Introducing: Enhanced Conversions

A conversion tracking feature (Beta) that enables more accurate conversion measurement by increasing observable data and improving overall quality of conversion modeling. It allows conversion tags* to capture 'hashed (encrypted)' customer data advertisers collect on their conversion page (e.g. email addresses) and then matches it against Google logged-in data. On average, advertisers who implement enhanced conversions see a **conversion rate improvement of 5% on Search and 17.1% on YouTube**.

How it works

1. Google signed-in user views your YouTube ad.

2. The user converts on your website.

3. The conversion tag captures a field you determined (eg. email), hashes the data and securely sends to Google.

4. The hashed data is matched against Google hashed user data and a conversion is reported in your account.

We strongly recommend implementing Consent Mode for customers using Enhanced Conversions. Enhanced Conversions and Consent Mode together capture previously unobservable conversions and respect user consent, which helps reduce population bias and strengthens the data used in modeling.

Benefits

- Better Conversion Measurement by improved conversion observability
- Future-proof measurement by alleviating reliance on third-party cookies
- Improve accuracy of incrementality measurement

Requirements

- Google's global site tag: Must either use Gtag.js or Google Tag Manager sitewide which ensures we are appropriately capturing conversions today.
- Google Ads as the conversion source (Google Ads conversion tracking tag).
- Customer data submitted on the page (typically associated with deep conversions, e.g. purchases).

Implementation

There are three ways to implement:

1. Automatic: Eligible for select advertisers using gtag.js or Google Tag Manager.

2. Manual, Tag-Based: For advertisers who want some customization to their implementation approach.

3. API: For advertisers who prefer to send data from their server.

*Enhanced Conversions also works for customers who wants to send their data Server-to-server, there is no work done by the tag in these cases.

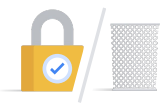
Safeguarding advertiser data with secure data hashing

- Our Google tags capture the customer field you define in the conversion page and automatically format and hash it; alternatively, advertisers can hash data themselves*.

- The data Google receives is always hashed, whether by customers or by Google's scripts before sending it to Google. If customers don't hash the data, Google's scripts will.
- We use the hash algorithm SHA256, an irreversible one-way hashing mechanism.
- No unhashed data is shared with Google.

- Data is always securely sent to Google servers encrypted via HTTPS.

- If the hashed value matches a Google user hashed data value, once matched we then look at attribution to see if we can attribute it to a click, if we do, we record a conversion.
- Observed conversion data is used to model conversions for non signed in traffic.
- Only aggregated, anonymized data is reported in your account.



- Matched data is encrypted.
- Hashed data that does not match Google's data is deleted.

---

*API implementation requires customers to hash the data themselves.

Customer data you can use to match with Google's data

Maximize match rates by capturing multiple types of customer data (while “email only” works, including more data types will improve their match rate and conversion recovery).

Email address

Mailing address

Phone number

Note: You must disclose to customers that you share their information with third parties to perform ads measurement services on your behalf, and also obtain customer consent for such sharing and use where legally required.

Questions & Answers

How should consent be collected from users?

Ultimately, legal compliance is a question for the advertisers and Google can't give advertisers legal advice about whether their data collection and consent processes, if applicable, are compliant.

Google does not specify whether advertisers need to collect consent for Enhanced Conversions, or if they can rely on another basis for processing personal data, such as legitimate interest. As the relevant controller for the purposes of the GDPR, this is for the advertiser to determine.

Our Customer Data policy (which covers Enhanced Conversions) makes it clear that the advertiser is solely responsible for ensuring that:

- their privacy policy discloses that they share customer data with third parties such as Google to perform ad measurement services on their behalf;
- they obtain consent for such sharing where legally required (and as mentioned, it's up to the advertiser to determine if consent is legally required); and
- they comply with all applicable laws and regulations, including any self-regulatory or industry codes that may apply.

Google recommends advertisers to review how Google uses Enhanced Conversions data. This information may be useful for advertisers who are drafting privacy notices or consent notices and who want to explain to their customers how their data may be used in connection with Enhanced Conversions. However, Google can't help or advise them on what information should or shouldn't be included in those notices, or provide guidance on how to draft them.

How is Enhanced Conversion data processed by Google exactly? What are the terms and conditions?

