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.