

HOW WINBOX IMPLEMENTS LINKEDIN CAPI FOR YOU.

Getting LinkedIn's Conversions API working properly is one of the highest-impact things a B2B advertiser can do, and one of the most commonly done badly. We handle the full implementation for you, so your campaigns are built on accurate data from day one.

What you get by working with Winbox on CAPI

Most B2B advertisers are optimising their LinkedIn campaigns on incomplete data. Pixels miss conversions, offline deals go untracked, and LinkedIn's algorithm is learning from a fraction of what's actually happening. We fix that. Winbox sets up CAPI so your campaigns receive a clean, complete signal from your CRM through to closed revenue. That means better optimisation, more accurate attribution, and campaigns that improve the longer they run.

— OUR PROCESS · STEPS 1 & 2

THE WINBOX CAPI IMPLEMENTATION.

1 Discovery and audit

We start by understanding your current setup. Not just what's connected, but what's actually working. We review your Insight Tag configuration, CRM structure, key conversion points, and how your sales pipeline is tracked.

- Review existing conversion tracking and identify gaps
- Map your pipeline stages to LinkedIn conversion events
- Confirm CRM access and identify the right integration method for your stack

You'll come away with a clear picture of what needs to be built, before we touch anything.

2 Integration and configuration

We connect your CRM or server directly to LinkedIn via the most appropriate integration method for your setup. We configure your conversion rules, set attribution windows, and make sure CAPI is talking to your campaigns correctly.

- Set up the CAPI data source in Campaign Manager
- Configure conversion rules with naming conventions, event types, and attribution models
- Connect online and offline conversion events
- Associate conversion rules to all relevant campaigns

— OUR PROCESS · STEPS 3 & 4

VALIDATION, THEN ONGOING CARE.

3 Testing and validation

We don't go live until we're confident the data is clean. We verify that LinkedIn is receiving events correctly, match rates are healthy, and there's no double-counting between the Insight Tag and CAPI.

- Confirm conversion status moves from Unverified to Active in Campaign Manager
- Check event match rates and troubleshoot any gaps
- Validate deduplication is working where both Insight Tag and CAPI are running

Typical implementation timeline: 1 to 2 weeks from kickoff to full activation.

4 Ongoing management and optimisation

CAPI isn't a one-time setup. As your campaigns evolve, we keep your conversion infrastructure aligned, adding new conversion events, reviewing match rates, and making sure the signal feeding into LinkedIn is as strong as possible.

- Regular match rate reviews and data quality checks
- Adding new conversion events as your funnel develops
- Using CAPI data to inform campaign optimisation and audience strategy

— WHAT YOU CAN EXPECT

WHAT GOOD CAPI IMPLEMENTATION DELIVERS.

More complete conversion data

01

Events that pixel-based tracking misses, especially on privacy-restricted browsers, are captured server-side and fed back to LinkedIn.

Offline conversions tracked

02

When a lead progresses in your CRM, books a call, becomes an opportunity, or closes, LinkedIn knows about it and can optimise accordingly.

Better campaign performance over time

03

With richer signal data, LinkedIn's algorithm can better identify and target audiences likely to convert, compounding campaign performance over time.

Attribution you can trust

04

Know which campaigns, audiences and creatives are actually driving pipeline. Not just top-of-funnel clicks.

READY TO GET CAPI SET UP PROPERLY?

We manage the full implementation alongside your LinkedIn Ads campaigns. Get in touch to talk through your setup.

BOOK A CALL

winbox.co/linkedin-ads-consultation