

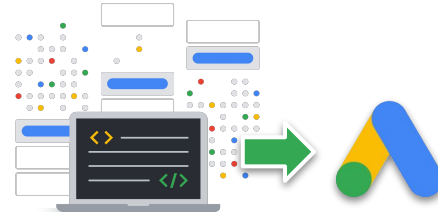
1 Implement the prerequisites

- Creating a WEBPAGE conversion action
- Accept the customer data terms
- Configure tagging on your website
 - With order ID, also known as "transaction ID"





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



Tag sends conversion with
order ID to Google Ads



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

2 Normalize & hash user data

Includes:

- Email address
- Phone number
- Mailing address*

*Hash first name, last name, and street address, but **not** country, state, city and zip code data.

3 Create a ConversionAdjustment

ConversionAdjustment

user_identifiers

3 Create a ConversionAdjustment

ConversionAdjustment

user_identifiers

order_id

3 Create a ConversionAdjustment

ConversionAdjustment

user_identifiers

order_id

adjustment_type = ENHANCEMENT

3 Create a ConversionAdjustment

ConversionAdjustment

user_identifiers

order_id

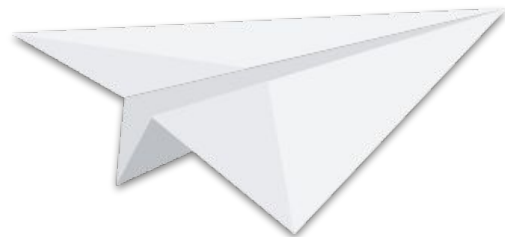
adjustment_type = ENHANCEMENT

conversion_action

4

Upload to the ConversionAdjustmentUploadService

- Set Customer ID to the Google Ads conversion customer ID
- Set `partial_failure=True`



5 Review your uploads

- Investigate partial failure errors
- Use the latest offline data diagnostics report

