

**Twitter, Microsoft and LinkedIn Conversion Tracking**

**Twitter Conversion Tracking**

| Event Name | Parameters |
| --- | --- |
| Site visit | \_twclid to all events |
| content view | value , currency, content\_type, content\_id, content\_name, content\_price, num\_items |
| Add to cart | value , currency, content\_type, content\_id, content\_name, content\_price, num\_items |
| Checkout initiated | value , currency, content\_type, content\_id, content\_name, content\_price, num\_items |
| Purchase | value , currency, conversion\_id, content\_type, content\_id, content\_name, content\_price, num\_items |

**Contents parameter for twitter:**

function(){

var products = {{dlv - Ecommerce Items}};

return products.map(function(product) {

return {

"content\_type": 'product',

"content\_id": product.item\_id,

"content\_name": product.item\_name,

"content\_price": product.price,

"num\_items": product.quantity || 1,

}

});

}

**Microsoft and LinkedIn Conversion tracking will be shown in class video as it requires less documents…**

**Required Link -**

**UET Tag helper -** <https://chrome.google.com/webstore/detail/uet-tag-helper-by-microso/naijndjklgmffmpembnkfbcjbognokbf?hl=en>

**Twitter Standard event -** <https://business.twitter.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html>

**Twitter Developer Account -**

<https://youtu.be/QdJx942mfFc>

**LinkedIn and Twitter Document -**

LinkedIn: [ttps://stape.io/blog/linkedin-conversion-api-tag-for-server-google-tag-manager](https://stape.io/blog/linkedin-conversion-api-tag-for-server-google-tag-manager)

<https://learn.microsoft.com/en-us/linkedin/marketing/conversions/conversions-api-gtm-guide?view=li-lms-2024-02>

<https://learn.microsoft.com/en-us/linkedin/marketing/conversions/enabling-first-party-cookies?view=li-lms-2024-02>

Twitter:

<https://stape.io/blog/twitter-conversion-api-tag-for-sgtm>