\_ID, or
  - A valid userId with idType ORACLE\_MOAT\_ID.
- Including userInfo in the input request can improve match rates. If included, it must contain both firstName and lastName.
- If you include userInfo or externalIds without a valid idType in userIds, you can use an empty list [] for userIds.
- conversionHappenedAt must be a valid timestamp representing the number of milliseconds since epoch time. The timestamp must be within the past **90 days**.

# **Adding Single Conversion Event**

This endpoint allows you to stream a single conversion event, including different match identifiers for the same user.

## Sample Request

```
http
 HTTP
  POST https://api.linkedin.com/rest/conversionEvents
 JSON
  {
        "conversion": "urn:lla:llaPartnerConversion:123",
        "conversionHappenedAt": 1590739275000,
        "conversionValue": {
             "currencyCode": "USD",
             "amount": "50.0"
         "user": {
             "userIds": [ {
                 "idType": "SHA256_EMAIL",
                 "idValue": "bad8677b6c86f5d308ee82786c183482a5995f066694246c58c4df37b0c-
  c41f1"
                 "idType": "LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID",
                 "idValue": "df5gf5-gh6t7-ph4j7h-fgf6n1"
                 }],
            "userInfo": {
                  "firstName": "mike",
                  "lastName": "smith",
                  "title": "software engineer",
                  "companyName": "microsoft",
                  "countryCode": "US"
              }
           },
      "eventId" : "abc12345"
  }
```

## Sample Response

A successful response returns a 201 Created HTTP status code.

A failed response returns a 400 Bad Request status code. To prevent failures, ensure that your request meets all the validation requirements.

# Adding Multiple Conversion Events in a Batch

In order to stream multiple conversions in a batch, include the X-RestLi-Method header in the request and set its

value to BATCH\_CREATE. You may stream up to **5000** conversion events in a single batch request from the elements array in your request payload. If you encounter issues in your batch responses, try resubmitting with a smaller batch size. This approach is recommended for streaming thousands of conversion events without getting throttled from the rate limits.

### Sample Request

```
http
  HTTP
  POST https://api.linkedin.com/rest/conversionEvents
  'X-RestLi-Method': 'BATCH_CREATE'
 JSON
  {
      "elements":
      Γ
          {
                "conversion": "urn:lla:llaPartnerConversion:123",
                "conversionHappenedAt": 1590739275000,
                "conversionValue": {
                  "currencyCode": "USD",
                  "amount": "50.0"
                 },
                 "user": {
                  "userIds": [ {
                          "idType": "SHA256 EMAIL",
                          "idValue":
  "bad8677b6c86f5d308ee82786c183482a5995f066694246c58c4df37b0cc41f1"
                  ],
                  "userInfo": {
                      "firstName": "mike",
                      "lastName": "smith",
                      "title": "software engineer",
                      "companyName": "microsoft",
                      "countryCode": "US"
                  },
              "eventId" : "abc234"
          }, {
                "conversion": "urn:lla:llaPartnerConversion:123",
                "conversionHappenedAt": 162723579000,
                "conversionValue": {
                  "currencyCode": "USD",
                  "amount": "100.0"
                 },
                 "user": {
                  "userIds": [ {
                          "idType": "SHA256_EMAIL",
                          "idValue": "dsfgrtg56u767ujy982fgnbmcsdocl46c58c56b650cik230bb9"
                          }, {
                       "idType": "LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID",
                       "idValue": "ufh8h5-gh6t7-ph4j7h-mkl86n1"
```

```
}],
"userInfo": {
    "firstName": "jason",
    "lastName": "bourne",
    "title": "tech lead",
    "companyName": "github",
    "countryCode": "US"
    }
},
"eventId": "abc345"
}
```

### Sample Response

A successful response returns a 201 Created HTTP status code.

400 Bad Request is returned if the request is incorrect. The error message contains a reference to batchIndex, with the index of the array element in the request payload that caused the error. If there is any invalid value in the request body like missing required field or invalid data type, all records will fail and you'll need to resubmit the entire payload after correcting the data as indicated in the response body message.

#### ① Note

- Send a maximum of 600 requests per minute from your member access token and a maximum of 300000 requests per day from your member access token, otherwise your requests may get throttled due to rate limits.
- Use batch requests for sending upto 5000 conversion events in a single batch request to avoid getting throttled from rate limits.
- Send multiple user identifiers if available, to increase match rates. This is important, as only matched events can be used for attribution and optimization

## **API Error Details**

HTTP Status Code	ERROR MESSAGE	DESCRIPTION
400	BAD_REQUEST	Request has a syntax error or validation error. Please check the error message to understand what part of request failed and resubmit with valid data.

401	EMPTY_ACCESS_TOKEN	Empty oauth2 access token.
403	USER_NOT_AUTHORIZED	User should have access to the ad account provided in the request and/or the required permissions.
400	Validation failed because [{field=Invalid Conversion time, batchIndex=0, type=INVALID_CONVERSION_TIME_FIELD_VALUE, message=Conversion time should be within 90 days.}]	Please make sure conversion timestamp in milliseconds is from past 90 days.
400	Validation failed because [{field=Multiple fields issue, batchIndex=0, type=INVALID_USER_IDENTIFICATION_FIELD_VALUE, message=The request must contain one of these fields: SHA256_EMAIL or LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID or ACXIOM_ID or ORACLE_MOAT_ID or (firstName and lastName),and the input should not be empty string}]	Missing required field
400	Invalid Conversion information provided, this event(s) is associated to a conversion that is marked as deleted. Conversion enabled should be true	Please make sure the conversion rule enabled is set as true; otherwise conversion events cannot be streamed to a deleted conversion rule.
400	365 is not an available post-click window selection. Available: [1, 7, 28, 30, 90]	365 days is supported value for these conversion types: SUBMIT_APPLICATION, PURCHASE, ADD_TO_CART, QUALIFIED_LEAD, and LEAD.
422	Index: 0, ERROR :: /conversionHappenedAt :: field is required but not found and has no default value\n	Missing required field