

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

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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.

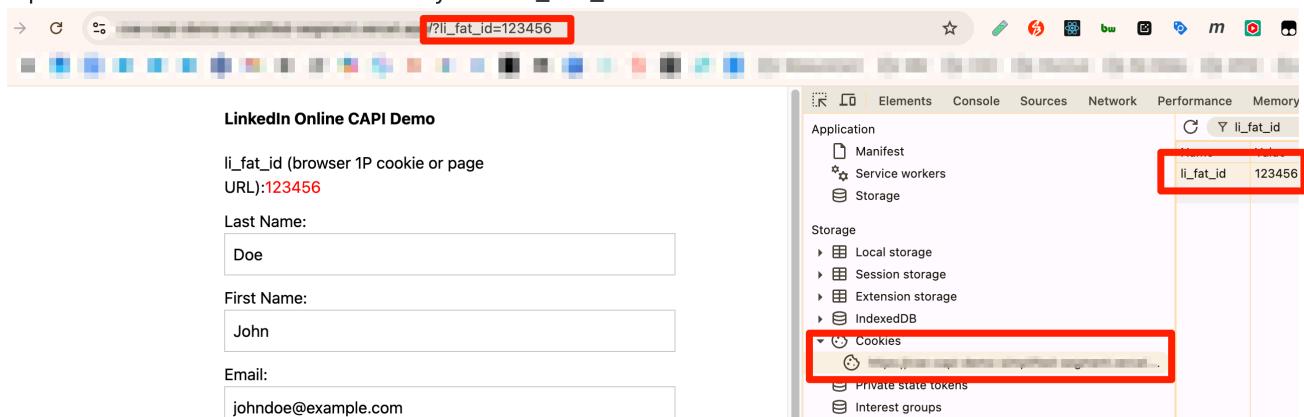
Implementation Steps

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

The screenshot shows the Segment workspace interface. On the left sidebar, there are various sections like Home, Connections, Sources, Destinations, Health, Catalog, Privacy, Monitor, Protocols, Unify, and Engage. The 'Sources' section is currently selected. In the main area, under 'Javascript', it says 'Enabled' and 'ENVIRONMENT: DEV'. Below this, there's a note to 'Add Segment to your site – required' and a section titled 'Install the Segment snippet on your website'. It provides a snippet of JavaScript code and a 'Copy Snippet' button, which is highlighted with a red box. To the right of the snippet, there's a link to 'Open in StackBlitz' and a note about testing events.

Verification:

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

The screenshot shows a browser developer tools console. On the left, there are form fields for Last Name (Doe), First Name (John), Email (johndoe@example.com), and other profile details. On the right, the browser's developer tools are open, specifically the Console tab. The console shows the `analytics` object and its properties and methods. A red box highlights the expanded view of the `analytics` object, showing methods like `add`, `addDestinationMiddleware`, `addEventListener`, etc. There are also several error messages related to cookie handling and message channel issues.

3. Configure Website Data Collection

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

Supported Methods:

The LinkedIn Conversations 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_abcd',
  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

The screenshot shows the LinkedIn Ads interface under the 'Conversion tracking' section. On the left, there's a sidebar with navigation links like Overview, Plan, Advertise, Test, Measurement, Insights, and Conversion tracking. The 'Conversion tracking' link is currently selected and expanded. In the main content area, there's a heading 'Conversion tracking' with a sub-instruction: 'Measure and improve performance based on actions customers take from your ads. [Learn more](#)'. Below this, a 'Create conversion' button is visible. The main table lists two conversion entries:

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

Page view event with li_fat_id and timestamp

```

1 analytics.page('Page View', 'Home Page', {
2   path: '/',
3   referer: '',
4   search: 'li_fat_id=123456',
5   title: 'LinkedIn Online CAPI Demo for Segment',
6   url: 'https://cse-api-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  ivid: '1cf6a0db-e689-42dc-984e-9f089057f71d'
13 });

