



# LinkedIn Offline Conversions

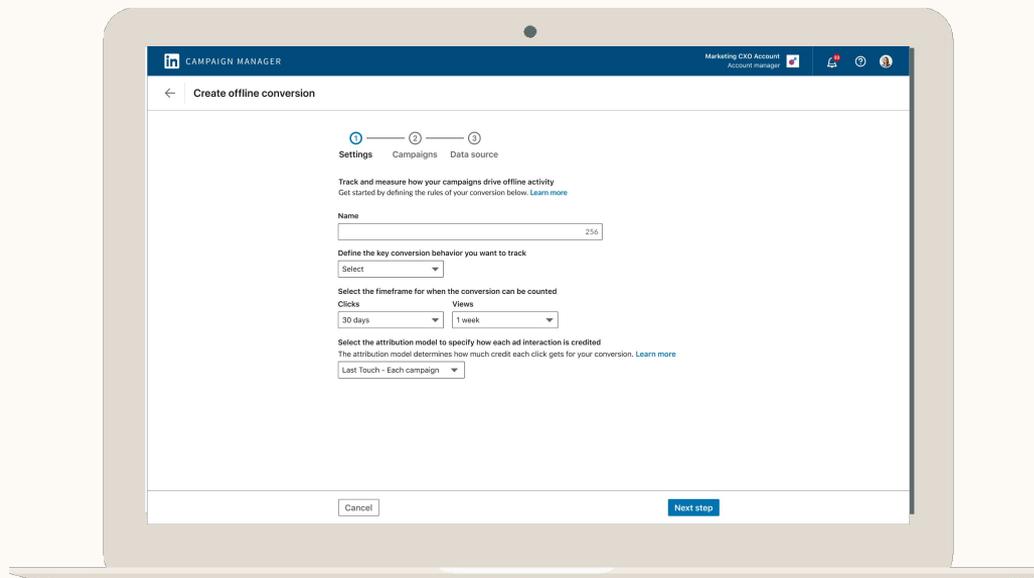
How to set up a conversion rule in Campaign Manager





# Offline Conversions Overview

Offline Conversions allows you to more accurately measure the down-funnel effectiveness of your marketing by connecting your offline data (ex. purchases made over the phone or in-person) to LinkedIn. LinkedIn will attribute conversions to campaigns directly in Campaign Manager.





## There are two key stages to get started with Offline Conversions:

### Stage 1: Connect offline conversions



You can connect offline conversions data to LinkedIn via manual CSV upload in Campaign Manager or through one of our API partners



### Stage 2: Setup conversion rule

Once conversion events have been shared with LinkedIn, you'll need to setup the conversion rules and associate the conversions to your campaign(s).

This document details the step-by-step instructions for this stage.



# Complete Offline Conversion setup in Campaign Manager





# Your *Offline Data* will be created

You will see the offline conversions segment available in the conversion creation flow to use as a data source, 24 hours after it's been streamed from the API partner.



**Tip:** It can take 24 hours for this data to be usable in an Offline Conversion.

The screenshot shows the LinkedIn Campaign Manager interface for Conversion Tracking. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The main content area is titled 'Conversion Tracking' and has a 'Data sources' tab selected. A table lists three data sources:

Name	Source type	Match rate	Source status	Created	Tracked conversions
Landing Page Data	Offline data	--	Building	9/20/2020	0
OfflineEvents_Q1_2020.csv	Offline data	98%	Active	9/24/2020	98
TeleMarketing Inc Insight Tag	Pixel	--	Active	9/28/2020	18

A notification at the bottom right states: 'Landing Page Data has successfully been added as a source.'



# Click *Account Assets* and select *Conversion Tracking*

Wait 24 hours after you added your data source to create your Offline Conversion.

The screenshot displays the LinkedIn Campaign Manager interface. The top navigation bar includes 'CAMPAIGN PERFORMANCE', 'WEBSITE DEMOGRAPHICS', and 'ACCOUNT ASSETS'. The 'ACCOUNT ASSETS' dropdown menu is open, showing options like 'Conversion Tracking', 'Matched Audiences', 'LinkedIn Audience Network', 'Asset History', 'Lead Gen Forms', and 'Bulk Imports'. The 'Conversion Tracking' option is highlighted. Below the menu, a table lists various campaigns with columns for Campaign Name, Status, and performance metrics.

