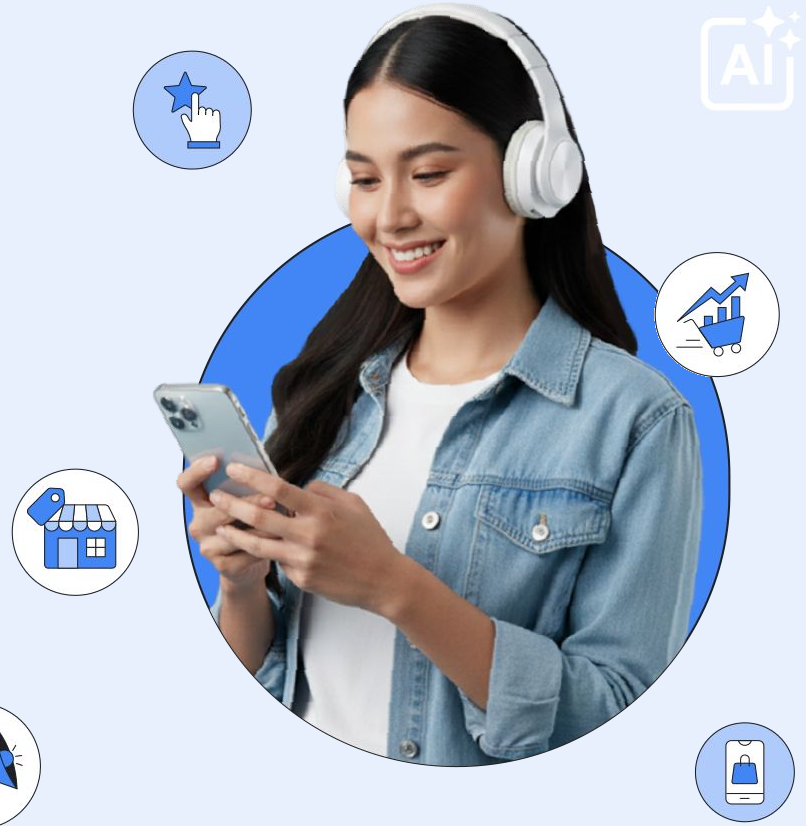
Future-Proof Your Future:

Build Durable Online & Offline Measurement Foundations

Join Accelerate with Google to stay up-to-date on upcoming events

accelerate.withgoogle.com



Why does data Measurement matter?



Your goal is to grow your business...

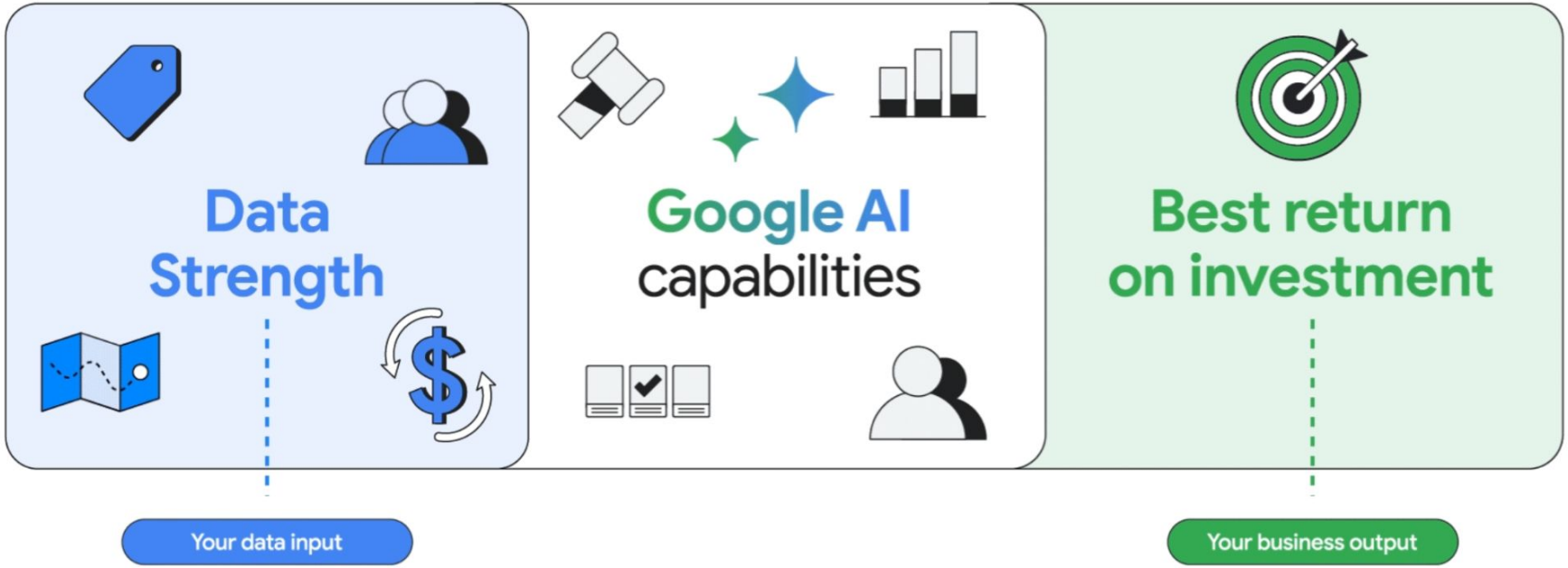
...but the way you can measure conversions and drive performance is changing

Safari, Firefox are browsers that have already restricted third party cookies and statcounter estimates Safari+Firefox have 21% traffic share globally

Apple App Tracking Transparency restrictions, where choice for tracking was left to users, resulted in 15%-25% opt in rates

Safari's Link Tracking Protection on Private Browsing mode severely limits measurement, and impacts customers without tags the most

Google Ads performance is dependent on data signals that make up our “Data Strength”



Regulatory & technology changes are hindering the collection and use of data.

