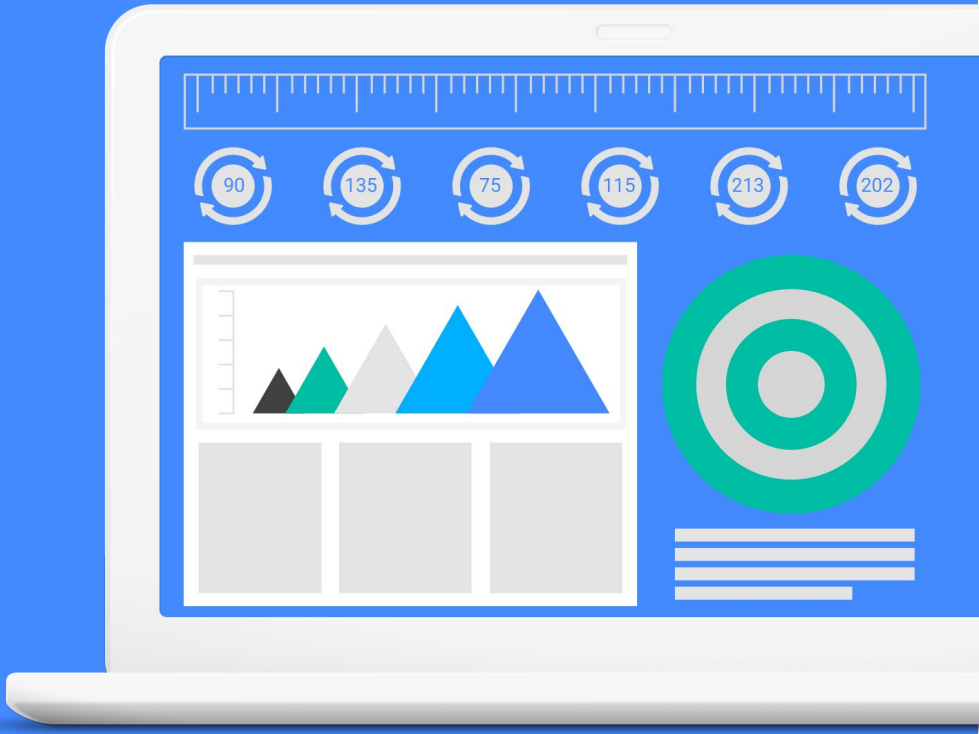



Measuring Conversions with Smart Goals




What are Smart Goals?

Smart Goals are a new type of goal in Google Analytics (GA) that helps you identify the most engaged users on your website and counts their visits as conversions.


Smart Goals are designed to help you optimize your campaigns. Once you import them into AdWords, you'll be able to measure your most engaged website visits using over 30 different metrics, including:




Session duration



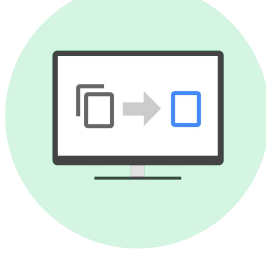
Pages per session



Location



Device



Browser

Who can benefit from Smart Goals?

Advertisers not tracking conversions

Smart Goals allow you to measure beyond impressions and clicks and should only be used when real conversions are not available to track.

