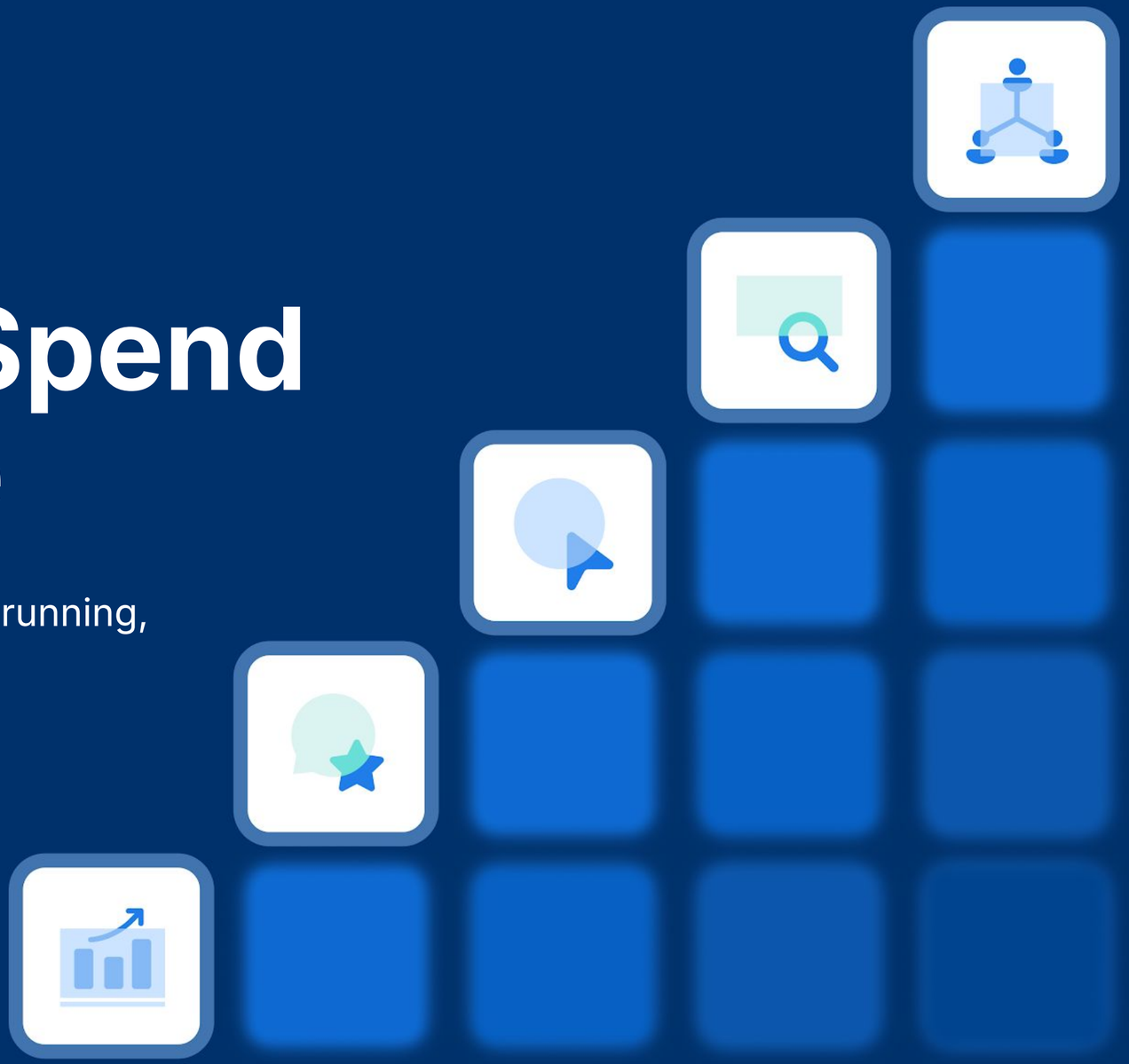
WebFX

Turn Marketing Spend into B2B Pipeline

Resilient data tracking to keep your revenue engine running, even without cookies.

