Better Together

Combine AdWords with Google Analytics

If you want to find out more about how to use AdWords and Google Analytics together, download the full guide at **g.co/GoogleBP**.

Pull Google Analytics Metrics into AdWords for Deeper Insights.

☐ 1. Import goal completions and ecommerce transactions.
Why: *You can perform richer analysis on customized analytics goals (including micro-conversions), and then optimize to those GA goals right in AdWords.*

☐ 2. Create custom remarketing lists.
Why: *Create highly-specific remarketing lists based on pages viewed, goal completions or other GA segmentations.*

☐ 3. Use Smart Lists to automatically group your site users that are most likely to convert.
Why: *Reach engaged (but not yet converted) users of your site without needing to segment those audiences yourself.*

☐ 4. Understand which Adwords campaigns, ads or keywords drive on-site engagement.
Why: *Conversions only tell part of the story. GA tells you more about how users engage with your site, and the keywords that do (or don't) bring them in.*

☐ 5. Monitor '% new sessions' to learn which keywords attract new users.
Why: *Spotting new users from AdWords tells you how to focus your efforts, especially when they're coming into contact with you for the first time.*

Analyze AdWords Performance in Google Analytics

☐ 6. Auto-tag your ads.
Why: *Auto-tagged ads generate more richly-detailed GA reports.*

☐ 7. Segment behavior to understand your AdWords target audience.
Why: *Discover the right messages and landing pages for each kind of user.*

☐ 8. Layer GA's secondary dimensions onto your AdWords-specific reports.
Why: *Secondary dimensions help you see which devices, keywords, placements and more drive high-quality users.*

☐ 9. Use AdWords Secondary Dimensions in GA Reports.
Why: *Find AdWords-specific insights using any of your favorite reports in Analytics—insights that can improve your account's performance.*

☐ 10. Use Benchmarking to see how your site stacks up to the competition.
Why: *See what's possible in your industry and how your own desktop and mobile sites compare.*