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.

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.

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.

All accounts

Bid strategies

Budget management

Budget pacing

Labels

Change history

Ad copy tests

Landing page tests

Templates

Bulk operations

Downloads

Uploads

Rules

Scheduled edits

Advertiser settings

Attribution

Account type

Account type:
Google Merchant Center

Google Merchant Center

Account:
Select account

Account name:
Example

Account ID:
1234567

Bing Merchant Center

Add new store ID:

SAVE   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	Why it can cause issues
Update the names to ensure that every Campaign (and ad group within a single campaign) has a unique name.	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.

Issue: Invalid User Credentials

Help center	How to fix it	Why it can cause issues
Link	Select an account with invalid credentials and Edit>Edit Details. From here, you can update the account details and re-authorize access.	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.