Campaign Name	Status	Impressions	Clicks	Average CTR	Average CPC	Average CPM	Leads	CPL	
50 campaigns	—	12,000.18	1,321	0.10%	\$4.21	\$20.21	234	\$13.21	
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$10.12	12,000.18	1,321	0.10%	\$4.02	\$20.21	34	\$20.21
FixDex CXO High Tech NAMER ADS Campaign ID: 9532102 - Sponsored Content	Active	\$8.21	12,000.18	1,321	0.40%	\$4.81	\$20.21	34	\$20.21
FixDex Life Sciences NAME...ign ID: 9532102 - Sponsored Content	Active	\$4.05	12,000.18	1,321	0.60%	\$5.21	\$20.21	34	\$20.21
FixDex CXO ADS Campaign CID: 45360423 - Sponsored Content	Active	\$8.21	12,000.18	1,321	0.40%	\$4.81	\$20.21	34	\$20.21
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	Active	\$5.20	12,000.18	1,321	0.10%	\$4.21	\$20.21	34	\$20.21



CAMPAIGN MANAGER

Marketing CMO Account  
Account manager

CAMPAIGN PERFORMANCE WEBSITE DEMOGRAPHICS ACCOUNT ASSETS

### Conversion Tracking

Conversions Data sources

Create Conversion

- Online Conversion  
Track activity on your website
- Offline Conversion  
Track offline activity

Delete conversion

Search by name

All All All

50 conversions

Name	Data source	Type	Status	Value	Created	Tracked Campaigns
<input type="checkbox"/> Add to cart Q2FY19	Site-wide tag	Purchase	Active	\$2.00	8/20/2020	32
<input type="checkbox"/> Add to cart Q1 2020	Site-wide tag	Purchase	Active	\$0.61	8/22/2020	
<input type="checkbox"/> Checkout Q2 2020	Site-wide tag	Download	Inactive	\$0.50	8/31/2020	0
<input type="checkbox"/> Landing page conversion Q2 2020	Site-wide tag	Download	Inactive	\$2.00	9/06/2020	0
<input type="checkbox"/> Offline checkout Q1 2020	OfflineEvents_Q1_2020.csv	Purchase	Active	--	9/07/2020	41
<input type="checkbox"/> Lead Q4 2019	Site-wide tag	Lead	Active	\$2.00	10/06/2020	87

< Previous 1 2 3 4 5 6 7 Next >

Select *Offline Conversion* to start the creation process



# Create the conversion and click *next step*



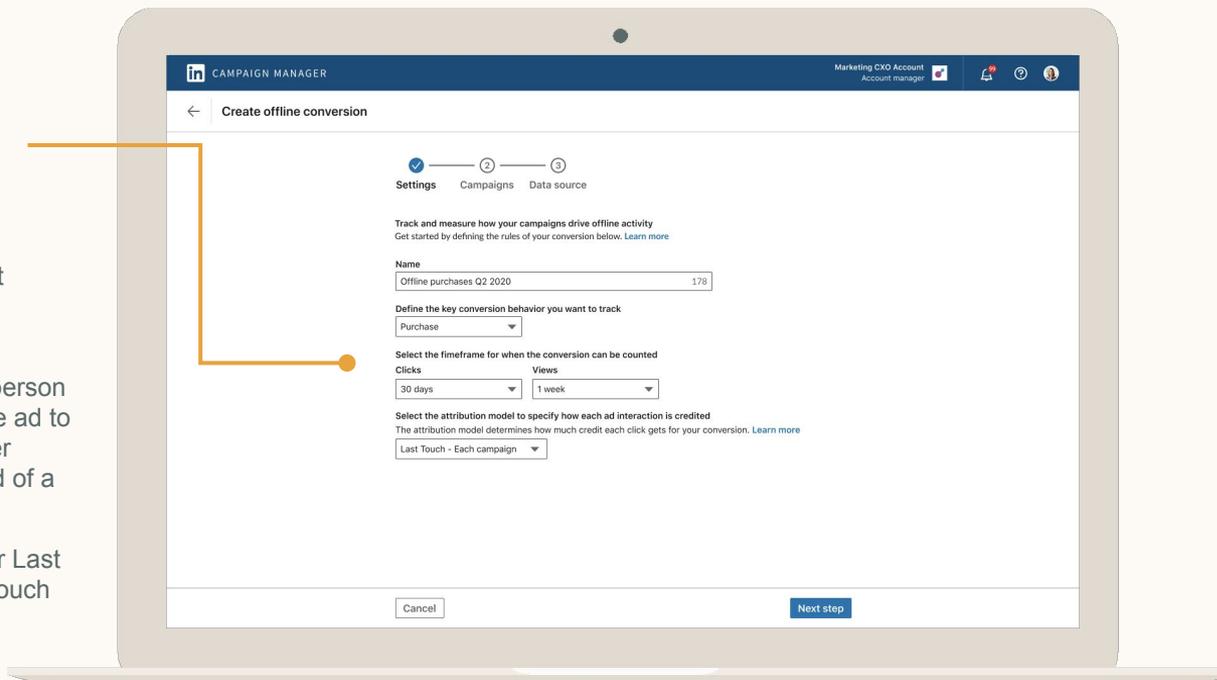
Select the conversion behavior that best describes the action you want the person to take.

