

[CAPI] LinkedIn CAPI Onboarding Guide with Segment for Website Events

Date: December 16, 2025

Server-side event tracking decouples data collection from browsers and applications, providing enhanced control, resiliency, and governance. Segment is purpose-built for this architecture: it ingests events from any source (JavaScript, CRM), enriches them, and routes them to destinations (LinkedIn CAPI) with low latency.

Objective

This guide provides step-by-step instructions for configuring both client-side (JavaScript source) and server-side (LinkedIn CAPI) components to track and forward two key events:

- **Page View** (page method)
- **Form Submission** (track method)

By completing this guide, you will establish a fully functional setup where qualified identity signals and event data are collected from the webpage, processed within Segment, and successfully transmitted to LinkedIn for conversion reporting.

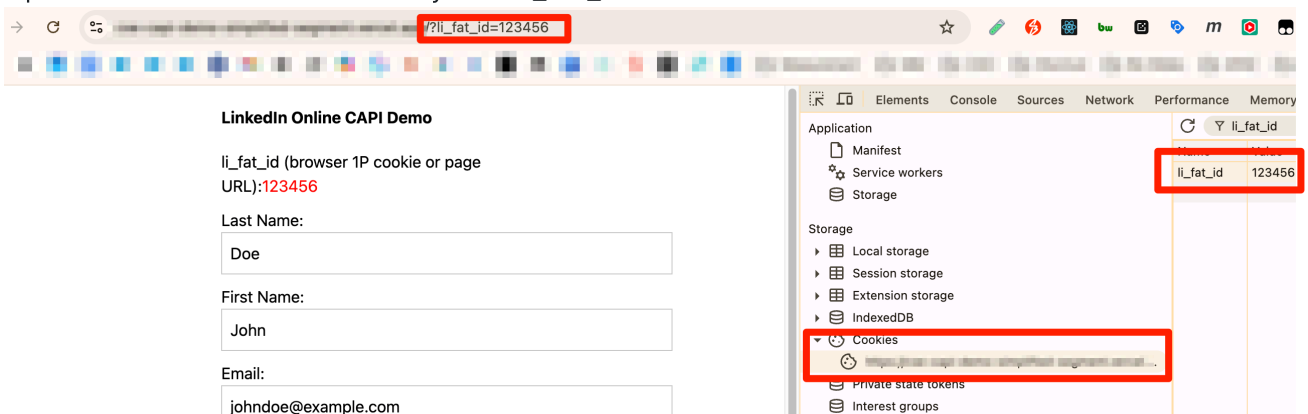
Implementation Steps

1. Install LinkedIn Insight Tag

Install the LinkedIn Insight Tag on your website to enable first-party cookie tracking.

Verify `li_fat_id` cookie functionality:

- Visit your website with `?li_fat_id=123456` appended to the URL
- Open the browser console and verify the `li_fat_id` cookie is set



2. Install Segment Snippet

Installation:

1. Navigate to **Sources** → **JavaScript** in your Segment workspace
2. Copy the Segment snippet
3. Paste it high in the `<head>` section of your website

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Overview Debugger Schema Alerts Functions Settings

JS

Javascript

Enabled

ENVIRONMENT: DEV

Add Segment to your site – required

Install the Segment snippet on your website

Copy the Segment snippet and paste it high in the <head> of your website. Learn more about setting up Segment in the [Analytics.js guide](#).

```
<script>
!function(){var i="analytics",analytics=window[i]=window[i]||[];if(!analytics.initialize)if(analytics.invoked)analytics.load("
analytics.page();
})();
</script>
```

Copy Snippet

Want to test sending events first? [Open in StackBlitz](#)

Don't have access to code? [Invite a team member!](#)

Verification:

Confirm that analytics.js has loaded successfully in the browser.