Reduce Data Input

AI is creating new opportunities that help marketers to drive performance.

Need Data Input



party data



party
data

First-party data is foundational

Data that comes directly from customers resulting in high quality signals to leverage in predictive analytics

Accuracy & quality

Access to data gathered with consent from customers ensures high completeness, reliability and integrity

Privacy-Compliant

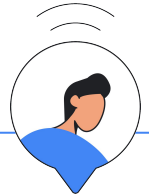
In an era of strict data protection laws (like PDPA or GDPR), using First-Party Data is the safest route because we have already received consent from customers



What your consumers are buying



How often your consumers reorder



Customer service interactions



Other products your consumers are interested in

Today we will cover 3 topics for marketers to leverage their first-party data

1. How to improve Online Tracking
2. How to do Online & Offline measurement
3. How to improve O2O Tracking

How to improve online tracking?

What we want to do is..

Resilient to platform changes

Regulatory & privacy headwinds

Ensure no tags on the internet are blocked, minimizing churn, and growing our tagging footprint

Customer value

Introducing Google tag gateway

Google

Advertisers who adopt Google Tag Gateway observed, on average



11% more reported signals

That would have not been reported without Google Tag Gateway



14% more conversions

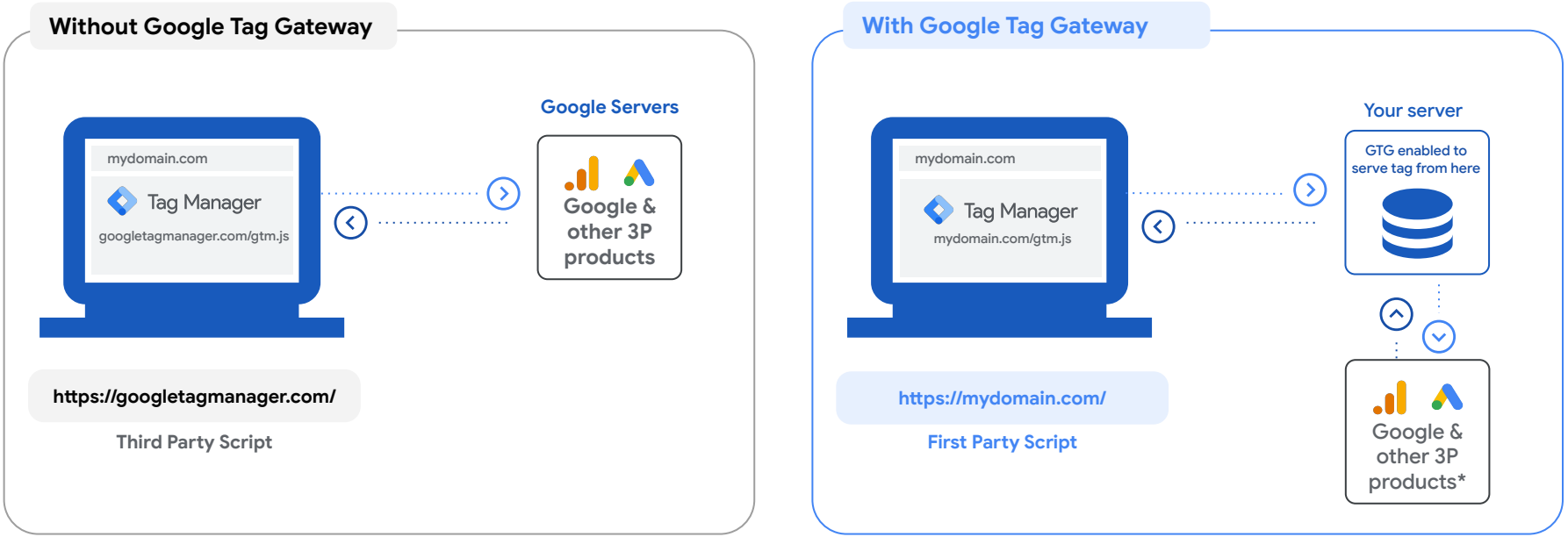
To gain deeper performance insights and make the most of AI-powered tools

*Individual results may vary. Source: Google Internal Data, Global, Finance, July -Dec 2024 vs Jan-June 2025

*Individual results may vary. Source: Google Data, Global, Performance, Apr 09, 2025 - Apr 16, 2025 7d trailing median [Uplift is based on Google tag script loads comparing tags not operating Google Tag Gateway versus tags operating in Google Tag Gateway]

What is Google Tag Gateway for advertisers?

Traditionally, the Google tag runs from a third-party domain (googletagmanager.com/). Google Tag Gateway is a feature which enables you to serve Google scripts directly from your own servers (https://mydomain.com/).



*Not all third-party scripts will initialize in a first-party context when loaded from Google Tag Manager via Google Tag Gateway. However, they will continue to function in a 3P context.

Data Security is a key | Confidential computing

Happens within a **Trusted Execution Environment (TEE)**, which combines hardware and software to create a secure isolated place for processing data.

