Lucanet

Industry: Financial Software

Market: EMEA

Lucanet Drives 300% More Leads and 200% Higher Conversion Rates with LinkedIn CAPI

CHALLENGE

Lucanet is a global provider of software for the office of the CFO, helping finance and tax teams streamline consolidation, planning, reporting, and analysis. As the team set out to scale its LinkedIn demand generation efforts in 2026, the goal was clear: increase lead volume while improving lead quality to drive stronger pipeline outcomes. But misaligned conversion tracking and incomplete data flow between LinkedIn and Lucanet's CRM made it difficult to measure performance accurately or optimize campaigns toward meaningful business outcomes — leaving the team without a reliable way to connect activity all the way from click to opportunity.

SOLUTION

Lucanet worked with LinkedIn Marketing Partner Front Row to rebuild its conversion infrastructure, identifying tracking accuracy as the key blocker to performance. The team implemented and validated LinkedIn's Conversion API (CAPI) for reliable, server-to-server tracking that minimized signal loss, then synchronized CRM data with LinkedIn conversion events so campaigns could optimize toward high-value actions like qualified leads. From there, they restructured campaign optimization strategies and refined conversion definitions and tracking logic, giving LinkedIn's algorithms accurate, meaningful inputs to learn from.

RESULTS

With accurate tracking in place, Lucanet's campaigns began optimizing for the signals that actually move the business forward.

+300% increase in lead volume (QoQ)

+20% improvement in lead quality

+200% increase in conversion rate

> As we scaled our LinkedIn demand generation in 2026, we took a deliberate, data-first approach to campaign optimization. Partnering with Front Row to implement CAPI and align our CRM data with LinkedIn's conversion events has transformed how our campaigns perform - we're already seeing a 300% uplift in lead volume quarter on quarter and a 20% improvement in lead quality. Campaigns are now optimising toward the signals that actually matter to us, and we're excited to see how this continues to develop.



Luis Hanemann

Interim CMO, Lucanet