LinkedIn Online CAPI Demo

li_fat_id (browser 1P cookie or page URL):123456

Last Name:

Doe

First Name:

John

Email:

john.doe@example.com

Email converted to lower case and SHA256 hashing (read-only):

836f82db99121b3481011f16b49dfa5fbc714a0d1b1b9f784a

Title:

Engineer

Company:

Acme Inc

Country Code:

US

Currency:

USD

Elements

Console

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Network

Performance

Memory

Application

top

Filter

All levels

3 Issues

Hide network

Preserve log

Selected context only

Group similar messages in console

Show CORS errors in console

Log XMLHttpRequests

Eager evaluation

Autocomplete from history

Treat code evaluation as user action

Uncaught (in promise) Error: A listener indicated an asynchronous response by returning true, but the message channel closed before a response was received

Unchecked runtime.lastError: A listener indicated an asynchronous response by returning true, but the message channel closed before a response was received

Unchecked runtime.lastError: A listener indicated an asynchronous response by returning true, but the message channel closed before a response was received

analytics

callbacks: {}

warned: false

maxListeners: 10

_debug: false

initialized: true

3. Configure Website Data Collection

Website data collection is implemented using Segment's JavaScript source.

Supported Methods:

The LinkedIn Conversions API destination supports the following Segment methods: Page, Alias, Group, Identify, and Track.

Method	Use Case	Documentation
Page	Capture page views and page-level context	Segment Page
Track	Capture explicit user actions or events (e.g. Form Submission)	Segment Track
Alias	Merge two user identities (e.g., anonymous → logged-in)	Segment Alias
Group	Associate a user with an account / organization	Segment Group
Identify	Identify a user and set user traits	Segment Identify

Implementation Examples:

Below are code examples for each supported method:

```
// Page method - to be included on every page to capture page view events
analytics.page('Page View', 'Home Page', {
  path: '/',
  referrer: '',
  search: '?li_fat_id=123456',
  title: 'LinkedIn Online CAPI Demo for Segment',
  url: 'https://cse-capi-demo-simplified-segment.vercel.app/?li_fat_id=123456',
  category: 'Page View',
  name: 'Home Page',
  li_fat_id: '123456',
  timestamp: 1765892233549,
  debug: true,
})
```

```
// Track method - to be included on form submission pages to capture form
submission events
analytics.track('Sign Up', {
  hashedEmail:
    '55e79200c1635b37ad31a378c39feb12f120f116625093a19bc32fff15041149',
  lastName: 'Doe',
  firstName: 'John',
  title: 'Engineer',
  company: 'Acme Inc',
  countryCode: 'US',
  li_fat_id: '123456',
  timestamp: 1765892391748,
  debug: true,
})
```

```
// Alias method
// Use case: Merge two user identities (e.g., anonymous → logged-in)
analytics.alias('user_12345', {
  previousId: 'anonymous_abcde',
  reason: 'User logged in after signup',
  li_fat_id: '123456',
  timestamp: 1765892391748,
  debug: true,
})
```

```
// Group method
// Use case: Associate a user with an account or organization
analytics.group('org_98765', {
  name: 'Acme Corporation',
  industry: 'Technology',
  plan: 'Enterprise',
  employees: 500,
  country: 'US',
  isCustomer: true,
  customField1: 'Priority Account',
  customField2: 2025,
  li_fat_id: '123456',
  timestamp: 1765892391748,
```

```

    debug: true,
  })

// Identify method
// Use case: Identify a user and set user traits
analytics.identify('user_12345', {
  hashedEmail: '123456abcdef7890',
  email: 'john.doe@example.com',
  firstName: 'John',
  lastName: 'Doe',
  title: 'Engineer',
  company: 'Acme Inc',
  countryCode: 'US',
  plan: 'Pro',
  createdAt: '2024-01-15T10:30:00Z',
  customField1: 'beta_user',
  customField2: true,
  li_fat_id: '123456',
  timestamp: 1765892391748,
  debug: true,
})

```

Implementation Requirements:

Implement the `page` and `track` methods in your website code to track Page View and Form Submission events.

Note: You must include `li_fat_id` and `timestamp` (epoch timestamp in milliseconds) in the context of every event. This is required by LinkedIn CAPI.

