

Search Ads 360 Parallel Tracking Migration Tool



Search Ads 360

Welcome!

Agenda


3pm-3.45pm:

- What is Google Ads Parallel Tracking?
- Steps on SA360 to migrate your Google Ads Engine Accounts to Parallel Tracking

3.45pm-5pm:

- Q&A with our Search Ads 360 Technical Specialists

Reminder (1): Search Ads 360 on Air - Livestream Series




Search Ads 360 On Air

[Home](#) [Upcoming Livestreams](#) [Previous Livestreams](#) [SERIES SIGN UP](#)

Get ready for Google Ads Parallel Tracking in SA360

On October the 30th, Google Ads will enforce all accounts to use Parallel Tracking. With Parallel tracking, users will be redirected to the final URL directly after clicking on an ad from Google.com. Intermediate URLs, including the SA360 clickserver, would be pinged asynchronously. While standard click tracking is unaffected, features dependent on the SA360 clickserver modifying the final URL will no longer function. During this session we will be covering how to get SA360 ready to be compatible with Parallel Tracking.



[Sign up for the SA360 Livestream Series](#)



Reminder (2): Chat Support and email to Support Team

The screenshot displays the Search Ads 360 interface. The top navigation bar includes 'Search Ads 360', 'CAMPAIGNS', and 'EXECUTIVE REPORTS'. The left sidebar lists various management tools. The main content area shows the 'Oceanic Airlines [Demo]' account with a line chart for 'Engine equals Google Ads' and a table of performance metrics. A 'Help' dropdown menu is open on the right, showing a search bar and a list of popular topics. The 'Live chat' and 'Email' options at the bottom of the menu are highlighted with blue boxes and arrows.

Help Menu Popular Topics:

- About clickserver URLs
- Link a Merchant Center Account to Search Ads 360 and Google Ads
- Change the status of an engine account
- Add, edit, or remove users in Search Ads 360
- About syncing search engine accounts in Search Ads 360

Performance Metrics:

Metric	Value	Ad-ID
Impressions	55,546,819	Ad-ID: 65,389,529 (52%)
Visits	558,009	Ad-ID: 65,389,529 (52%)
Cost	\$22,343.74	Ad-ID: 65,389,529 (52%)
Clicks	526,182	Ad-ID: 65,389,529 (52%)
Avg CPC	\$0.04	Ad-ID: 65,389,529 (52%)

Account Migration Table:

Account	Parallel tracking	Migrate macros to custom par
Oceanic - Google	Not started	Not started
Oceanic - Google 1M+	Not started	Not started
Oceanic - Google Fiji	Not started	Not started
Oceanic - Google Yen	Not started	Not started

sa360-support@google.com

Product Overview

What is Google Ads Parallel Tracking?

Parallel Tracking hides redirects in the background

Parallel Tracking tries to make tracking as **quick** and as **seamless** as possible.

All tracking will **load in the background**, and will make the page **faster** for the user.



All Google Ads accounts will have Parallel Tracking enabled on October 30th.

This helps improve page speed and conversion rates

1 second
delay in page load

=

20%
decrease in conversions

All accounts need to take action

If advertisers do not migrate safely, you risk loss of:

	Loss of Paid	
3rd party tracking	Search conversion measurement	Feature breakage

If there is one thing to remember from today...

All Google Ads accounts need to take action and migrate

The deadline is October 30th.

Parallel Tracking Enablement Steps

Enabling parallel tracking on Search Ads 360

- 1 Check compatibility in UI
- 2 Migrate SA360 required features
- 3 Make manual adjustments to ensure compatibility (if needed)
- 4 Test & enable parallel tracking

Check compatibility in the SA360 UI at Engine level

Proprietary + Confidential

Check which features are being highlighted in the **compatibility issues** box

Google Ads parallel tracking



Enable parallel tracking for this engine account



Some of the features you are using are not compatible with parallel tracking. If you turn on this feature, you could lose tracking data, and landing pages that depend on tracking data may not function correctly.

VIEW COMPATIBILITY ISSUES

Important! Make sure you have run a sync in the last 24 hours

Search Ads 360 features impact compatibility

Proprietary + Confidential

1. Pre-migration tool needed

Uses SA360 Macros

Uses Conversion API

Uses GA Linking

Cross-channel remarketing

2. Manual work needed to enable parallel tracking

Uses Active Landing Page Test

Uses SA360 URL Parameters

Uses Natural Search

Uses Campaign Manager Macros*

Uses Tracking Template

*Advertisers should audit Campaign Manager macros themselves as the compatibility checker only flags a subset of all available Campaign Manager macros.

