

LinkedIn Insight Tag Conversion Tracking

Work Sample

LinkedIn Campaign Manager Setup

The screenshot displays the LinkedIn Campaign Manager interface. The left sidebar contains navigation options: Plan, Advertise, Test, Analyze, Insight tag (highlighted with a hand icon), Website demographics, Conversion tracking, Recommendations (BETA), Assets, Account settings, and Company page. The main content area is titled 'Campaign groups' and shows a table of campaign groups. The table has columns for Campaign Group Name, Status, Spent, Impressions, and Clicks. The first row shows '2 campaign groups' with a status of '-'. The second row shows 'Default Campaign Group' (CID: 600883736) with a status of 'Active' and 'Running'. The third row shows 'Newsletter Leads' (CID: 604955956) with a status of 'Paused'. The interface also includes a search bar, filters, columns, breakdown, time range, and compare options. A red box highlights the top section of the 'Campaign groups' tab, including the 'Create' button and the 'Performance Chart', 'Demographics', and 'Export' buttons.

Campaign Group Name	Status	Spent	Impressions	Clicks
2 campaign groups	-	\$0.00	0	0
Default Campaign Group CID: 600883736	Active Running	\$0.00	0	0
Newsletter Leads CID: 604955956	Paused	\$0.00	0	0

LinkedIn Tag Setup in GTM

The screenshot displays the Google Tag Manager (GTM) interface for configuring the LinkedIn Insight Tag 2.0. The left sidebar shows the 'Tag Manager' workspace with options for 'Workspace', 'Versions', 'CURRENT WORKSPACE', 'Default Workspace', 'Overview', 'Tags', 'Triggers', 'Variables', 'Folders', and 'Templates'. The main panel is titled 'LinkedIn Insight Tag 2.0' and features a 'Save' button in the top right corner. The 'Tag Configuration' section is highlighted with a red border and contains the following details:

- Tag Type:** LinkedIn InsightTag 2.0 (linkedin)
- Tag permissions:** 5 permissions >

Below the configuration section, there are input fields for:

- Partner ID / Insight Tag ID
- Conversion IDs (max. 3) ?
- Custom URL override ?

At the bottom of the configuration section, there is a link to 'Advanced Settings'.

Conversion Setup in GTM

Choose a trigger

Name ↑	Type	Filter
All Pages	Page View	--
Click Text Start Your Free Trial	All Elements	Click Text contains Start Your Free Trial
Confirmation Page	Page View	Page URL contains /confirm/
Consent Initialization - All Pages	Consent Initialization	--
Free Trial Click	All Elements	Click Text contains Start Your Free Trial
Initialization - All Pages	Initialization	--



Insight Tag Testing



WordPress dashboard header: sursideppc.com, Customize, 2 updates, 5 comments, + New, Edit Page, Updates, Ad Inserter, WP Rocket

Thank You

/ Thank You

We have successfully received your form!

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Linkedin Insight Tag Checker

Insight Partner ID: [redacted]
Status: Success

Insight Partner ID: [redacted]
Conversion Id: [redacted]
Status: Success

[OK](#)