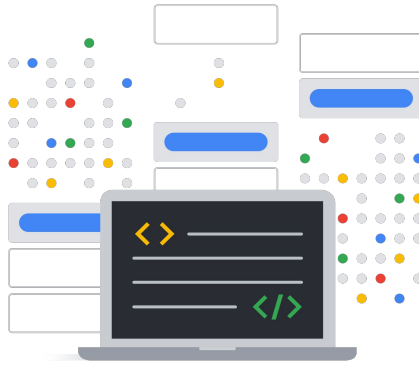# Enhanced Conversions

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

Google

Enhanced Conversions for Web

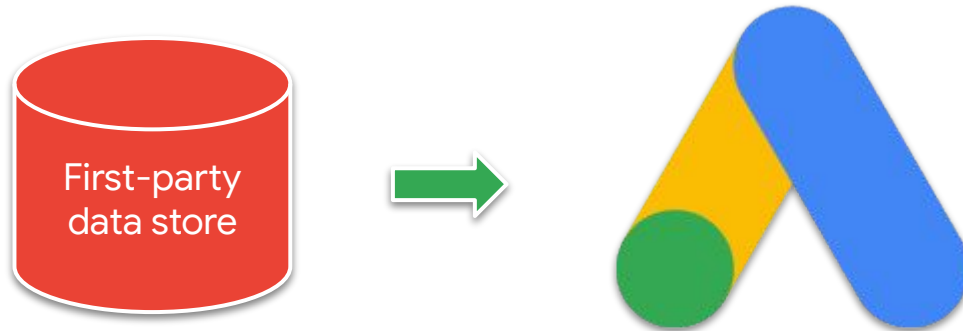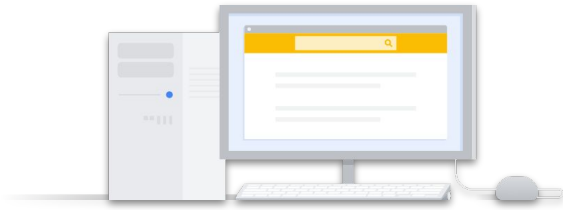Improve the measurement of conversions **that happened on a website.**

Google Tag

Google Tag Manager

Google Ads API

Google

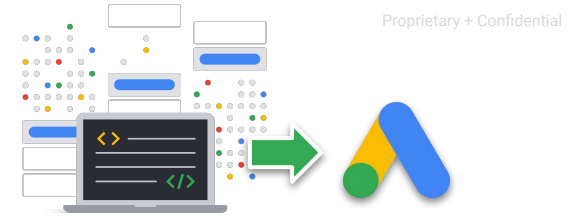# Use the Google Ads API to send additional first-party user data beyond your tagging setup.

1 Logged in user interacts with Google ad
For example, on a mobile device, or an engaged view on YouTube

2 User converts
For example, a purchase or a signup, possibly on a new device

3 Tag sends conversion with order ID to Google Ads

First-party data store

Within 24 hours!

4 Your API integration securely sends normalized and hashed user data, plus order ID, to the Google Ads API

5 Hashed data you send is matched against Google logged-in user data and a conversion is reported in your account

Google

Prerequisites

Google

1

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

1

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

The account responsible for creating and managing conversions for the customer

Google

Verify your Google Ads conversion customer

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

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

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

(2)

Accept the customer data terms

Google

3

Set up a conversion tracking tag on your website

3

Set up a conversion tracking tag on your website

❏ For a WEBPAGE conversion action
❏ Set up to include order ID

Google

Recap

Improve your conversion reporting by sending additional first party user information to Google Ads.

But first...

1. Ensure a conversion action of type `WEBPAGE` exists and is enabled.

2. Accept the customer data terms.

3. Configure tagging on your website for the `WEBPAGE` conversion action, and ensure it includes order ID.

Google