≡ **Documentation**

team.

Getting started

1. From the Segment web app, click **Catalog**, then click **Destinations**.

2. Search for "LinkedIn Conversions API" in the Destinations Catalog, and select the destination.

3. On the LinkedIn Conversions API overview page, click **Add destination**.

4. Select the source that you want to connect to the LinkedIn Conversions API and click **Next**.

5. Enter a name for your destination and click **Create destination**.

6. On the Settings tab, click Connect to `[destination-name]` and follow the prompts to authenticate with LinkedIn using OAuth.

7. Enable the destination and click **Save Changes**.

Set up a mapping to Stream Conversion Events

Follow the steps in the Destination Actions documentation on Customizing mappings. You must create 1 mapping

for every conversion rule. After you create a conversion rule, you cannot update the connected LinkedIn Ad account.

1. On the Mappings tab, click on **+ New Mapping** and Select **Stream Conversion Event**.

2. Select the events you'd like to map and send to your LinkedIn Conversions API destination.

3. Create a conversion rule or enter the link to an existing rule. *If you chose to create a new conversion rule, Segment creates the conversion rule as soon as you click **Save***.

4. Configure the mappings to map event fields and user attributes from your source to the Conversion API.

5. Click **Save**.

After you've created a Stream Conversion Event mapping, Segment displays the connected rule for each mapping on the Mappings tab. To update the conversion rule you created, select the menu icon for the mapping you'd like to update and click **Edit Mapping**. Scroll to section 3, Create a Conversion Rule, and select **Edit your configuration**. After making changes to your conversion rule, click **Save** to save your changes. You can make changes to all fields except for the Ad account field. After you save your changes, Segment updates the conversion rule in LinkedIn.

Available Actions

Build your own Mappings. Combine supported triggers with the following LinkedIn Conversions API-supported actions:

> ℹ️
> **Mapping limits per destination**
>
> Individual destination instances have support a maximum of 50 mappings.

Stream Conversion Event

Stream Conversion Event

Directly streams conversion events to a specific conversion rule.

Stream Conversion Event is a **Cloud** action. The default Trigger is: `type = "track"`

> **Click to show / hide fields**

FIELD	DESCRIPTION
Timestamp *	Type: `STRING` Epoch timestamp in milliseconds at which the conversion event happened. If your source records conversion timestamps in second, insert 000 at the end to transform it to milliseconds.
Conversion Value	Type: `OBJECT` The monetary value for this conversion. Example: {"currencyCode": "USD", "amount": "50.0"}.
Event ID	Type: `STRING` The unique id for each event. This field is optional and is used for deduplication.
Email	Type: `STRING` Email address of the contact associated with the conversion event. Segment will hash this value before sending it to LinkedIn. One of email or LinkedIn UUID or Axciom ID or Oracle ID is required.
LinkedIn First Party Ads Tracking UUID	Type: `STRING` First party cookie or Click Id. Enhanced conversion tracking must be enabled to use this ID type. See LinkedIn documentation for more details. One of email or LinkedIn UUID or Axciom ID or Oracle ID is required.
Acxiom ID	Type: `STRING` User identifier for matching with LiveRamp identity graph. One of email or LinkedIn UUID or Axciom ID or Oracle ID is required.

FIELD	DESCRIPTION
Oracle ID	Type: `STRING` User identifier for matching with Oracle MOAT Identity. Also known as ORACLE_MOAT_ID in LinkedIn documentation. One of email or LinkedIn UUID or Axciom ID or Oracle ID is required.
User Info	Type: `OBJECT` Object containing additional fields for user matching. If this object is defined, both firstName and lastName are required.
Ad Account *	Type: `STRING` The ad account to use when creating the conversion event. (When updating a conversion rule after initially creating it, changes to this field will be ignored. LinkedIn does not allow Ad Account IDs to be updated for a conversion rule.)
Add Campaigns to Conversion	Type: `STRING` Select one or more advertising campaigns from your ad account to associate with the configured conversion rule. Segment will only add the selected campaigns to the conversion rule. Deselecting a campaign will not disassociate it from the conversion rule.
Existing Conversion Rule ID	Type: `STRING` The ID of an existing conversion rule to stream events to. If defined, we will not create a new conversion rule.
Name	Type: `STRING` The name of the conversion rule.
Conversion Type	Type: `STRING` The type of conversion rule.
Attribution Type	Type: `STRING` The attribution type for the conversion rule.
Post-Click Attribution Window Size	Type: `NUMBER` 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.
View-Through Attribution Window Size	Type: `NUMBER` 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.
Create a Conversion Rule	Type: `OBJECT` When saving this mapping, we will create a conversion rule in LinkedIn using the fields you provided. To configure: either provide an existing conversion rule ID or fill in the fields below to create a new conversion rule.

FAQ and troubleshooting

Why are my inputs failing?

Your inputs must meet the following criteria:

- Contains a valid URN with the following format:

  `urn:lla:llaPartnerConversion:id`

- The authenticated user must have write access to the ad account used to create conversion rules

- Contains a userInfo combination that requires firstName and lastName **OR** a userId mapped to at least one of the following idTypes:

  - `SHA256_EMAIL`

  - `LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID`

  - `ACXIOM_ID`

  - `ORACLE_MOAT_ID`

- `conversionHappenedAt` must be a valid timestamp (milliseconds since epoch) and must have happened in the past 90 days

Any deviations from this specification might lead to failed inputs.

Engage

You can send computed traits and audiences generated using Engage to this destination as a **user property**. To learn more about Engage, schedule a demo.

For user-property destinations, an identify call is sent to the destination for each user being added and removed. The property name is the snake_cased version of the audience name, with a true/false value to indicate membership. For example, when a user first completes an order in the last 30 days, Engage sends an Identify call with the property `order_completed_last_30days: true`. When the user no longer satisfies this condition (for example, it's been more than 30 days since their last order), Engage sets that value to `false`.

When you first create an audience, Engage sends an Identify call for every user in that audience. Later audience syncs only send updates for users whose membership has changed since the last sync.

> ℹ️
> **Real-time to batch destination sync frequency**
>
> Real-time audience syncs to LinkedIn Conversions API may take six or more hours for the initial sync to complete. Upon completion, a sync frequency of two to three hours is expected.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION

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