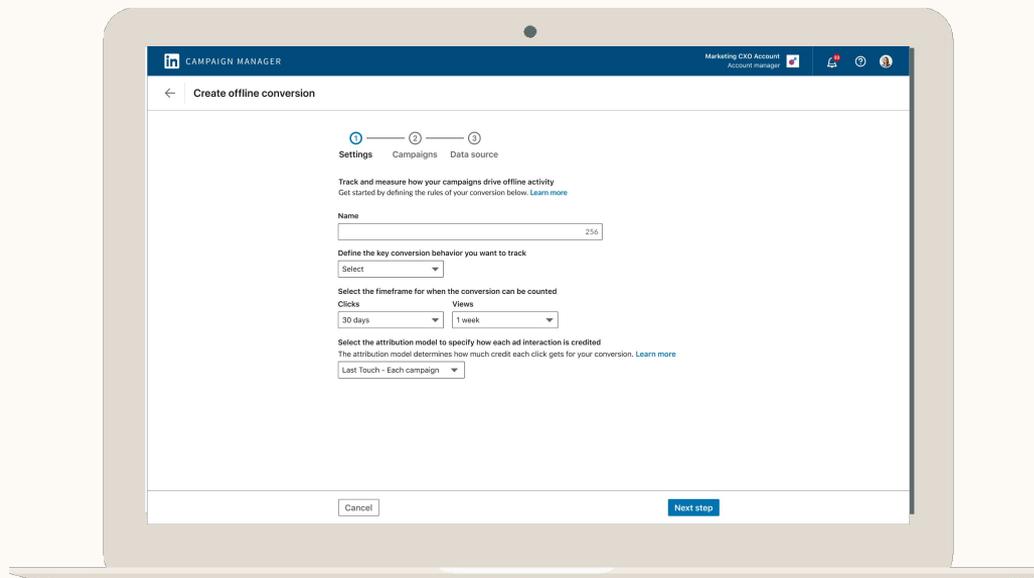# LinkedIn Offline Conversions

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.