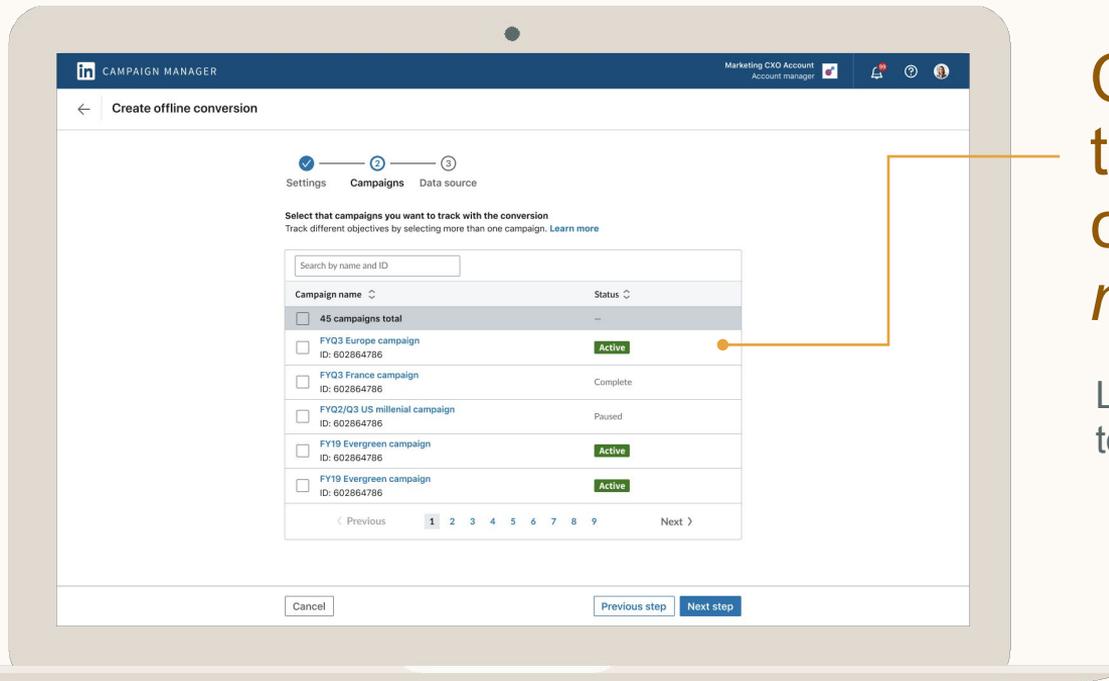


Select the timeframe in which the person should have clicked and viewed the ad to be counted as a conversion. Longer windows will increase the likelihood of a match.



Specify the attribution model, either Last Touch for each campaign or Last Touch for Last Campaign.





