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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>).

urn:lla:llaPartnerConversion:24707929

Type: string

Time (conversionHappenedAt)*

Epoch timestamp in milliseconds at which the conversion event happened.

1754897915406

Type: number

Customer Information Parameters (user)*

Unique user values (userIds)*

idValue*

bad8677b6c86f5d308ee82786c183482

Type: string

idType*

SHA256_EMAIL

Type: enum

+ Add more

+ Add parameter ▼

Conversion Data (conversion Value)

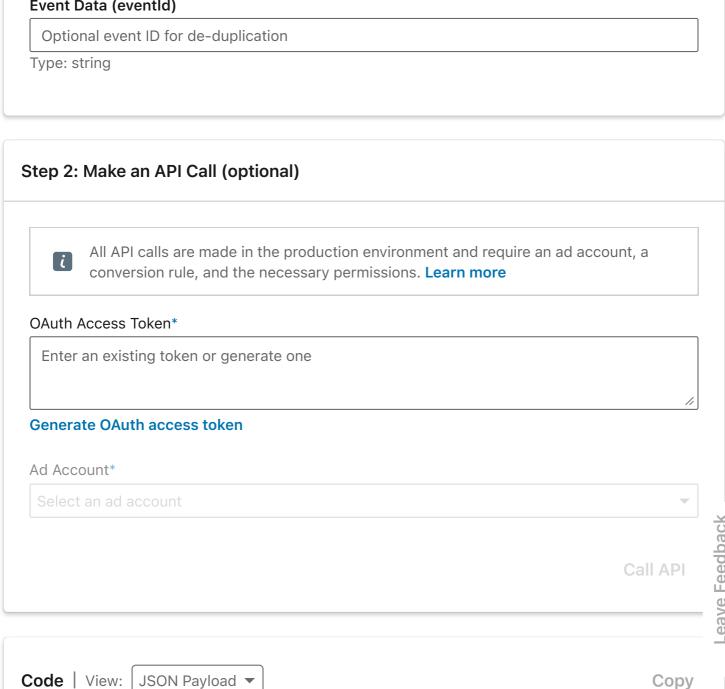
Currency code (currencyCode)*

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

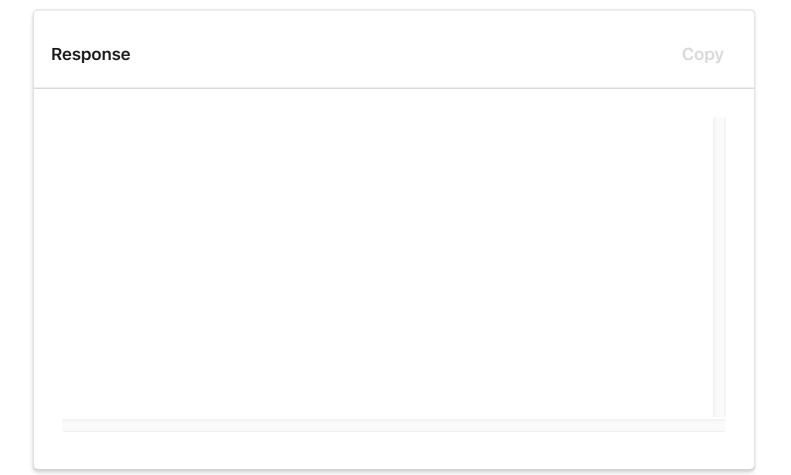
USD

Type: string

amount* 50.0 Type: string **Event Data (eventId)** Optional event ID for de-duplication Type: string



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



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?



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