Data is encrypted by the browser. TEE memory is also encrypted, so **no one – including Google – can access data being processed**. Identifiers unknown to Google do not leave the TEE.

Advertisers can **verify exactly how their data is being processed** by inspecting the TEE code.

Tags set up with Google Tag Gateway enable **confidential computing** by default – no additional action required – adding transparency and technical assurances on top of the existing policy assurances for how data is protected.

What are the different ways to implement Google Tag Gateway?

Content Delivery Network

1

Cloudflare Content Delivery Network (CDN)

One click integration takes care of enabling -

i. 1P URLs with random path
ii. Auto-retagging your website
iii. Privacy by default (encryption in browser)
iv. Set routing rules from your website

2

Other Content Delivery Networks (CDN)

Manual implementation for your choice of CDN -

i. Setup with your web or server containers or gtag
ii. Any 1p infrastructure (CDN, load balancer, web server)
iii. Generic instructions per CDN updated on devsite

3

Server side tags (sGTM)

1. One-click to upgrade from 3P to 1P serving, if customer on Cloudflare - no retagging needed!

2. Manual Implementation with CDN (faster) or via container (complex implementation)

COMING SOON

4

Content Management System (CMS)

1. 1P by default: Uber routing rules updated across CMS - captures all websites in CMS

2. One click enablement for CMS not updating uber routing rule

What are the different ways to implement Google Tag Gateway?

Today's focus

1

Cloudflare Content Delivery Network (CDN)

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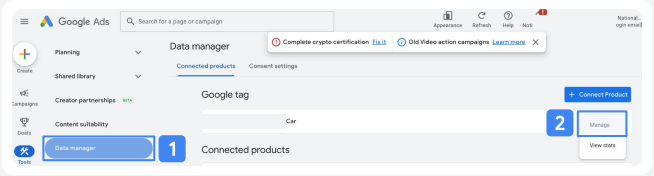
Content Management System (CMS)

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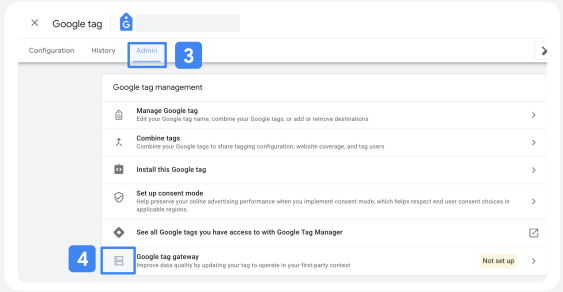
Upgrade to the Google Tag Gateway via Cloudflare one-click integration

Google Ads Account



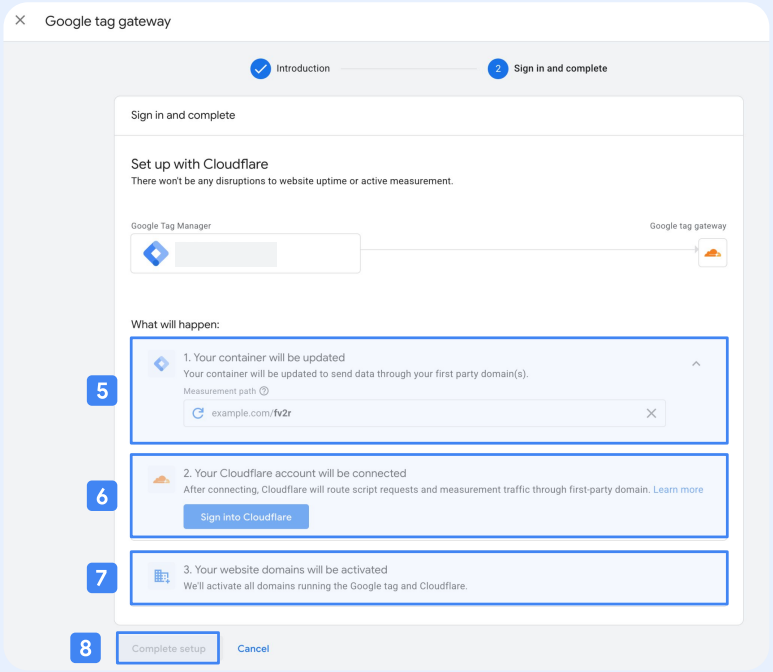
1 **Step 1:** Find **Data Manager** under **Tools**

2 **Step 2:** Click on **Manage** next to your Google Tag



3 **Step 3:** Go to the **Admin** tab

4 **Step 4:** Click **Google tag gateway**



Google Tag Gateway: Takeaways

Powering performance with privacy by default, in a few clicks

1 Performance Uplift

Advertisers who adopt GTG see an average increase of 14% more conversion

2 Privacy by default

Confidential computing added security and transparency on how data is collected and processed.
Enhanced 1P control by hosting tags in your own web infrastructure.

3 Simplified Setup

Immediately unlocks benefits with no re-tagging required for existing tags with our one-click enablement, and automatic tagging for new implementations, all at no cost to you.

How do Online & Offline Measure?

Google Ads Academy

Connecting Clicks to Real Revenue:

Enhanced Conversions For Leads



Questions?

Join us at accelerate.withgoogle.com

The Bidding Disconnect: Interest vs. Profit

Bidding for Interest (The “Ghost Lead”) Trap



Multiple lead generation businesses bid on outbound clicks like form conversions, which ignore lead quality and actual sales potential.

Bidding for Profit (The Real Value)



The true goal is to bid on actions lead to revenue. Prioritizing deep funnel metrics ensures marketing spend drives actual business growth.