LinkedIn Ads



WebFX & LinkedIn Signals

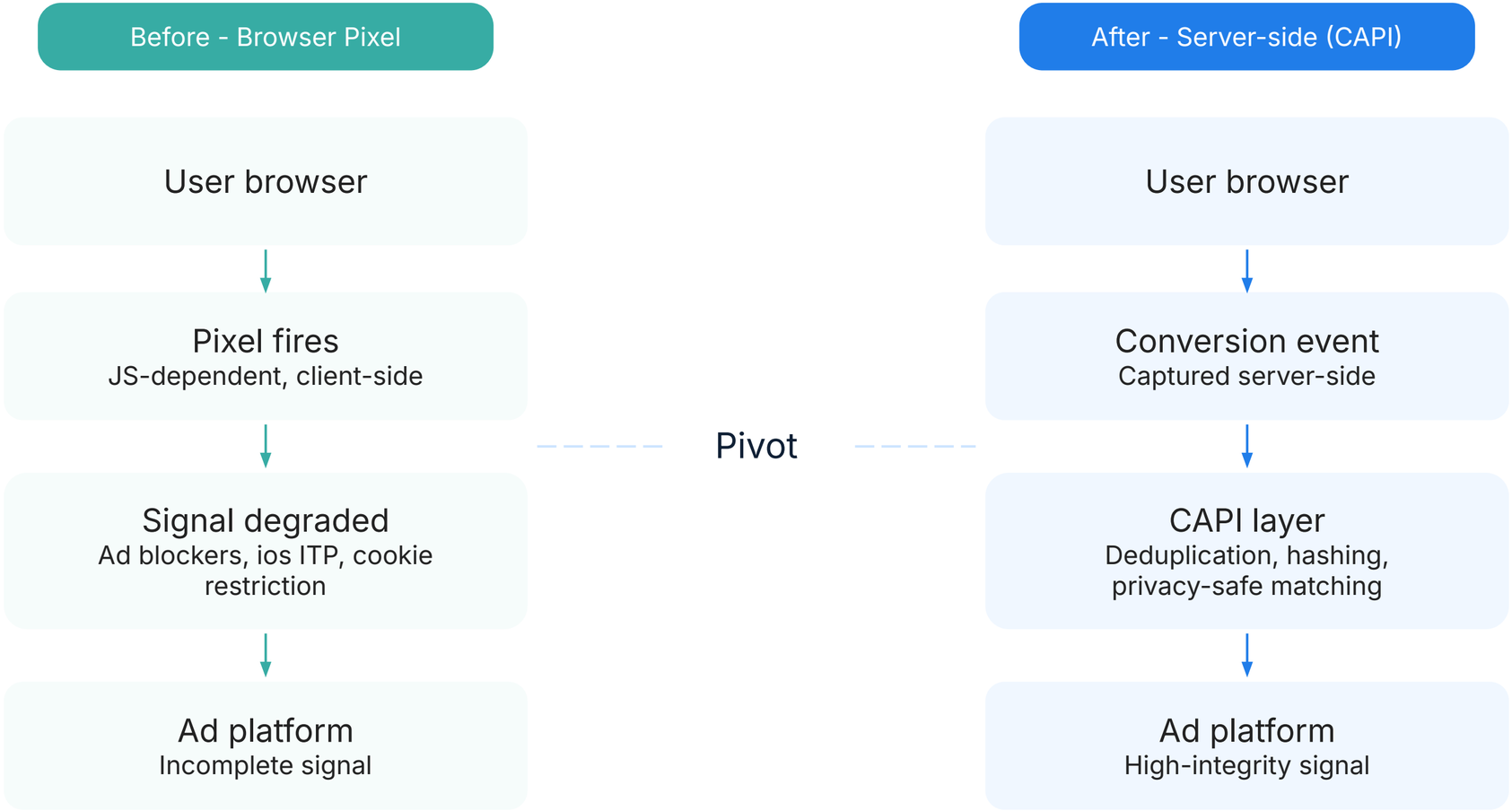
Implementation Guide

LinkedIn Ads



Why CAPI Matters

The critical pivot from browser-dependent pixels to high-integrity server-side signal capture.