Click *Account Assets* and select *Conversion Tracking*

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

CAMPAIGN MANAGER

Marketing CXO Account
Account manager

CAMPAIGN PERFORMANCE   WEBSITE DEMOGRAPHICS   ACCOUNT ASSETS ▾

Conversion Tracking

Create Conversion ▾

Online Conversion
Track activity on your website

Offline Conversion
Track offline activity

Conversions   Data sources

Delete conversion

Name			Data source	Type	Status	Value	Created	Tracked Campaigns
Search by name			All	All	All			
☐ 50 conversions								
☐ Add to cart Q2FY19	⋯		Site-wide tag	Purchase	Active	$2.00	8/20/2020	32
☐ Add to cart Q1 2020	⋯		Site-wide tag	Purchase	Active	$0.61	8/22/2020	
☐ Checkout Q2 2020	⋯		Site-wide tag	Download	Inactive	$0.50	8/31/2020	0
☐ Landing page conversion Q2 2020	⋯		Site-wide tag	Download	Inactive	$2.00	9/06/2020	0
☐ Offline checkout Q1 2020	⋯		OfflineEvents_Q1_2020.csv	Purchase	Active	--	9/07/2020	41
☐ 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
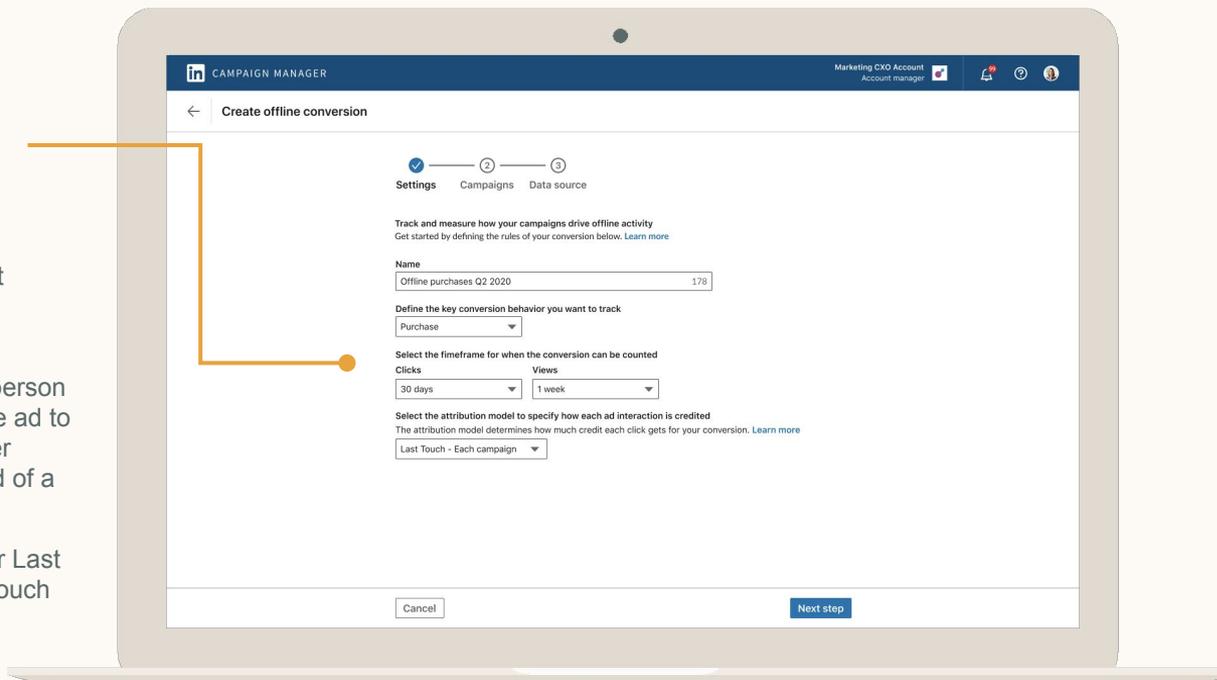
Create the conversion and click *next step*

✓ Select the conversion behavior that best describes the action you want the person to take.
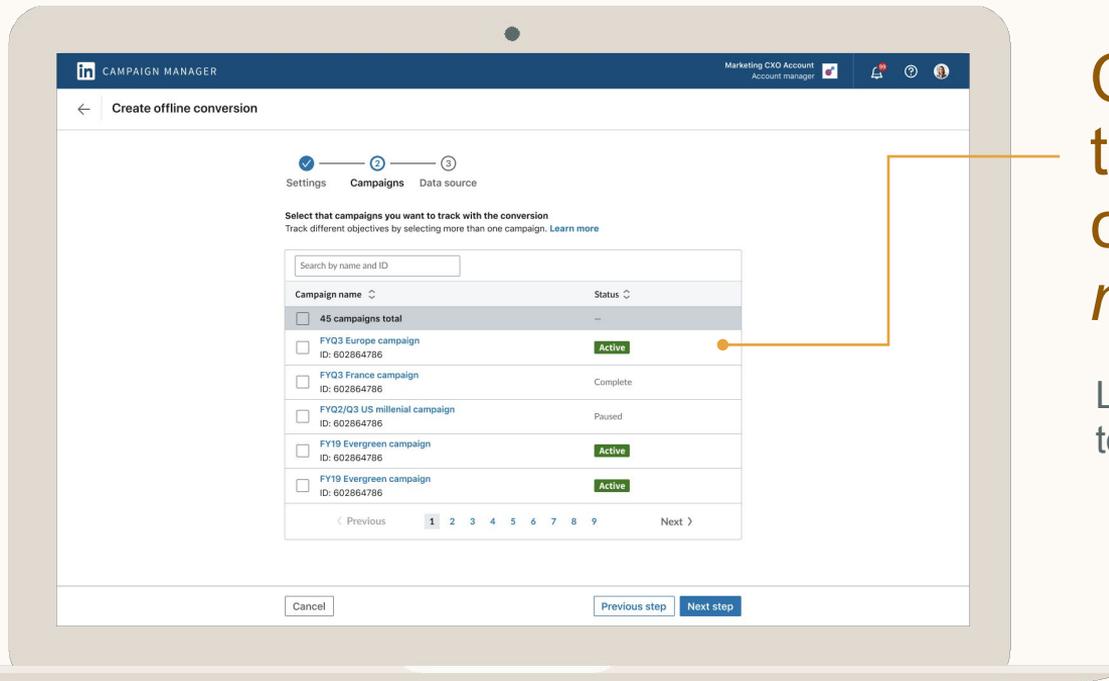
✓ Select the timeframe in which the person should have clicked and viewed the ad to be counted as a conversion. Longer windows will increase the likelihood of a match.