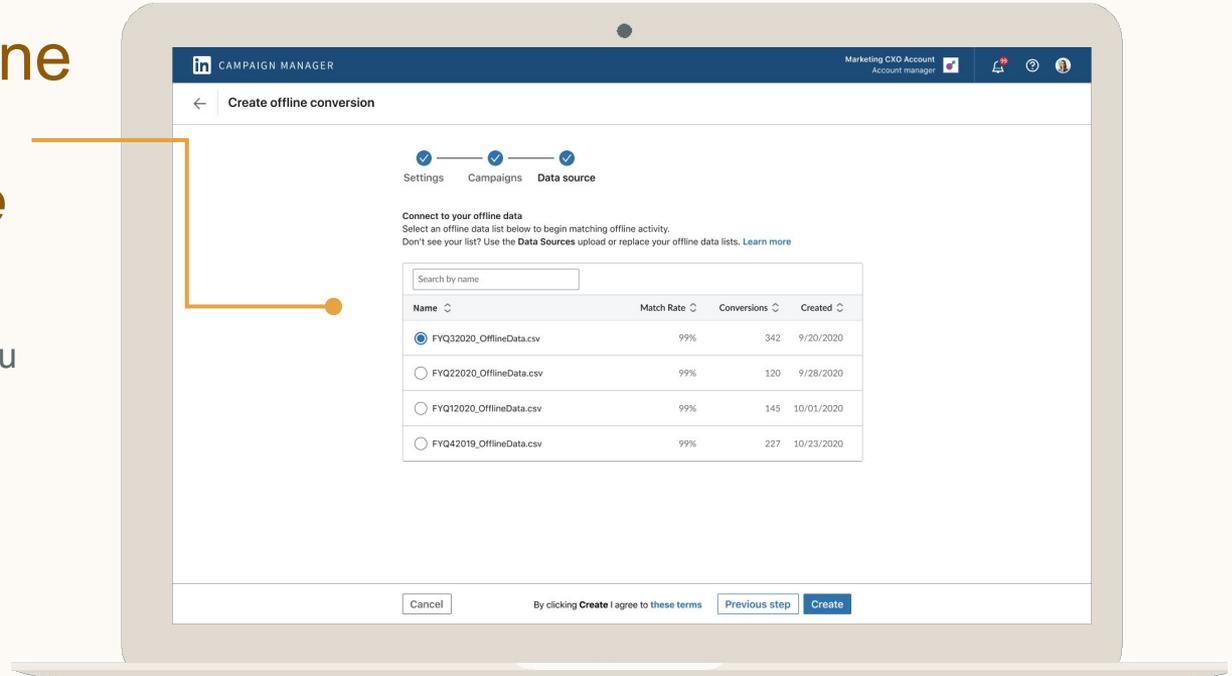
Check the campaigns to track with the conversion and click *next step*

LinkedIn will look to these campaigns to attribute conversions.



# Select your Offline Data Segment and click *Create*

Choose among the various *Offline Data Segments* that you previously created from the *Data Sources* tab.





Account: Marketing CXO Account X

Campaign groups: 10 total campaign groups

Campaigns: 60 total campaigns

Ads: 200 total ads

Filters (1) View: Conversions & leads Breakdown: Conversions Time Range: 03/01/17 - 03/26/17

Campaign Name	Status	Spent	Key results	Cost per result	Impressions	Clicks	Average CTR
50 campaigns	—	—			12,000.18	1,321	0.10%
FixDex CXO ADS Campaign ID: 9532102 · Sponsored Content	Active	\$10.12	0 Conversions	—	12,000.18	1,321	0.10%
FixDex CXO High Tech NAMER ADS C...ign ID: 9532102 · Sponsored Content	Active	\$8.21	3 Conversions	\$2.30	12,000.18	1,321	0.40%
FYQ3 France Campaign ID: 9532102 · Sponsored Content	Active	\$26.03	7 Conversions	\$3.71	12,000.18	1,321	0.60%
Europe_Q2PY19 Online conversion		\$0.00	3	\$0.00	6,231	1,321	0.60%
Offline purchases Q2 2020 Offline conversion		\$0.00	3	\$0.00	4,784	1,321	0.60%
TMS LMS SC Online conversion		\$0.00	1	\$0.00	1,233	1,321	0.10%

Previous 1 2 3 4 5 6 7 8 9 Next

# Select *Conversions & Leads* for Columns and *Conversions* from Breakdown dropdown

Look at Click vs View conversions or Total Conversion Value.



**Tip:** Be patient! It can take up to 48 hours until you'll see results.



# Resources



## Help Center Articles

The following Help Center articles are available to support your understanding of LinkedIn attribution and reporting:

- [LinkedIn Attribution Model](#)
- [LinkedIn Conversion Window](#)
- [LinkedIn Conversion Tracking Reporting](#)
- [Download LinkedIn Conversion Reports](#)

Thank you