4. Configure LinkedIn CAPI Conversions

Setup:

1. Navigate to **Measurement → Conversions → Create → Conversions API** in your LinkedIn Ads account
2. Create CAPI conversions for "Page View" and "Form Submission" events
3. Select "Segment" as the data source

Conversion tracking
Measure and improve performance based on actions customers take from your ads. [Learn more](#)

Additional steps are required to connect "CAPI-Segment-Form Submission" to Segment. Follow the guidelines to complete the setup by sending data from Segment to the conversions [setup](#)

[Create conversion](#)

Name	Status	Data source	Category	Ad sets selected
CAPI-Segment-Form Submission	Awaiting activity	Segment	Sign Up	0
CAPI-Segment-Page-View	Awaiting activity	Segment	Key Page View	8

5. Test Event Collection

Verification:

1. Trigger test events from your website
2. Open the Segment Debugger to verify events are being received
3. Confirm that events include `li_fat_id` and `timestamp` in the context

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LivePauseType to search...Advanced

Page View Home Page
Allowed

View in SchemaValidate...

TRACKSign Up2025/12/16 22:00:21

PAGEPage View Home Page2025/12/16 22:00:21

PAGEPage View Home Page2025/12/16 21:42:35

TRACKSign Up2025/12/16 21:42:35

TRACKSign Up2025/12/16 21:39:52

Page view event with li_fat_id and timestamp

PrettyRawViolations

1analytics.page('Page View', 'Home Page', {
2 paths: '/',
3 referrer: '',
4 search: '?li_fat_id=123456',
5 title: 'LinkedIn Online CAPI Demo for Segment',
6 url: 'https://cse-capi-demo-simplified-segment.vercel.app/?li_fat_id=123456',
7 category: 'Page View',
8 name: 'Home Page',
9 li_fat_id: '123456',
10 timestamp: 1765893620554,
11 debug: true,
12 id: '1cf6a0db-e689-42dc-984e-9f089057f71d'
13 });

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LivePauseType to search...Advanced

Sign Up
Allowed

View in SchemaValidate...

TRACKSign Up2025/12/16 22:00:21

PAGEPage View Home Page2025/12/16 22:00:21

PAGEPage View Home Page2025/12/16 21:42:35

TRACKSign Up2025/12/16 21:42:35

TRACKSign Up2025/12/16 21:39:52

PAGEPage View Home Page2025/12/16 21:38:59

PAGEPage View Home Page2025/12/16 21:37:15

PAGEPage View Home Page2025/12/16 18:56:49

Form submission event with li_fat_id and timestamp

PrettyRawViolations

1analytics.track('Sign Up', {
2 hashedEmail: '55e79200c1635b37ad31a378c39feb12f120f116625093a19bc32fff15041149',
3 lastName: 'Doe',
4 firstName: 'John',
5 title: 'Engineer',
6 company: 'Acme Inc',
7 countryCode: 'US',
8 li_fat_id: '123456',
9 timestamp: 1765893620555,
10 debug: true,
11 id: '1cf6a0db-e689-42dc-984e-9f089057f71d'
12 });

6. Create LinkedIn Conversions API Destination

Configuration:

1. Create a "LinkedIn Conversions API" destination in Segment
2. Configure it with your LinkedIn Ads account credentials

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Destinations / LinkedIn Conversions API / Receiving From Javascript

LinkedIn CAPI Test - CSE
receiving from Javascript Enabled

Delivery OverviewFiltersMappingsEvent TesterAlertsEvent DeliveryFunctionsSettings

Basic Settings

LinkedIn Conversions API Setup GuideAction Destination Setup Guide

Connection
This is used to pull data from your LinkedIn CAPI Test - CSE account into this destination.

Added by cseteam@linkedin.com 13 hours ago

ReauthorizeDisconnect

Name *
Type a name to help you identify this destination in Segment.
LinkedIn CAPI Test - CSE

Enable Destination *
When enabled, Segment will send data to LinkedIn Conversions API based on configuration in the Mappings tab.