Advertisers with low volume of conversions in AdWords

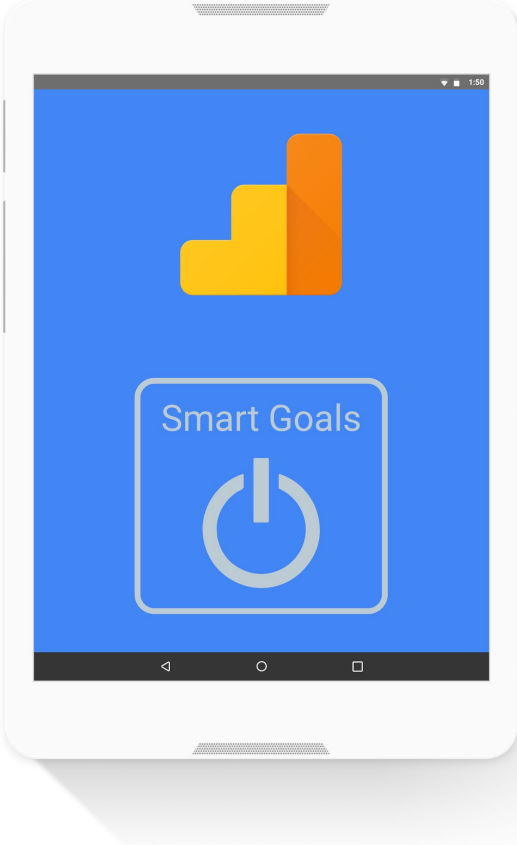
Smart Goals help you capture more conversions, giving you the ability to make better account decisions and use tools such as automated bidding.

Advertisers only tracking "Engagement Goals"

Smart Goals take the best of Engagement Goals and combines it with added insights to give you a higher quality conversion and help you effectively optimize your campaigns.

Getting started with Smart Goals

Use the steps below to start optimizing your campaigns with Smart Goals.



Step 1: Activate Smart Goals in Google Analytics

Before you get started, you'll need to first determine if your account is eligible.

To do this, [simply link your Google Analytics and AdWords account\(s\)](#).

- The linked AdWords account must have sent at least 500 clicks to the selected GA view over the past 30 days before you can set up Smart Goals.
- The reporting view must not receive more than 10 million sessions in 30 days.

If your Google Analytics view is eligible, you can enable and select your Smart Goals while following the regular goal setup flow:

- Select the **Admin** tab and navigate to the desired view
- In the **View** column, click **Goals**
- Click + **New Goal**
- Select **Smart Goal** (if available)
- Name your **Smart Goal** and **Save**