Unlocking Strategic Value



Reliable Delivery

Direct server-to-platform transmission ensures site events reach your ad accounts without browser interference or ad-blocker loss.



Precise Attribution

Stronger optimization signals allow for more accurate credit assignment across complex multi-touch customer journeys.



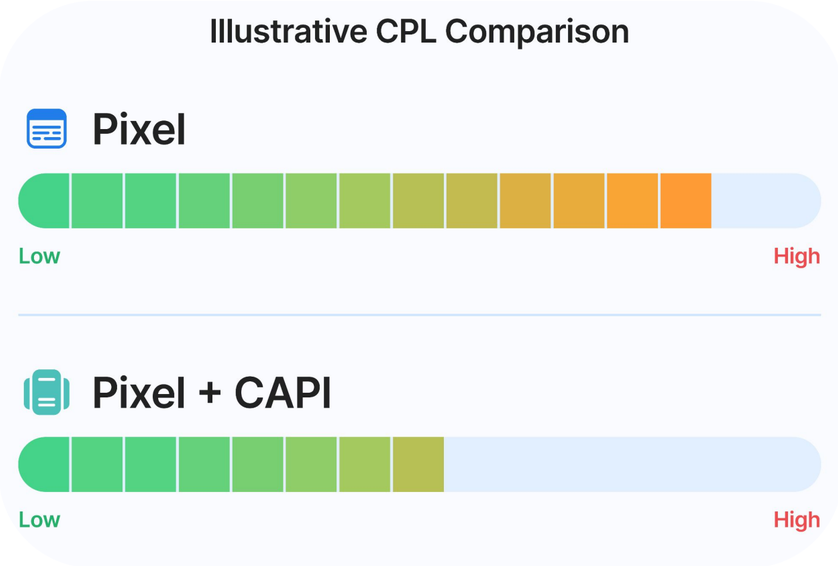
Privacy Resilience

Built-in resilience to third-party cookie deprecation, ensuring your performance remains stable as browser restrictions tighten.

Measured Performance Impact

Expected Outcome Benchmarks

Historical data from similar CAPI integrations shows a significant decrease in Cost Per Lead (CPL) due to LinkedIn's improved ability to find high-intent users.

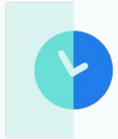


Unlocking Strategic Value



Smarter Bidding

Feed platform with rich conversion signals like purchase values and funnel stages to lower your overall CPA.



Real-Time Sync

Fast data delivery ensures your campaigns react instantly to user behavior, preventing wasted ad spend on stale data.



High Match Quality

First-party data parameters improve user matching rates, leading to more accurate retargeting and lookalike modeling.

WebFX

Your CAPI Installation Journey

A 4-step process to ensure data integrity and deduplication accuracy.

LinkedIn Ads



Integration Milestones



Phase 1: Audit

Comprehensive review of site stack & current event tracking infrastructure.



Phase 2: Config

Implementation of CAPI and data mapping logic.



Phase 3: Test

Validation of event match quality (EMQ) and deduplication protocols.