Save ChangesCopy SettingsDelete Destination

Note: You can create multiple "LinkedIn Conversions API" destinations, each configured with different LinkedIn Ads account credentials.

7. Create Event Mappings

Setup:

1. Create mappings in Segment to route website events to LinkedIn CAPI conversion events
2. Each destination can include multiple mappings (one per conversion event type)

Workspace LinkedIn-Cset...

Destinations / LinkedIn Conversions API / Receiving From Javascript

LinkedIn CAPI Test - CSE
receiving from Javascript Enabled

Delivery Overview Filters Mappings Event Tester Alerts Event Delivery Functions Settings

Mappings In each destination, create mappings for each LinkedIn conversion event + New Mapping

Configure the data mapping from Javascript to LinkedIn Conversions API

NAME	TRIGGER	ACTION	STATUS
Page View for URL xyz	Event Type is Page and Event Property starts with https://cse-cap	Stream Conversion Event	Enabled
Form Submission	Event Type is Track and Event Context starts with https://cse-capi	Stream Conversion Event	Enabled

8. Configure Mapping Details

Event Trigger Configuration:

1. Select "Edit Mapping" to configure the mapping details
2. Define event triggers that match specific event types (e.g., Page View, Form Submission)

Mappings

Configure the data mapping from Javascript to LinkedIn Conversions API

Search...

NAME	TRIGGER	ACTION	STATUS
Page View for URL xyz	Event Type is Page and Event Property starts with https://cse-cap	Stream Conversion Event	Enabled
Form Submission	Event Type is Track and Event Context starts with https://cse-capi	Stream Conversion Event	Enabled

Edit Mapping

Duplicate Mapping

Delete

1 Define event trigger

When an event happens on Javascript, send it to LinkedIn Conversions API if the following conditions are true:

all of the following conditions are true:

Event Type ▼

is ▼

Page ▼

🗑️

Event Property ▼

url

starts with ▼

https://[REDACTED]

🗑️

+ Add Condition

1 Define event trigger

When an event happens on Javascript, send it to LinkedIn Conversions API if the following conditions are true:

all of the following conditions are true:

Event Type ▼

is ▼

Track ▼

🗑️

Event Context ▼

page.url

starts with ▼

https://[REDACTED]

🗑️

+ Add Condition

Field Mapping:

Map fields from website events to LinkedIn CAPI conversion events.

Field mapping for Page View

 Suggest Mappings

JS Javascript



LinkedIn Conversions API

ABC properties.timestamp X



Timestamp *



1765893620554



Conversion Value



USD



Currency Code *



0



Amount *



Select event variable



Event ID



Select event variable



Email



ABC properties.li_fat_id X



LinkedIn First Party Ads Tracking UUID



"123456"

Select event variable



Acxiom ID



Select event variable



Oracle ID



Suggest Mappings

Field Mapping for Form Submission - 1/2

JS

Javascript



LinkedIn Conversions API

ABC properties.timestamp X



Timestamp *



1765893620555



Conversion Value



USD



Currency Code *



0



Amount *



Select event variable



Event ID



ABC properties.hashedException X



Email



"55e79200c1635b37ad31a378c39feb12f120f116625"

ABC properties.li_fat_id X



LinkedIn First Party Ads Tracking UUID



"123456"

Select event variable



Acxiom ID



Select event variable



Oracle ID

**Field mapping for Form Submission - 2/2**

Select Object

Edit Object



User Info



ABC properties.firstName X



First Name *

ABC properties.lastName X



Last Name *

ABC properties.company X



Company Name

ABC properties.title X



Title

ABC properties.countryCode X



Country Code

Required Fields:

- **Currency code and conversion value:** Required for all events (use "USD 0" if no actual value)
- **Timestamp:** Epoch timestamp in milliseconds
- **Match field:** At least one identifier is required:
 - **Page View:** `li_fat_id`
 - **Form Submission:** `hashedEmail` and/or `lastName + firstName` and/or `li_fat_id`

Note: Segment automatically hashes email addresses (if not already hashed) before sending to LinkedIn.