```

Form submission event with li_fat_id and timestamp

```

1 analytics.track('Sign Up', {
2   hashedEmail: '55e79200c1635b37ad31a378c39feb12f120f116625093a19bc32fff15041149',
3   lastName: 'Doe',
4   firstName: 'John',
5   title: 'Engineer',
6   company: 'Acme Inc',
7   countryCodes: 'US'
8   li_fat_id: '123456',
9   timestamp: 1765893620555,
10  debug: true,
11  ivid: '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

Destinations / LinkedIn Conversions API / Receiving From Javascript

LinkedIn CAPI Test - CSE
receiving from Javascript Enabled

Basic Settings

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

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 Changes **Copy Settings** **Delete 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)

The screenshot shows the Segment interface with the left sidebar open. The 'Destinations' section is selected. A specific destination named 'LinkedIn CAPI Test - CSE' is highlighted, showing it is receiving from Javascript and is Enabled. The 'Mappings' tab is selected in the top navigation bar. A red arrow points to the 'NAME' column of the mapping table, which lists two mappings: 'Page View for URL xyz' and 'Form Submission'. Both mappings are triggered by 'Event Type is Page' and map to 'Stream Conversion Event' with the status 'Enabled'. A red box highlights the 'NAME' column header. A red box also highlights the 'Page View for URL xyz' and 'Form Submission' rows. A callout box with the text 'In each destination, create mappings for each LinkedIn conversion event' is positioned above the table.

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)

The screenshot shows the 'Mappings' table with two entries: 'Page View for URL xyz' and 'Form Submission'. The 'Edit Mapping' button for the 'Page View for URL xyz' row is highlighted with a red box. A modal window titled 'Edit Mapping' is open over the table, containing three options: 'Edit Mapping' (with a pencil icon), 'Duplicate Mapping' (with a copy icon), and 'Delete' (with a trash icon). The 'Edit Mapping' option is selected.

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://
------------	----	------	----------------	-----	-------------	----------

+ 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://
------------	----	-------	---------------	----------	-------------	----------

+ Add Condition

Field Mapping:

Map fields from website events to LinkedIn CAPI conversion events.

4 Map fields

 Show preview value [\(i\)](#)

Field mapping for Page View

Suggest Mappings

JS Javascript

LinkedIn Conversations API

ABC properties.timestamp X → Timestamp * 1765893620554

USD → Conversion Value 1765893620554

0 → Currency Code * USD

Amount * 0

Select event variable → Event ID 1765893620554

Select event variable → Email 1765893620554

ABC properties.li_fat_id X → LinkedIn First Party Ads Tracking UUID "123456"

Select event variable → Acxiom ID 1765893620554

Select event variable → Oracle ID 1765893620554

4 Map fields

Show preview value (i)

Suggest Mappings

JS Javascript



LinkedIn Conversions API

Field Mapping for Form Submission - 1/2

ABC properties.timestamp X

Timestamp * (i)

1765893620555

Conversion Value (i)

USD

Currency Code * (i)

0

Amount * (i)

Select event variable

Event ID (i)

ABC properties.hashedEmail X

Email (i)

"55e79200c1635b37ad31a378c39feb12f120f116625

ABC properties.li_fat_id X

LinkedIn First Party Ads Tracking UUID (i)

"123456"

Select event variable

Acxiom ID (i)

Select event variable

Oracle ID (i)

Field mapping for Form Submission - 2/2

Select Object

Edit Object

User Info (i)

ABC properties.firstName X

First Name * (i)

ABC properties.lastName X

Last Name * (i)

ABC properties.company X

Company Name (i)

ABC properties.title X

Title (i)

ABC properties.countryCode X

Country Code (i)

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

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
<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>	
Create a Conversion Rule	

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.

The screenshot shows the Segment interface. On the left, under 'Send test', there's a 'Test event configured' section with a note 'Testing using event loaded from Javascript' and an 'Event type: page'. Below it is a 'Field mapping overview' table:

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-9f089057f71d
Enable Batching	true
Batch Size	5000
Ad Account	urn:li:sponsoredAccount:508747394

On the right, under 'View test outcome', there's a '1 API call' section with a request to 'https://api.linkedin.com/rest/conversionEvents' and a response showing a successful creation of a conversion event.

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 screenshot shows the LinkedIn Ads Conversion Tracking interface. It lists two conversion types:

- CAPI-Segment-Form Submission**: Status is Active.
- CAPI-Segment-Page-View**: Status is Active.

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