Highlight features in use in your one pager

Proprietary + Confidential



Parallel Tracking - To Do List

Google Ads parallel tracking improves your landing page speed by sending customers directly from your ad to your final URL while click measurement happens in the background. However, it prevents several SA360 features from working because clicks are sent directly to the landing page (without redirecting through SA360).

Take the appropriate action by October 30th to prevent potential landing page errors or loss of tracking.

1 - If you haven't run a sync within the last 24 hours (either automatically through a scheduled sync or manually), **sync the account**. Wait a day after syncing, and then view compatibility issues.

2 - Click the **compatibility checker** button within the Google Ads engine account settings in Search Ads 360 to identify which features aren't compatible with Parallel Tracking - **highlight them below and complete any needed actions**.

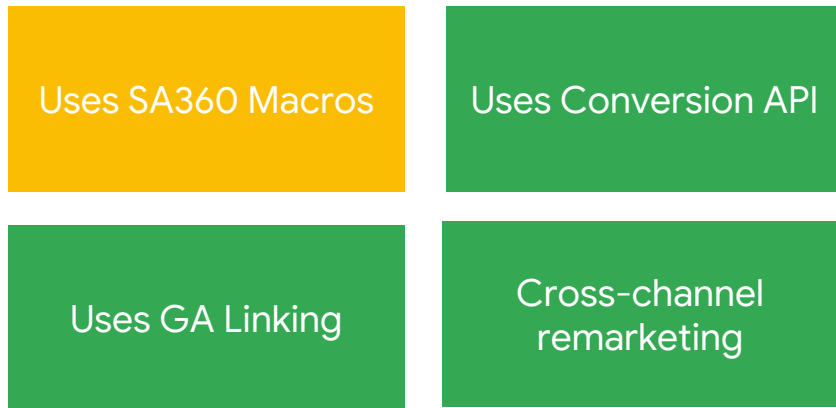
Feature	In use?	If feature is being used - Action needed	Completed?
Landing Page tests		1 - Stop active landing page tests in SA360	
		2 - For new landing page tests, please use the Google Ads Drafts and Experiments feature	
Campaign Manager (DCM) Macros*		1 - Remove these macros* as they won't be supported - instructions	

Migrate SA360 Required Features

Search Ads 360 features impact compatibility

Proprietary + Confidential

1. Pre-migration tool needed



SA360 Macros may require additional adjustments

Migrate these 4 features using the UI tool

Proprietary + Confidential

You can access the SA360 migration tool in SA360 - Google Ads Engine settings:

- Migration can cause ads/keywords to go into review

Make your account compatible with Google Ads parallel tracking

Some of the features you are using are not compatible with parallel tracking. If you turn on this feature, you could lose tracking data, and landing pages that depend on tracking data may not function correctly. [Learn more](#)

Make sure this account has successfully synced within the last 24 hours before migration. You can undo migration up to 7 days after migration completes.

☐ Migrate Search Ads 360 macros to custom parameters

Migrating moves macros from final URLs and URL templates to custom parameters and can result in this account being placed under review by Google Ads. The following items are not migrated: standard text ads, dynamic search ads, Campaign Manager macros, and a few specific SA360 macros.

☐ Migrate Conversion API, Google Analytics, and support for cross-channel remarketing

If you use these features, after you migrate the "gclid" URL parameter and other parameters will appear in the Final URL Suffix field in Google Ads, and can result in this account being placed under review by Google Ads. You may end up with duplicate URL parameters if you define these parameters elsewhere.

This can be run in bulk for Advertisers with a large number of accounts

Conversion API / Google Analytics / Cross-channel Remarketing Migration

Proprietary + Confidential

This migration:

1. Enables Auto-tagging
2. Adds GCLSRC and DS_RL parameters to your Final URL Suffix

CAMPAIGN SETTINGS ACCOUNT SETTINGS

Tracking

Tracking template
`http://clickserve.dartsearch.net/link/click?{_dssagrid}&{_d`

Example: `https://www.adwordstrackingtemplate.foo/?url={lpurl}&id=5`

Final URL suffix
`gclsrc=aw.ds&{_dsremarketingparam}` ⓘ

Example: `param1=value1¶m2=value2`

[TEST](#)





















☐ Parallel tracking ⓘ

[CANCEL](#) [SAVE](#)

Tracking template is the URL you want the ad click to go to for tracking. [Learn more](#)