9. Test and Verify Integration

Send Test Event:

1. Scroll to the bottom of the mapping configuration page
2. Click "Send test event" to trigger a test event

Activate data

Set up mapping

Finalize settings

LinkedIn First Party Ads Tracking UUID	123456
External ID	1cf6a0db-e689-42dc-984e-9f089057f71d
Enable Batching	true
Batch Size	5000
Ad Account	urn:li:sponsoredAccount:508747394
Conversion Type	KEY_PAGE_VIEW
Attribution Type	LAST_TOUCH_BY_CAMPAIGN
Post-Click Attribution Window Size	90
View-Through Attribution Window Size	90
Create a Conversion Rule	<pre>{ "inputs": { "adAccountId": "urn:li:sponsoredAccount:508747394", "conversionRuleId": "22833300", "name": "22833300", "conversionType": "KEY_PAGE_VIEW", "attribution_type": "LAST_TOUCH_BY_CAMPAIGN", "post_click_attribution_window_size": 90, "view_through_attribution_window_size": 90 }, "outputs": { "id": "22833300", "name": "CAPI-Page-View-Tealium-12012025", "conversionType": "KEY_PAGE_VIEW", "attribution_type": "LAST_TOUCH_BY_CAMPAIGN", "post_click_attribution_window_size": 90, "view_through_attribution_window_size": 90 } }</pre>

Send test event

Verification in Segment:

Confirm the message "Test event successfully received by destination" appears.

5 Send test record (optional)

Send a test record from Javascript. This test record will be along side with your production data.

Send test

Refresh preview events

Test event configured

Testing using event loaded from Javascript
Event type: page
[Edit test event](#)

Field mapping overview

The table below displays how data from your test event are mapped to the corresponding fields in the destination.

Pretty mapped view

Raw mapped view

Destination field	Value
Timestamp	1765893620554
Conversion Value	{ "currencyCode": "USD", "amount": "0" }
LinkedIn First Party Ads Tracking UUID	123456
External ID	1cf6a0db-e689-42dc-984e-9f089057771d
Enable Batching	true
Batch Size	5000
Ad Account	urn:li:sponsoredAccount:508747394

View test outcome

Test event successfully received by destination.

1 API call

Request

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

Sent

```
1 {  
2   "body": {  
3     "conversion": "urn:li:llaPartnerConversion:22833300",  
4     "conversionHappenedAt": 1765893620554,  
5     "conversionValue": {  
6       "amount": "0",  
7       "currencyCode": "USD"  
8     },  
9     "user": {  
10      "externalIds": [  
11        "1cf6a0db-e689-42dc-984e-9f089057771d"  
12      ],  
13      "userIds": [  
14        {  
15          "idType": "LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID",...
```

Response

16 Dec 2025, 10:32 pm

201 Created

```
1 {  
2   "body": {}
```

Verification in LinkedIn:

1. Navigate to **Measurement → Conversion Tracking** in LinkedIn Ads Account
2. Verify the conversion status shows as "Active"

Conversion tracking

Measure and improve performance based on actions customers take from your ads. [Learn more](#)

The "Salesforce Lead" conversion was auto-created from Business Manager. Review and assign it to the appropriate ad sets for accurate tracking and performance optimization. [Select](#)

Create conversion

Name	Status	Data source	Category	Ad sets selected
<input type="text" value="Search by name"/>	<div>All</div>	<div>All</div>	<div>All</div>	
<div>CAPI-Segment-Form Submission</div>	<div>...</div>	<div>Active</div>	Segment	Sign Up 37
<div>CAPI-Segment-Page-View</div>	<div>...</div>	<div>Active</div>	Segment	Key Page View 0

Finalize:

Save the mapping to complete the setup.

Appendix

Additional Resources

LinkedIn Conversions API Destination Documentation:

- [Segment LinkedIn Conversions API Destination](#)

Example Implementation:

- [GitHub Repository](#) - Source code with Segment integration
- [Live Demo](#) - Working example