Ultimately businesses are bidding for interest, not profit, when they fail to measure full-funnel

The Full-Funnel Customer Journey

1. Search

User searches for "New SUV Bangkok"

2. Lead

Fills contact form on your landing page

3. Follow-up

Sales team calls via LINE or Phone

4. Visit

Test drive at the physical showroom

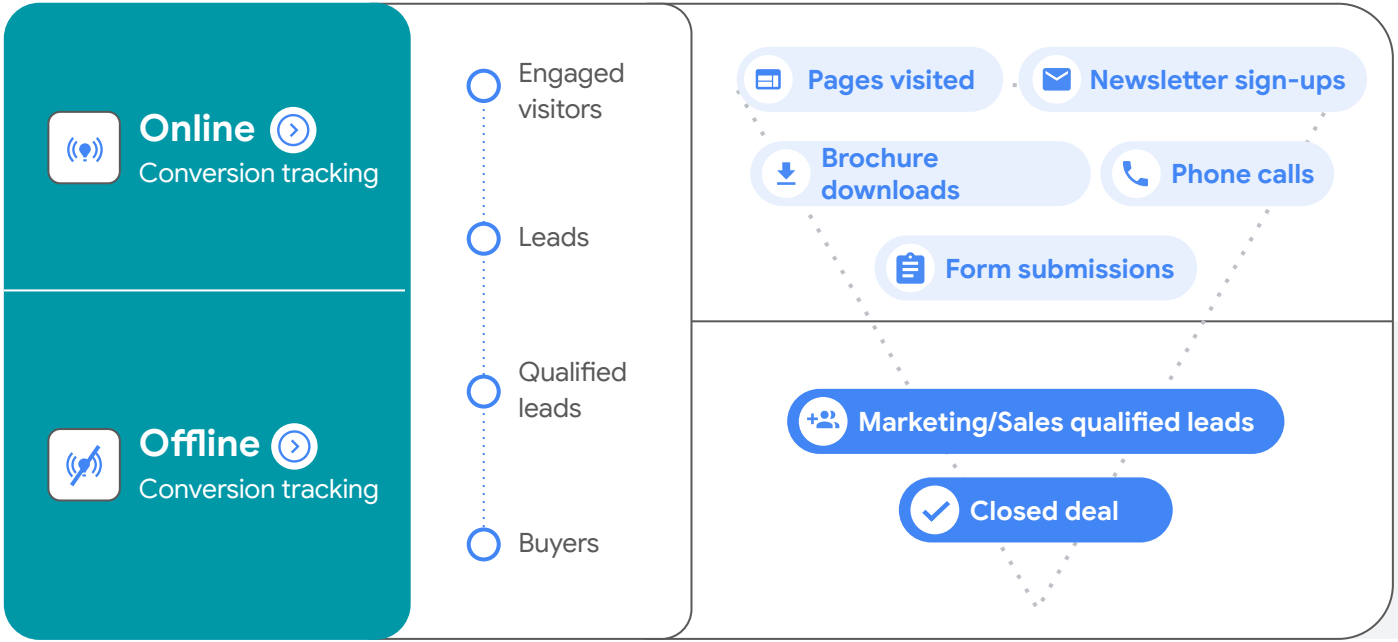
5. Purchase

Deposit paid and sale finalized

Where does your Google Ads tracking currently stop? ECL connects the dots.

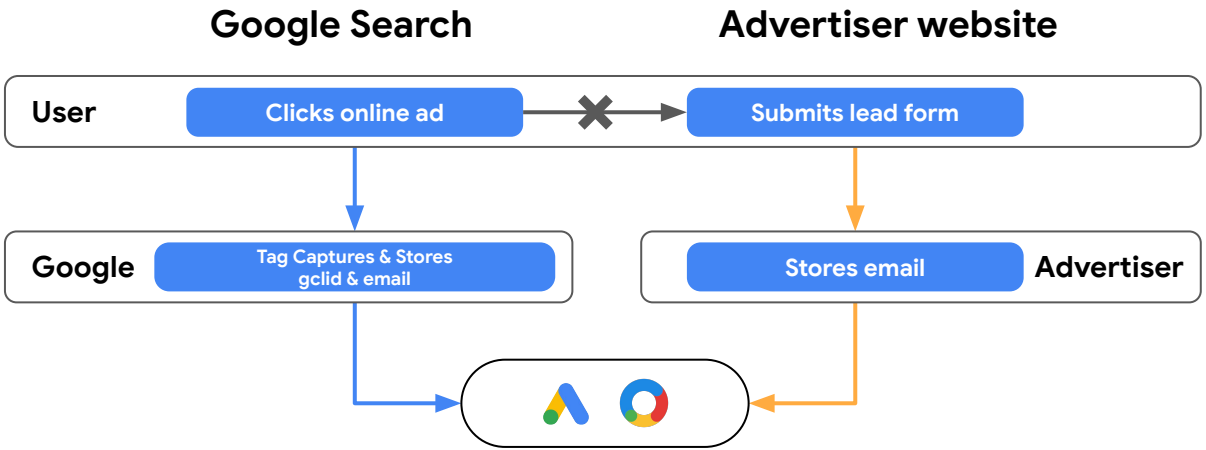
Enhanced Conversions for Leads

Your advertising strategy begins with what you are measuring



Pro Tip: Prioritize the import of conversion actions happening within a relatively short time from click to final upload. The uploads should be consistent, ideally daily.