Preamble: Please review how enhanced conversion works and how customer data is processed.

It is worth reiterating that advertiser's CRM data is hashed **before** being sent to Google, this means Google isn't processing any customer data in its raw format.

In terms of legal agreements and the applicable terms and conditions:

- Enhanced Conversions is accessible to customers through their Google Ads accounts, so is subject to the Google Ads terms.
- Enhanced Conversions is a processor service, subject to the Google Ads Data Processing Terms.

Questions & Answers

With respect to GDPR terms, is Google a processor or a controller of Enhanced Conversion data?

Enhanced Conversions is a **processor service**. This means that Google only processes personal data on behalf of the relevant customer, and in accordance with their instructions.

Acting as a processor means Google cannot use any personal data shared by the advertiser for its own purposes. Google can only use that personal data as instructed by the advertiser, in order to provide measurement for the performance of ad campaigns across Google media, and to ensure compliance with Google policies.

This also means Google must comply with certain obligations under the GDPR as a processor, and these mirror the commitments Google makes to the advertiser as set out in our Google Ads Data Processing Terms.

From the advertiser's perspective, it means that they must comply with all the obligations of a controller under the GDPR. So whilst Google provides the technical infrastructure to carry out conversion measurement, it's up to the advertiser to decide whether it wants to use the product, and whether it will subsequently implement a tag on its site or use the API, in order to share hashed CRM data with Google. This means that Google isn't determining the purposes and means of processing, that determination is made by the advertiser as the relevant controller, and they are ultimately responsible for compliance with all aspects of the GDPR.

Where is the data stored/where it is processed?

Google operates data centres globally and to maximise the speed and reliability of our services, our infrastructure is generally set up to serve traffic from the data centre that is the closest to where the traffic originates. Therefore the precise location of Google advertising and analytics personal data may vary depending on where such traffic originates, and this data may be handled by servers located in the EEA or transferred to other countries.

Our customers' properties where Google advertising and analytics products are implemented are generally available globally and often attract a global audience. The technical infrastructure that supports these products is deployed globally to reduce latency and ensure redundancy of systems. Information about the locations of Google data centres is available here. Read more.

Key Terms

Conversions

An action that's counted when someone interacts with your ad or free product listing (for example, clicks a text ad or views a video ad) and then takes an action that you've defined as valuable to your business, such as an online purchase or a call to your business from a mobile phone. Read more.

Conversion Modelling

Conversion modeling refers to the use of machine learning to quantify the impact of marketing efforts when a subset of conversions can't be observed. With a modeling foundation in place, observable data can feed algorithms that also make use of historical trends to confidently validate and inform measurement.
Read more and more.

Cookie

A cookie is a small file containing a string of characters that is sent to your computer when you visit a website. When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. However, some website features or services may not function properly without cookies. Learn more about how Google uses cookies and how Google uses data, including cookies, when you use our partners' sites or apps. Read more.

Our advertising and measurement cookies.

Customer data

Customer data is the customer information that you've collected in the first-party context—for example, information you collected from your websites, apps, physical stores, or other situations where customers shared their information directly with you.

There are many types of customer data, some of the common data types are email addresses, first names, last names, phone numbers, and country of residence.
Read more.

Encrypted

As the data you create moves between your device, Google services, and our data centers, it is protected by security technology like HTTPS and Transport Layer Security. We also encrypt email at rest and in transit by default, and encrypt identity cookies by default.
Read more, more and more.

Hashed

Hashed data maps the original string of characters to data of a fixed length. An algorithm generates the hashed data, which protects the security of the original text. Read more.

Hash algorithm SHA256

HA-256 stands for Secure Hash Algorithm 256-bit and it's used for cryptographic security. Cryptographic hash algorithms produce irreversible and unique hashes. The larger the number of possible hashes, the smaller the chance that two values will create the same hash.
Read more.

Purposes

The Transparency and Consent Framework (TCF) organizes data processing using "Purposes." Each purpose has a corresponding legal basis of "Consent" or "Legitimate Interest." Read more.

Learn more

- Google Ads Help Center
- How Google uses this data
- Customer Data Policies
- Setup Instructions: gtag.js
- Setup Instructions: Google Tag Manager
- Troubleshooting/Diagnostics