Phase 4: Launch

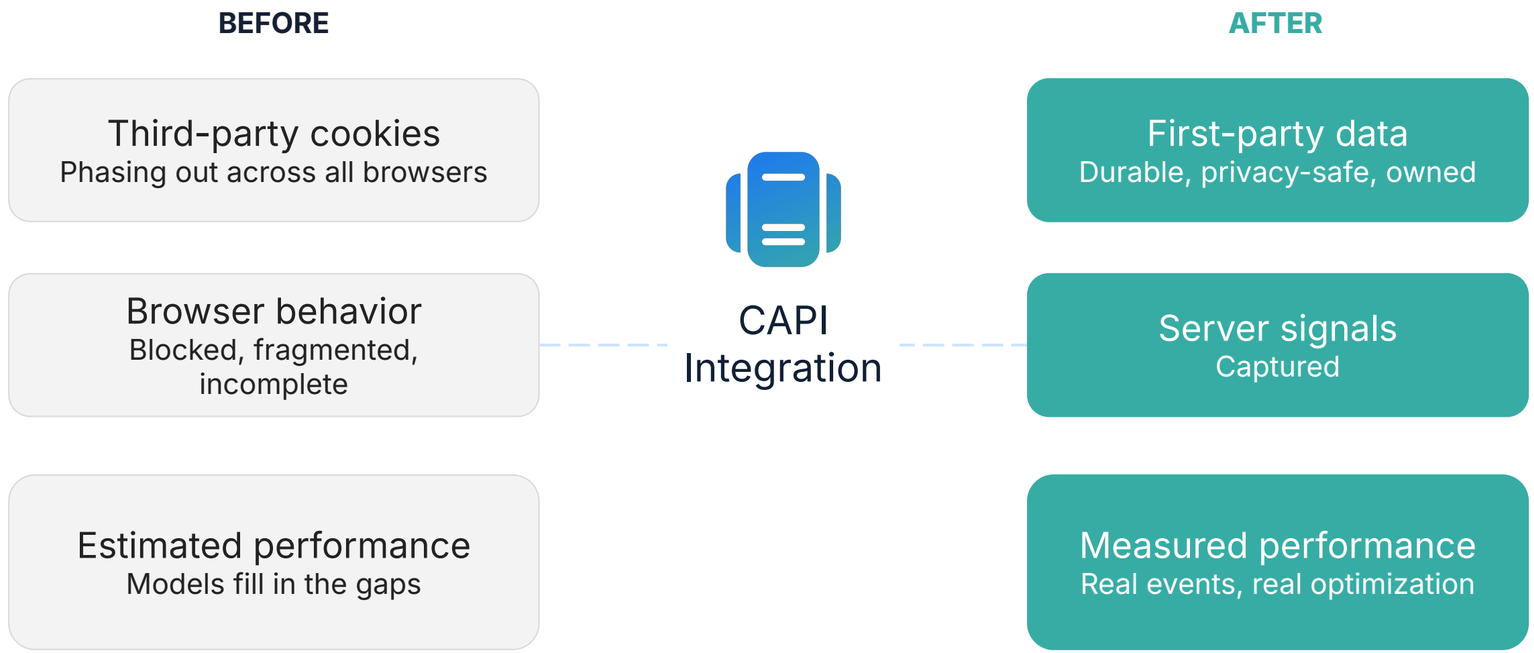
Live signal activation and performance trend monitoring.

Signal-Driven Growth

This integration marks the beginning of a more mature, data-centric marketing strategy.

We are no longer just guessing based on browser behavior—we are driving performance through high-integrity server signals.

Long-Term Resilience Unlocked.



Next Step

Ready to restore your marketing visibility?



Performance Monitoring



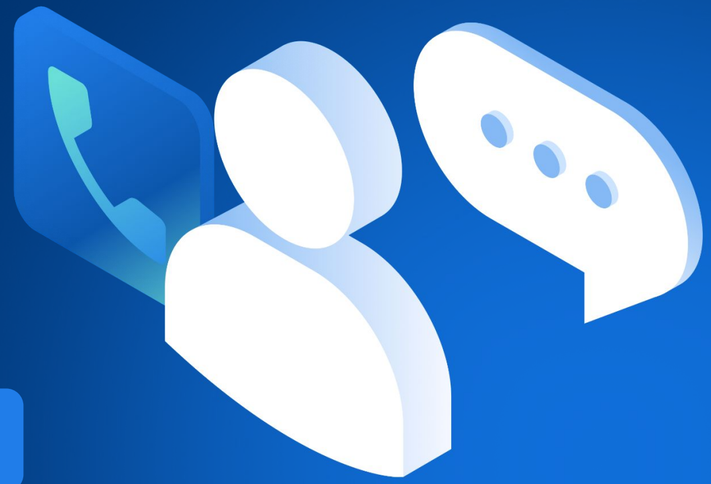
Weekly Signal Audit



Final Performance Review

Get in touch with our team to make the most of your

LinkedIn advertising strategy



WebFX

(888) 685-7072

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