Enhanced Conversions for Offline deploys hybrid setup with multiple identifiers through both import & tag



Enhanced conversions for Leads (ECL) allows advertisers to recover previously unobservable conversions with additional link of PII and Tag

Enhanced Conversions for Leads

Once the hashed data is attributed back to the Google Ads campaign, Enhanced Conversions data is used for a number of downstream use cases across bidding & performance.

1. Conversion Measurement

Enhanced Conversions **enable cross-device & engaged view conversions** while also **filling gaps** left by privacy & browser changes to improve conversion observability.

2. Bidding Performance

Enhanced Conversions feed valuable 1PD that **enable more accurate and higher quality measurement**, providing better performance & **efficient campaign bidding optimization** (e.g. tCPA & tROAS).

3. Conversion Lift & Incrementality

If enabled, Enhanced Conversions are also **compatible with Conversion Lift studies**, which allow you to measure incremental impact of your ad campaigns.

Enhanced Conversions for Leads

ECL implementation is now easier than ever!

Follow these three steps:

01

Confirm import method & review prerequisites

- Accept Terms of Service & Turn on Enhanced Conversions for Leads (Advertisers who set up GADM, must accept ECL TOS as step #1 before setting up GADM)
- Set up Google Tag and configure to capture user provided data (PII)

02

***Current OCI users:** Upgrade existing offline conversion action
Net new: set up new conversion action

03

Monitor conversion volume and campaign performance

**Review OCI to ECL upgrade guidance if you are a current OCI user.*

Part Two

Build your audience foundation with Customer Match

Turning Your First-Party Data into a Growth Engine

How Remarketing has evolved to Customer Match

What is Remarketing?

Google Ads remarketing allows you to show ads to people who have **previously visited your website or app.**

What is Customer Match?

Customer Match helps you reach custom segments of your **existing customers by uploading first-party customer data, which we use to match against Google users**

Traditional Remarketing relies on **cookies**





List of remarketing users

Customer Match relies on **durable identifiers**



Upload of :

- Email Addresses**
- Phone Numbers
- Physical Addresses



List of matched users

Customer Match works across all business models

Use behavioral insights via Customer Match to drive meaningful results across platforms.



Online sales

Maximize sales by cross-selling or launching new products to existing customers.

Increase loyalty by retaining your highest value customers.



Offline sales

Maximize sales by personalizing ads based on new vs. existing customers across platforms.

Gain insights on ad performance using existing customer data.



Lead generation

Improve lead quality (using Smart Bidding) by reaching new customers efficiently, using insights from current customers and bidding differentially across the lead-to-sale journey. Drive new customer acquisition using SAS.

Strategic Advantages of Customer Match



Re-Engagement

Target your current customers for upselling insurance policies or loyalty rewards in retail.



Smart Exclusion

Stop wasting budget showing "New User" discounts to people who already signed a contract.



Similar Segments

Find new users in Thailand who behave exactly like your highest-spending VIP customers.

‘Leveraging Customer Lists for Insurance Upselling & Loyalty’

Objective: Maximize Value from Existing Customers

- Target current policyholders for cross-selling
- Promote new loyalty rewards program

Solution: Activate 1P Data with Customer Match

- Upload hashed customer list to Google Ads
- Create personalized segments (e.g., Homeowners without Auto Insurance)

Execution: Personalized Outreach on Key Channels

YouTube



Video ads showcasing relevant policy benefits

Display



Targeted banners with loyalty offers across the web

Result: Higher Engagement & Policy Growth
Increased uptake of additional policies. Stronger customer retention and loyalty.

Smart Exclusion Example: Real Estate Developer

1. The Purchase Event



Customer (e.g., “K. Oak”) signs contract for a new condo unit. CRM records his email and phone number.

2. Data Activation (Exclusion)



Developer uploads “Recent Buyers” list and applies it as a negative audience segment to prospecting campaigns.

3. Optimized Media Spend



Existing Buyer (K. Oak)

Stops seeing repetitive “Buy Now” ads for his own building, improving experience.



New Potential Lead

Marketing budget is focused 100% on acquiring brand new prospective buyers.

Leveraging Customer Match: Finding New VIPs in Thailand

1. Identify High-Spenders



Dealer identifies VIP customers (highest lifetime value) from their CRM and uploads the encrypted list to Google Ads.

2. Find Similar Segments



Google's AI analyzes the VIP list's characteristics and online behavior to find new, similar users specifically within Thailand.

3. Acquire New VIPs



New Potential Customer

Ads for high-end vehicles are delivered to this new, high-potential audience, driving qualified leads and sales.

Safety & PDPA Compliance



Privacy Compliant

Hashing (SHA256): Customer data is scrambled into code. Google never "sees" the raw email or phone number.

Your first-party data is yours. Google uses the "fingerprints" to match users without ever storing the personal identities in their raw form.

