



Getting Started

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Getting Started

When you enable the LinkedIn Insight Tag destination in the Segment web app, your changes appear in the Segment CDN in about 45 minutes, and then Analytics.js starts asynchronously loading LinkedIn Insight Tag's tracking snippet on your page.

(If you already had the LinkedIn Insight Tag's snippet installed on your page, you should remove it.)

The LinkedIn Insight Tag automatically starts loading the pixel on sites which you load Analytics.js on.

The LinkedIn Insight Tag Destination doesn't use any Segment API calls (e.g. Identify, Track, etc), so you'll use the site-wide Insight Tag.

Here's how to get started with the LinkedIn Insight Tag!

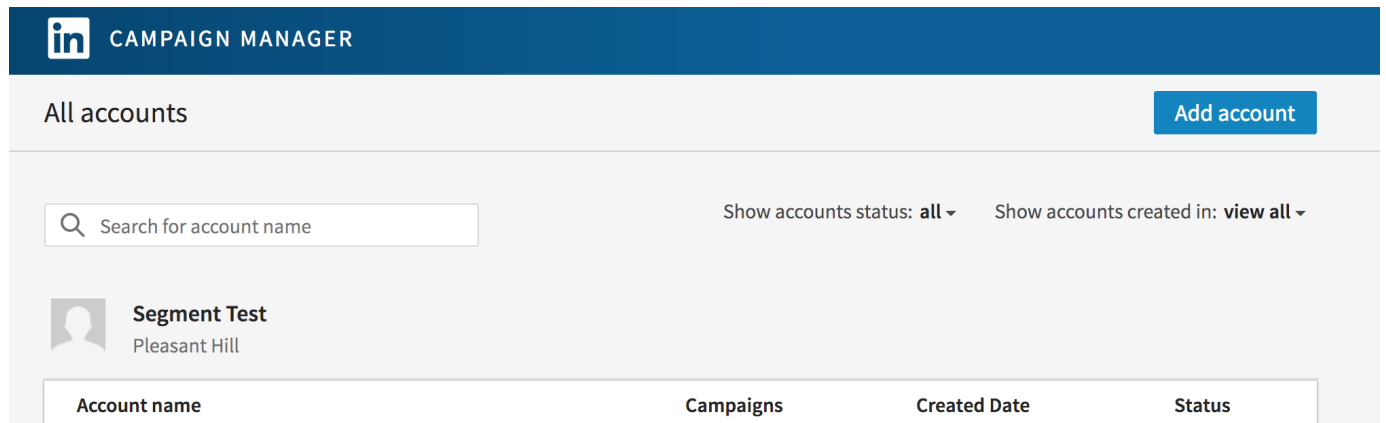
1. Log into the LinkedIn Campaign Manager.

If you don't have a LinkedIn business account, sign up for one now. Once that's complete, go to the [LinkedIn Marketing Solutions page](#). From the **Advertising** dropdown menu, select **Sign in to Campaign Manager**.

Click the account name for which you'd like to set up website retargeting, conversion tracking, or website

demographics.

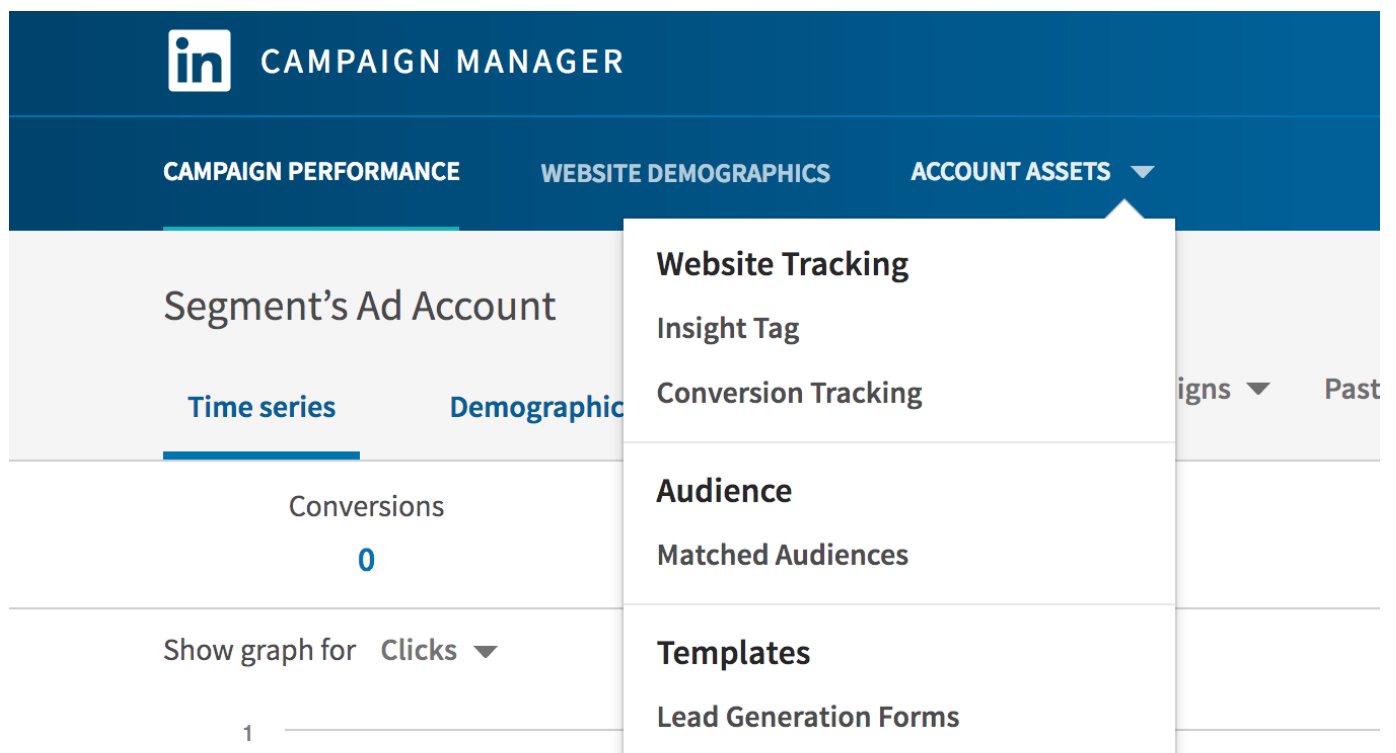
2. Create an Ad Account.