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

in CAMPAIGN MANAGER

Marketing CXO Account
Account manager

← Create offline conversion

✓ ——— ② ——— ③
Settings   Campaigns   Data source

Track and measure how your campaigns drive offline activity
Get started by defining the rules of your conversion below. Learn more

Name
Offline purchases Q2 2020   178

Define the key conversion behavior you want to track
Purchase ▾

Select the timeframe for when the conversion can be counted
Clicks   Views
30 days ▾   1 week ▾

Select the attribution model to specify how each ad interaction is credited
The attribution model determines how much credit each click gets for your conversion. Learn more
Last Touch - Each campaign ▾

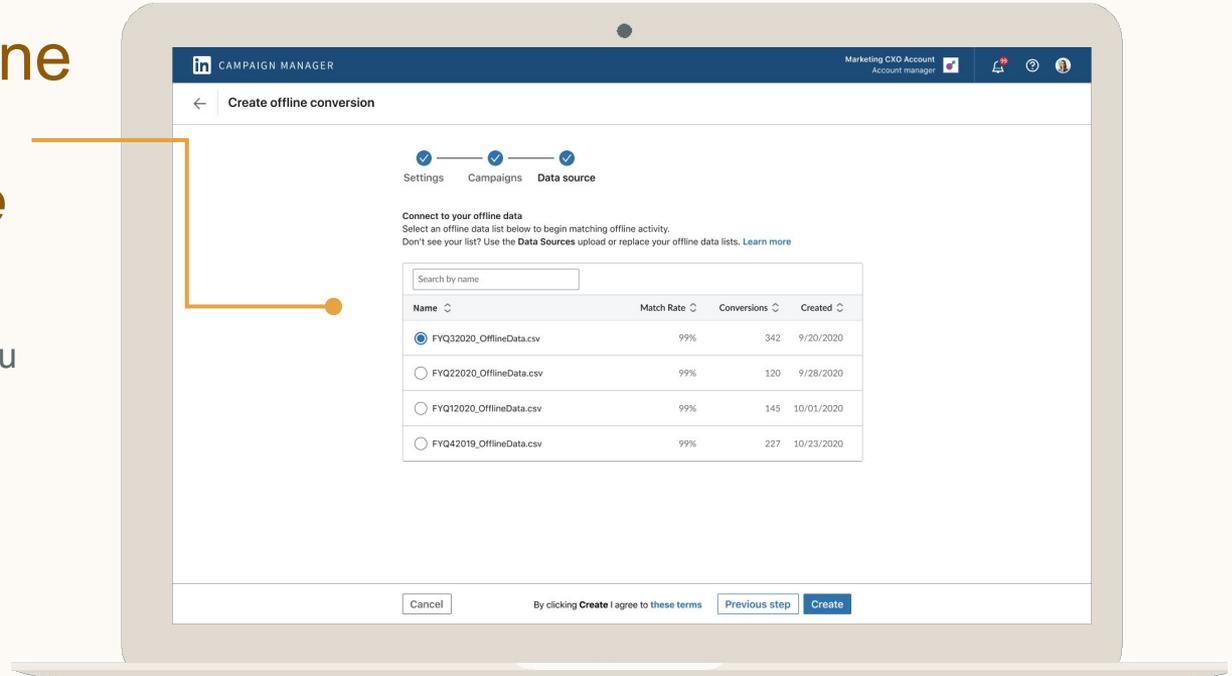Cancel   Next step

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.

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

LinkedIn