

Unlock the full value of automation

Maximize your ROI by assigning values to your conversion actions.

Because some interactions are worth more to your business than others, bidding toward your higher-value conversions can help you reach more of your ideal customers.

Identifying the values of your conversion actions and implementing a value-based bidding strategy like [Target ROAS](#) or [Maximize conversion value](#) can help you understand the impact of your advertising and learn which customer actions contribute the most to your sales revenue.

Before you get started, make sure that you have [conversion tracking](#) set up. Then, you'll be ready to [assign values](#) to

your online conversions. Using [dynamic \(transaction-specific\) values](#) helps give you a more accurate sense of your return on investment.

For lead generation campaigns, we recommend importing your [offline conversions](#) to track and bid on actions that can happen after a customer has interacted with your ad. As a best practice, bid toward the conversion actions that are closest to the final sale.

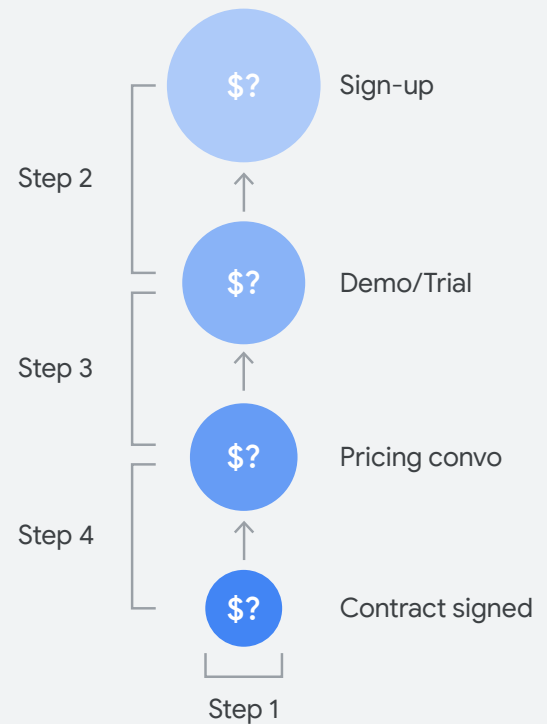
However, if you're unable to import your offline conversions, you can still assign static, or average, values to your online conversions and bid toward the ones that drive the highest value for your business.

Follow the steps below to calculate the static values of your conversions.

Example lead-to-sale journey for B2B software

- 1 What is the value of a signed contract (i.e., a closed deal)?
- 2 What % of webform sign-ups convert to a demo/trial?
- 3 What % of demo leads convert to a pricing conversation?
- 4 What % of customers get from pricing conversation to signed contract?
- 5 Multiply the value of a signed contract (step 1) by the rate in step 4 to get the average value of a pricing conversation.
- 6 Repeat step 5 for previous conversion actions in the lead-to-sale journey to find the static value of a webform sign-up.

Follow the steps above for all of your online conversions. If you're using static values, it's important to assign unique values to at least two different conversion actions. For example, if you find that a webform sign-up is worth more to your business than a phone call, you can use a value-based bidding strategy to bid toward webform sign-ups.



If your goal is to increase online sales, we recommend assigning dynamic values to shopping cart checkouts, since the value of an online sale can vary. If you want to drive omnichannel or offline sales, consider assigning values to your [store visits](#).