

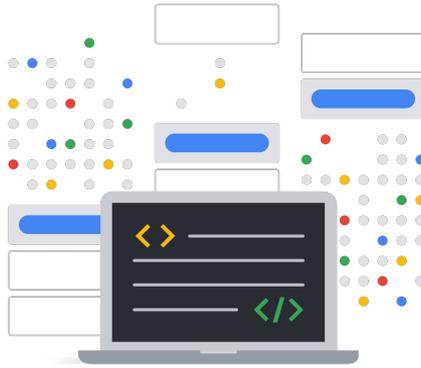
Enhanced Conversions

Improve the measurement of conversions and unlock more powerful bidding by supplementing conversions with first party conversion data.



Enhanced Conversions for Leads

Import offline conversion events directly into Google Ads without having to store GCLID in your CRM.





Google Tag

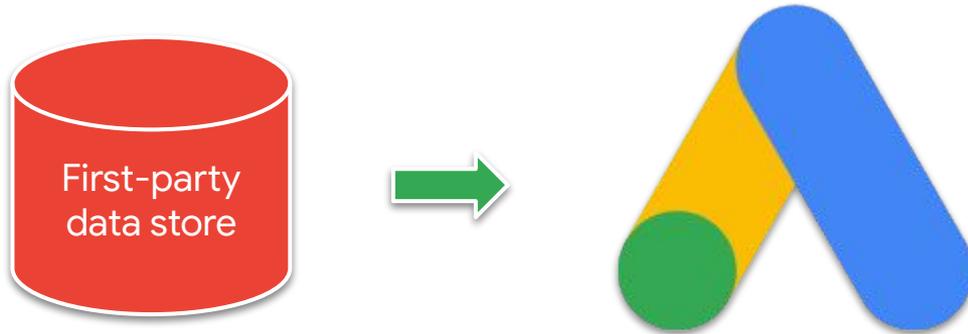


Google Tag Manager



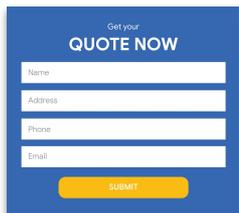
Google Ads API

Use the Google Ads API for additional flexibility and control over your data, scaled conversion management, and offline lead conversions.





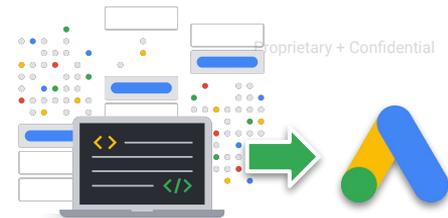
1 User clicks Google ad and comes to my website



2.1 User submits lead form
Including either an email address or phone number



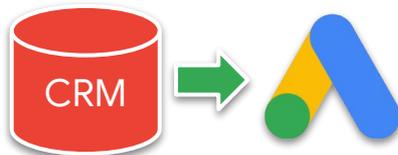
2.2 Advertiser stores lead information in CRM system
Unlike regular offline conversion imports, no need to store the GCLID in the CRM



2.3 Tag sends lead data and GCLID to Google Ads
↓
Google Click ID



3 User converts
For example, by making a purchase



4 Advertiser securely sends hashed conversion info through Google Ads API



5 Google maps hashed conversion data back to the ad from step 1



6 Google Ads reporting and bidding is updated with the enhanced conversion data

Prerequisites



Ensure a conversion action of type `UPLOAD_CLICKS` exists and is enabled in your Google Ads conversion customer

1

Ensure a conversion action of type `UPLOAD_CLICKS` exists and is enabled in your **Google Ads conversion customer**

The account responsible for creating and managing conversions for the customer

Verify your Google Ads conversion customer

```
SELECT
  customer.conversion_tracking_setting.google_ads_conversion_customer
FROM
  customer
```

Ensure a conversion action of type `UPLOAD_CLICKS` exists and has status `ENABLED`

```
SELECT
  conversion_action.resource_name,
  conversion_action.name,
  conversion_action.status
FROM conversion_action
WHERE conversion_action.type = 'UPLOAD_CLICKS'
```

2

Accept the customer data terms and opt in to enhanced conversions for leads

Verify you have opted in and accepted the terms

```
SELECT
```

```
  customer.conversion_tracking_setting.accepted_customer_data_terms  
  customer.conversion_tracking_setting.enhanced_conversions_for_leads_enabled
```

```
FROM
```

```
  customer
```

3

Set up a conversion tracking tag on your website

Recap

Import offline conversion events directly into Google Ads **without having to store GCLID** in your CRM.

But first...

- 1 Ensure a conversion action of type `UPLOAD_CLICKS` exists and is enabled.
- 2 Accept the customer data terms and opt in to enhanced conversions for leads.
- 3 Configure tagging on your website.