



Search Ads 360 - Account Health Improvements

Common account setup issues that can cause problems

H2 2020



Checklist

- Google Ads Auto-Tagging Enabled
- SA360 Conversion API Enabled
- All Accounts Have Daily Scheduled Sync
- Bing Merchant Center Store ID Details Entered
- Bing Duplicate Campaign Names Removed
- Fixed All Invalid Credentials



Issue: Google Ads Auto-Tagging Disabled

Help center	How to fix it	Why it can cause issues
Link	Ensure Auto-tagging is turned on in all of your linked Google Ads accounts	Auto-tagging generates a Google Click ID (GCLID) that is often used by SA360 to assign conversions back to Google Ads entities. Without this option enabled, you may be missing out on some conversion measurement.

The screenshot shows the Google Ads interface with the 'Account settings' page open. The left sidebar contains a navigation menu with 'Settings' highlighted. Under 'Settings', 'Account settings' is selected. The main content area shows various settings, with 'Auto-tagging' highlighted by a green box. The 'Auto-tagging' setting is checked, indicating it is enabled. Below the 'Auto-tagging' setting, there are 'CANCEL' and 'SAVE' buttons. Other settings visible include 'Tracking' (Using URL tracking options), 'Message reporting' (Turned off), 'Call reporting' (Turned on), 'Inventory type' (None), 'Excluded content' (Show ads on all content), 'Excluded types and labels' (Show ads on all content), 'Ad suggestions' (Set to auto-apply 14 days after notification), and 'Time zone' (GMT-04:00 Eastern Time).



Issue: SA360 Conversion API (Auto-Tagging) Disabled

Help center	How to fix it	Why it can cause issues
Link	Ensure the SA360 “Conversion API” option is turned on in all of your SA360 Advertisers	The Conversion API generates a Click ID (GCLID) for all ad clicks in SA360. This is often used by SA360 to assign conversions back to entities (along with allowing you to upload offline conversions). Without this option enabled, you may be missing out on some conversion measurement.

 Search Ads 360

Rules

Scheduled edits

Advertiser settings

Attribution

Business data

CAMPAIGNS

EXECUTIVE REPORTS

Agency
SA360 Demo Agency

Advertiser
Hooper's Store [De... (29)

Advertiser settings

ADVERTISER DETAILS

INTEGRATIONS

FLOODLIGHT

Conversion API

The conversion API is required by many integrations with Search Ads 360, such as Google Analytics and call tracking vendors. You can also use the API to upload conversions instead of using bulksheets.

On [Learn more](#)

SAVE

CANCEL



Issue: Missing Scheduled Sync

Help center	How to fix it	Why it can cause issues
Link	Setup scheduled syncs for all linked engine accounts. Engine Settings → Sync Details → Set Up Scheduled Daily Sync	Without scheduled daily syncs it is common for SA360 and the engine accounts to become misaligned. This can lead to discrepancies between the performance metrics in the engine vs SA360 and some entities not being measured for conversions.

CAMPAIGNS EXECUTIVE REPORTS

We recommend you try parallel tracking in one or more campaigns before enabling the entire account. [Learn more.](#)

Enable parallel tracking for this engine account

Sync details

Sync schedule

Daily 10:00 PM (GMT-10:00) Hawaii Time

Search Ads 360 will bring changes from the engine into your account at 10:00 PM ((GMT-10:00) Hawaii Time) every day.



Issue: Missing Bing Merchant Center Link

Help center	How to fix it	Why it can cause issues
Link	Link your Bing Merchant Center account to SA360 and run a sync with “Fix All...”	Without the Bing Merchant Center Store ID it is not possible to correctly attribute any conversions that result from clicks on Bing Shopping Ads.

The screenshot shows the Microsoft Advertising interface. On the left is a navigation menu with items like 'All accounts', 'Bid strategies', 'Budget management', etc. The main content area is titled 'Account type' and shows 'Google Merchant Center' selected. Below that, the 'Bing Merchant Center' section is highlighted with a green box. It contains the label 'Bing Merchant Center', the text 'Add new store ID:', an input field, and two buttons: 'SAVE' and 'CANCEL'.

1. In the **left navigation panel**, click Feeds.
2. In the table, select the checkbox next to the inventory account for the Google Merchant Center.
3. Above the reporting table, click Edit ▼, and then click Edit details.
4. In the Microsoft Merchant Center section, in the Store IDs box, type the Microsoft Merchant Center store ID.



Issue: Bing Duplicate Campaign / Adgroup Names

How to fix it

Update the names to ensure that every Campaign (and ad group within a single campaign) has a unique name.

Why it can cause issues

Duplicate names are blocked by Microsoft Advertising accounts today, but were allowed in the past. Having duplicate names can lead to issues with reporting, campaign copy, and other SA360 features.

Campaign

Example Microsoft Advertiser

Daily budget: £5.00

AD GROUPS KEYWORDS ADS EXTENSIONS TARGETS DIMENSIONS

Time interval: Day vs Clicks vs Select a metric

0.02

0.01

Jun 16, 2020 Jun 17, 2020

Clicks 0 Adv: 111,477 (0%)

Impr 0 Adv: 10,351,738 (0%)

Cost £0.00 Adv: £57,090.41 (0%)

Ad group	Edit	Rules	Filter to selected ad groups	Engine status	Search max CPC
<input type="checkbox"/>					
<input type="checkbox"/>				Active	£0.05
<input type="checkbox"/>				Active	£0.05



Issue: Invalid User Credentials

Help center

[Link](#)

How to fix it

Select an account with invalid credentials and Edit>Edit Details. From here, you can update the account details and re-authorize access.

Why it can cause issues

Accounts with invalid credentials cannot be updated by SA360. This can lead to new entities within the account not being measured and prevents SA360 from making any changes.

ENGINE ACCOUNTS CAMPAIGNS AD GROUPS KEYWORDS ADS TARGETS ▾ DIMENSIONS ▾

Filters Authorization status: Account key incorrect, Engine credentials incorrect, Invalid credentials, OAuth authorization needed ✕

New ▾ Edit ▾ Rules Filter to selected engine accounts

<input type="checkbox"/>	Account	Authorization status	Authorization status updated	Engine status	Sync status
<input type="checkbox"/>	Hooper's - Microsoft	Invalid credentials	Jul 9, 2020, 10:52 AM	Eligible	Aug 14, 2020, 5:01:03 AM
<input type="checkbox"/>	Account A - Google	Invalid credentials	Jan 30, 2015, 7:01 AM	Eligible	Aug 14, 2020, 5:00:57 AM
<input type="checkbox"/>	Account B - Google	Invalid credentials	Jan 30, 2015, 7:01 AM	Eligible	Aug 14, 2020, 5:01:10 AM

Account

Hooper's - Microsoft

Account

Account name

Hooper's - Microsoft

[Reset to Hooper's - MSN](#)

Launch date

Aug 1, 2020



Authorization

AUTHORIZE

Click to link this account to a Microsoft account. [Learn more](#)



Please check that you have linked this account to Microsoft and try again.