Customer Match Best Practices Overview

01 For maximum impact, Customer Match lists should be refreshed (replace list, add data, remove data) frequently. Customer Match lists are servable once they contain 100 or more matched user records



Pro tip: *Customer Match lists see an average increase of* ***+17% in traffic and conversions*** *immediately after refreshing*

02 Upload different match keys based on advertiser collected and consented PII data



Pro tip: *Increase match rate by including* ***additional match keys****. Advertisers who uploaded* ***a second match key*** *saw an average list size* ***increase of 28%.*** *A* ***third match key*** *saw an average list size* ***increase of 35%****!*

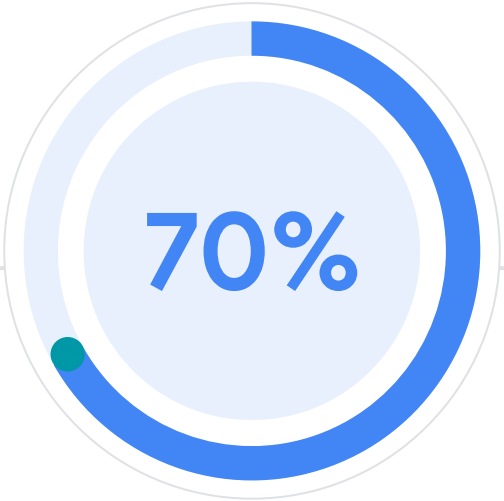
03 Enable conversion-based customer lists to start leveraging first-party data or bolster existing CM lists with real-time customer data. Conversion-based customer lists are servable once they contain 100 or more conversions

Note: Advertisers with EEA traffic need to pass consent signals for personalized advertising on all new and edited lists after **March 6th 2024**

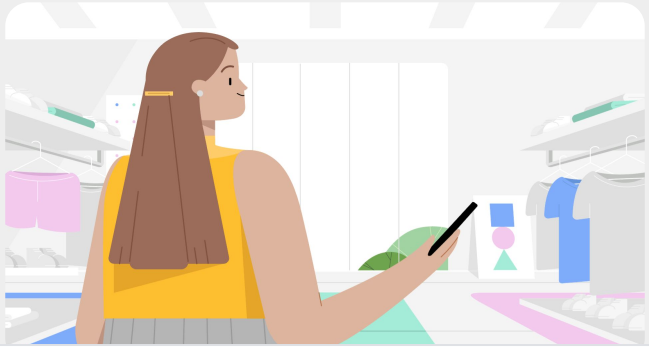
Google internal data, 2020

How to improve O2O tracking: Physical Stores?

Digital is a critical touchpoint before a store visit



of shoppers are buying most items **in-store**

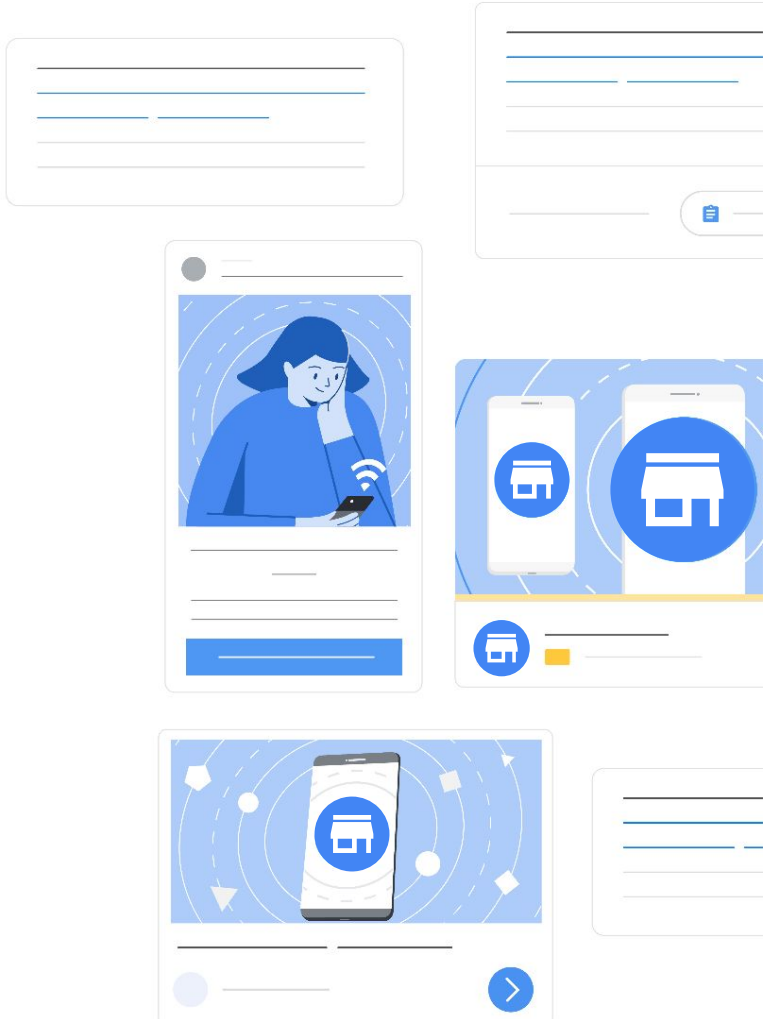


Yet 2 in 3 have already made a **decision** about what to purchase before walking in

Source: Google / IPSOS. July 2024.

Performance Max for Store Goals

Store goals of Performance Max allows you to reach consumers across Google platforms who are most likely to visit your business, driving return on your locations



Performance Max can help to optimize your advertising toward “Contact”, and “Click Direction”

Contacts

Direction clicks

Advertisers can also optimize towards any combination of store visits, contacts, and direction clicks.

Advertisers who are not eligible for store visits can optimize towards Local Actions, which includes contacts and direction clicks.