The screenshot shows the LinkedIn Campaign Manager interface. At the top, there's a blue header with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below this, a light gray bar contains 'All accounts' and an 'Add account' button. A search bar with the placeholder 'Search for account name' is on the left. To the right, there are filters: 'Show accounts status: all' and 'Show accounts created in: view all'. Below these, a card for 'Segment Test' from 'Pleasant Hill' is visible. At the bottom, a table header shows columns: 'Account name', 'Campaigns', 'Created Date', and 'Status'.

Next, create an Ad Account in order to access the LinkedIn Insight Tag. It will ask for some currency information, but no payment is currently required to access the Insight Tag. Once the Ad Account is created, it's time to find the tag.

3. Get the LinkedIn Data Partner ID.



The screenshot shows the LinkedIn Campaign Manager interface with the 'Account Assets' dropdown menu open. The header is blue with the LinkedIn logo and 'CAMPAIGN MANAGER'. Below the header, there are three tabs: 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The 'ACCOUNT ASSETS' tab is selected, and its dropdown menu is open, showing options: 'Website Tracking', 'Insight Tag', 'Conversion Tracking', 'Audience', 'Matched Audiences', 'Templates', and 'Lead Generation Forms'. In the background, the 'Segment's Ad Account' page is visible, showing 'Time series' and 'Demographic' tabs, and a 'Conversions' count of 0.

From the Campaign Manager for the account, open the **Account Assets** dropdown menu. From there, select **Insight Tag** and move on to the specific tag.

From the **Manage Insight Tag** dropdown, select **See Tag**.

Click **I will use a tag manager**.

Your partner ID appears in a box below. Click the box to copy your partner ID to your clipboard.



I will use a tag manager

Add the tag without changing your website's code



Copy your LinkedIn partner ID, and go to the tag manager you want to use.

[Learn more about using tag managers](#)

Your partner ID: 234

4. Activate the LinkedIn Insight Tag destination in Segment.

Log into your Segment account, go to the Destinations Catalog in the desired workspace, and select the LinkedIn Insight Tag destination (located at

<https://segment.com/<Your Workspace>/destinations/catalog/linkedin-insight-tag>).



Configure LinkedIn Insight Tag →

LinkedIn Insight Tag

Ad conversion tracking, retargeting, and optimization

- Creates Javascript tag to track user actions once they click on or view an ad
- Records website conversions tied to your advertising campaigns, including content downloads, sign-ups, and purchases
- Enables in-depth campaign reporting with built-in analytics for metrics like conversion rate, return on ad spend, and cost per conversion
- Allows marketers to retarget users with ads on LinkedIn



Resources

[LinkedIn Insight Tag Website](#)
[Documentation](#)



Compatible Source Types



Website

Analytics.js JavaScript library.

[Learn more →](#)

From there, click **Configure LinkedIn Insight Tag** and select the source for which you want to activate it. Click **Confirm Source**. The selected source loads, and a sidebar appears, asking for the LinkedIn Data Partner ID.

LinkedIn Insight Tag Settings

Setup Guide

The LinkedIn Insight Tag is a piece of lightweight JavaScript code that you can add to your website to enable in-depth campaign reporting and unlock valuable insights about your website visitors. As a LinkedIn Marketing Solutions customer, you can use the LinkedIn Insight Tag to track conversions, retarget website visitors, and unlock additional insights about members interacting with your ads. [LinkedIn Insight Tag Website](#).

Connection Settings

LinkedIn Data Partner ID**

123123123123123 >

Select that option and paste in the LinkedIn Data Partner ID that you copied earlier. Click **Save**, then click **Activate Destination**. Our servers build the latest CDN for that source, and the LinkedIn Insight Tag loads on the sites that use that source’s Segment snippet!

Conversion tracking

Segment’s LinkedIn Insight Tag destination is fairly unique in that all Segment does is load the LinkedIn scripts onto your website for you so you can call methods directly without having to add the script tags yourself. Any special conversion tracking needs to be done within your LinkedIn workspace as you normally would if you were setting up LinkedIn without Segment.

Settings

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

SETTING	DESCRIPTION
LinkedIn Data Partner ID <i>(required)</i>	<code>string</code> . Enter your LinkedIn Data Partner ID. It should be a series of numbers, like <code>12345</code> .

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