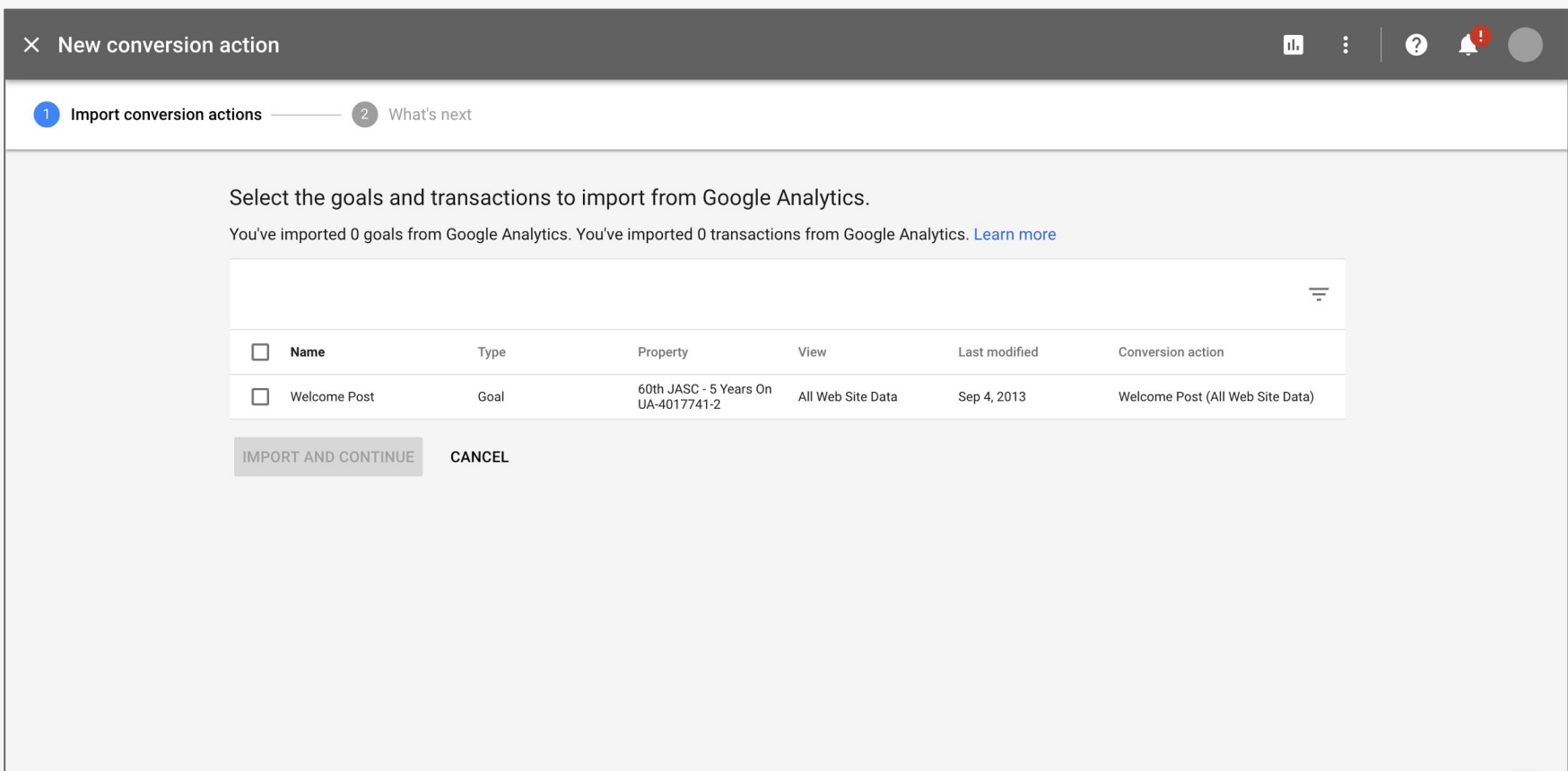
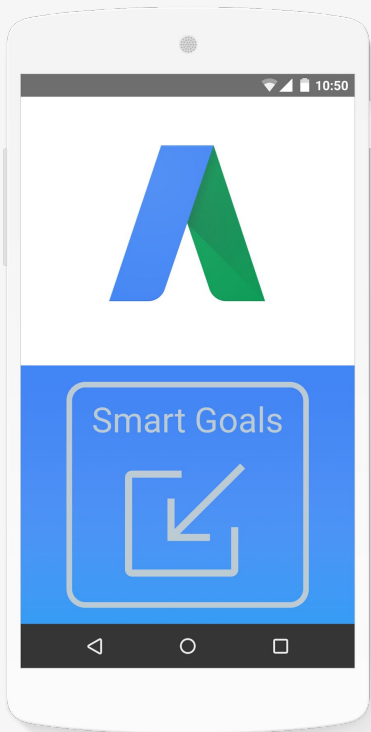
Step 2: Import Smart Goals into AdWords

Next, you'll need to import your Smart Goals into AdWords. Here's how you can do this:

- After you activate the Smart Goals in GA, sign into your AdWords account, click **Tools**, and select **Conversions**.
- Click **Analytics** in the left-hand menu.
- Check the boxes next to the goals or transactions you want to import and click **continue**.
- On the next page, you'll see settings that will apply to all of the goals or transactions you selected. Make your choices and click **import goals**.

AdWords will then begin importing Smart Goals from your Analytics account. It's worth noting that historical data from before you import won't be included.

For more information on setting up and importing Smart Goals, read the [Help Center Article](#).



Step 3: Optimize your AdWords performance using Smart Goals

To optimize your AdWords performance using Smart Goals, you can use [manual CPC bidding](#) to manage bids yourself, or [Target CPA \(cost per acquisition\) bidding](#), a flexible automated bid strategy.

After importing Smart Goals into AdWords, let Smart Goals run to accumulate sufficient data (50-100 conversions).

If you want to use Target CPA bidding, you should divide the cost of your ads by the number of completed Smart Goals in order to find your CPA. You can then use this value in AdWords to set your Target CPA. Please remember to [set Smart Goals as the only conversion in the 'Conversions' column](#).

How to calculate your average CPA

Period	Spend	Conversions
Week 1	\$1000.00	37
Week 2	\$1000.00	43
Total	\$2000.00	80

Average CPA is \$25