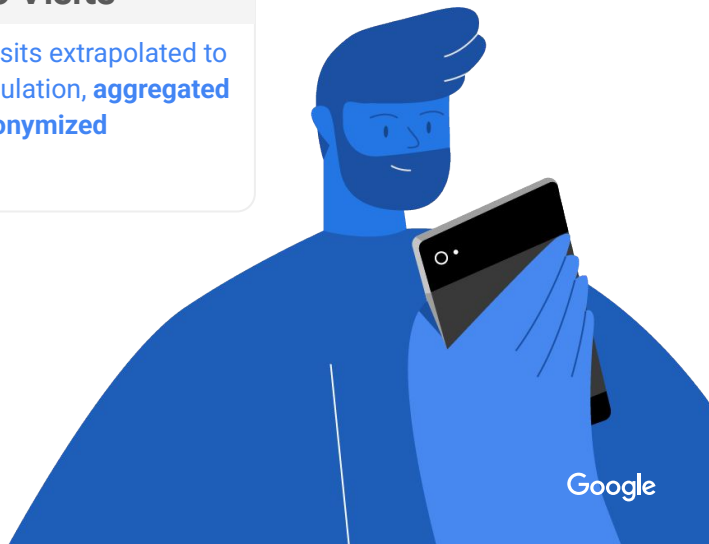
It also takes additional step to let you optimize toward the “Visit” of the store as well

Your Store

- Signed-in and opted into location history
- Interacts with a Google ad
- Visits store

Store Visits

Store visits extrapolated to the population, **aggregated and anonymized**

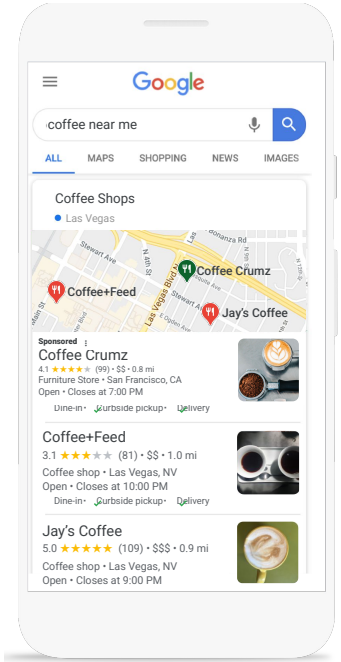


A range of signals are used to reach the right audience



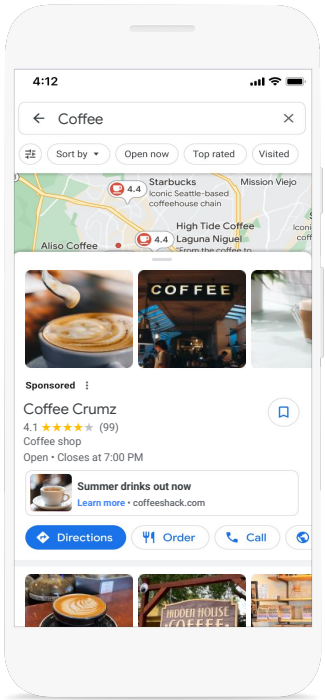
Utilize Google local formats to exclusively drive store value

Google.com

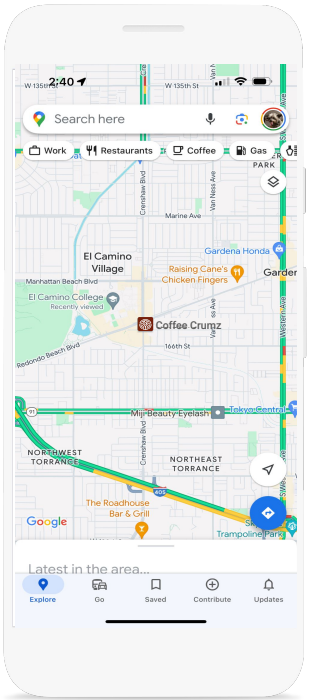


Local Unit

Maps

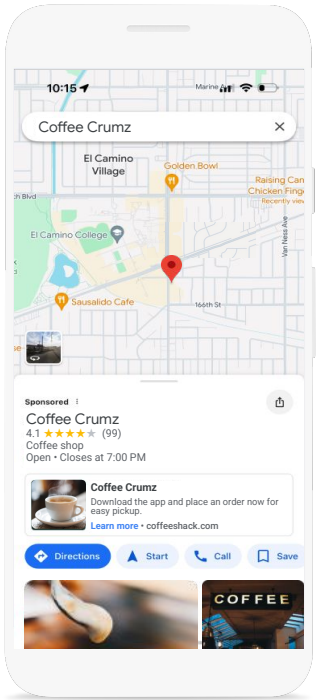


Maps
Search Results

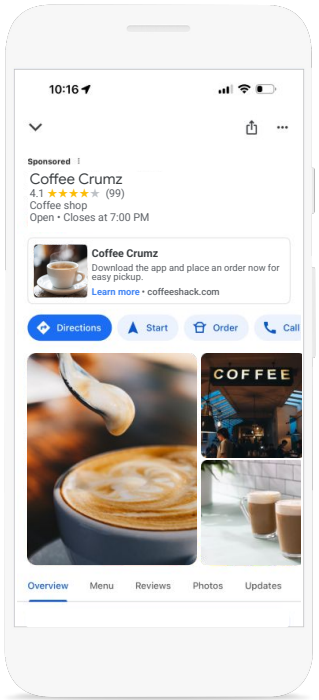


Promoted Pin
(Maps)

Business Profile (GBP)



Business Profile
(via Maps Pins)



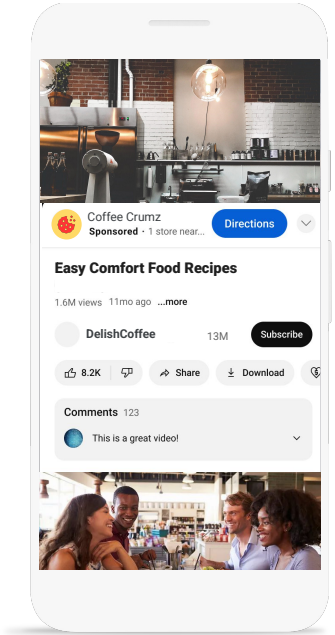
Business Profile
Expanded

Additional placement (continued)

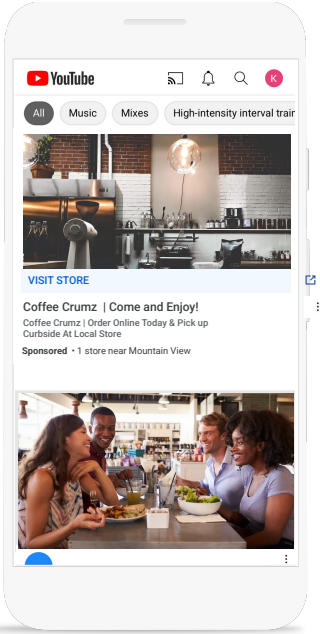
YouTube

Display

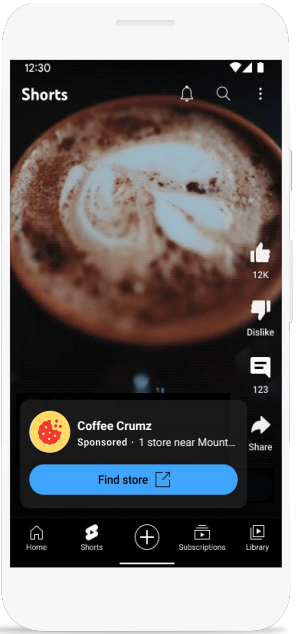
Gmail



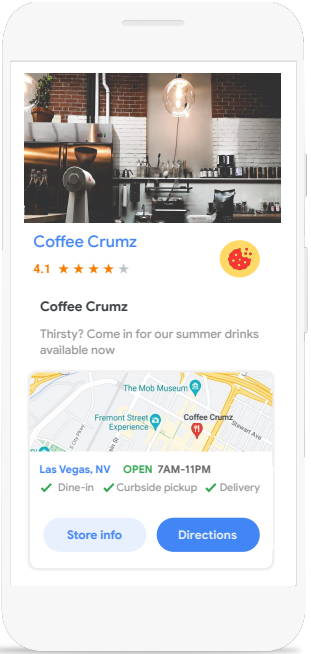
YouTube



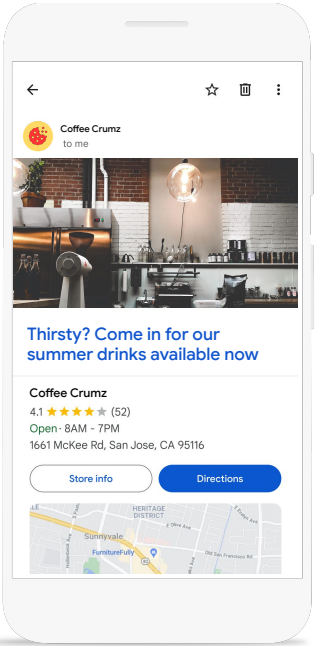
YouTube Home feed



YouTube Shorts



Display



Gmail

Andamanda Phuket boosts park visits by % at 90x ROAS with Performance Max

Large-scale water park and leisure complex
APAC • Thailand • https://www.andamandaphuket.com/



The Challenge

Andamanda Phuket is a large-scale, modern water park and leisure destination in Phuket, Thailand. The brand wants to use digital media to attract both Thais and tourists who are current in Phuket, with the goal of increasing on-site ticket sales.

The Approach

Recognizing the value of Google Ads' Store Visit conversions, the brand initiated a Performance Max for Store Goals campaign to test its effectiveness. During the experimental phase, a proxy conversion value was assigned for each store visit, calculated by combining the ticket price with the average in-park spending per person. This value was then used to leverage a tROAS Smart Bidding strategy. Following creative best practices, the campaign utilized location-based targeting to effectively reach potential customers within the Phuket area.

The Results

The campaign achieved exceptional results, delivering a 90x ROAS and driving over 1,000 park visits within a 1.5-month testing period. Performance Max for store goals not only exceeded ROAS targets but also demonstrated strong budget scalability. Given these strong and promising outcomes, Andamanda Phuket has now established its Performance Max for Store Goals campaign as an always-on strategy.

"Using Performance Max with store goals has transformed how we connect with tourists online. It's not just about visibility anymore — we're seeing those digital interactions turn into real visits at the park. With better reach across channels, we're successfully driving more international guests through our gates and translating online engagement into tangible commercial results."

— Punnanath Clungpetch, Senior International Marketing and Communication Manager, Andamanda Phuket

+7%	90x	>1,000
Total sales	Return on Ad Spend	Park Visits within 1.5 month

Primary Marketing Objective

- Grow Offline Sales

Featured Product Areas

- Performance Max (for local or in-store goals)

About Google Ads: Google Ads is a digital advertising solution for businesses of all sizes. Whether you're a small business owner or enterprise marketer, Google Ads delivers reach, relevance, and measurable results to help you grow your business. Learn more at ads.google.com/home/. © 2024 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

Google Ads

Summary what we have discussed today