View migration status across accounts

Proprietary + Confidential

New ▾	Edit ▾	Rules	Filter to selected engine accounts								
<input type="checkbox"/>	↑ Account			Authorization status	Authorization status updated	Sync status	Migrate API, GA, and remarketing	Migrate macros to custom parameters	Parallel tracking		
<input type="checkbox"/>			Google	Ok	Jul 16, 2018, 2:11 PM	 May 28, 2018, 10:24:14 PM	Not started	Not started	False		
<input type="checkbox"/>			Google1	Ok	Jul 16, 2018, 2:11 PM	 Apr 5, 2016, 10:23:30 PM	Not started	Not started	---		
<input type="checkbox"/>			Google2	Ok	Jul 16, 2018, 2:11 PM	 Jan 25, 2018, 2:18:40 PM	Completed	Not started	False		
<input type="checkbox"/>			Google3	Ok	Jul 16, 2018, 2:11 PM	 Jul 16, 2018, 4:02:07 PM	Completed	Completed	False		
<input type="checkbox"/>			google4	Ok	Jul 16, 2018, 2:11 PM	 Jul 2, 2018, 3:58:49 PM	Completed	Completed	False		
<input type="checkbox"/>			Google5	Ok	Jul 16, 2018, 2:11 PM	 Jul 3, 2018, 3:03:25 PM	Completed	Completed	False		

SA360 Macros are migrating to Custom Parameters

Proprietary + Confidential

SA360 Macros are a way of dynamically inserting information into your tracking, e.g [*Campaign*]

To support Parallel Tracking, the migration tool will do the following:

- Create new custom parameters in your account - e.g. {_dscampaign}
- Find and Replace macros in your URL Templates or Final URLs

campaign=[*Campaign*]  campaign={_dscampaign}

Search Ads 360 Macro Migration

Proprietary + Confidential

Macro	Description	Custom param	Location
[*EngineAccountID*] and [*EngineAccountType*]	SA360 account ID and type (GOOGLE, MICROSOFT, etc)	{_dsaccountid} and {_dsaccounttype}	Campaign
[*CampaignID*] and [*Campaign*]	SA360 campaign ID and name	{_dscampaign} and {_dscampaignid}	Campaign
[*AdgroupID*] and [*Adgroup*]	SA360 ad group ID and name	{_dsadgroup} and {_dsadgroupid}	Ad group
[*searchterm*]	Keyword text	{_dssearchterm}	Keyword
[*KeywordID*]	Short-form ID for a SA360 keyword, product group, or dynamic target	{_dskeywordid}	Keyword, product group, or dynamic target
[*TrackerID*]	Full ID for a SA360 keyword, product group, or dynamic target	{_dstrackerid}	Keyword, product group, or dynamic target
[*GCLID*]	Google click ID	No custom param - use {gclid} instead	N/A

Unsupported macros: [*Part_Site*], [*AffiliateID*], [*Part_Comp*], [*KeywordIDNL*], and [*GCLSRC*]



**Manual work needed to enable
parallel tracking (if needed)**

Uses Active Landing Page Tests

Why is it incompatible?

- When clicks redirect through SA360, we recognise if a keyword is in a landing page test. SA360 then forwards the click to a test URL. With parallel tracking, clicks go directly to the final URL, so we cannot forward clicks to a test URL.

Recommended action

**Disable landing page tests /
move to Google Ads Drafts &
Experiments**

(Note: this is only for Google Ads - other engines can continue to use LPT).

Uses Campaign Manager (formerly DCM) Macros

Why is it incompatible?

- When clicks redirect through SA360, SA360 replaces any placeholders for DCM macros with relevant values before forwarding the click to the final URL. With parallel tracking, clicks are not redirected through SA360, so SA360 can't replace macro placeholders with the relevant values.

Recommended action

**Remove Campaign Manager
(formerly DCM) macros
e.g. %s**

{GCLID} or custom parameters can usually be used as a replacement

Uses Search Ads 360 “URL Parameters” Column

Why is it incompatible?

- Before SA360 introduced URL templates, you could specify URL parameters for keyword landing page URLs in a column named "URL parameters". SA360 appended any parameters in this column just before redirecting clicks to the landing page URL.

Recommended action

Stop using this feature for Google Ads accounts

Uses Search Ads 360 Natural Search

Why is it incompatible?

- Search Ads 360 Natural Search relies on an exclusion parameter to distinguish paid search clicks from natural search clicks.
- With parallel tracking, clicks go directly to the final URL, so SA360 cannot add the exclusion parameter before redirecting to the landing page. In this case, Search Ads 360 Natural Search would attribute all visits to natural search.

Recommended action

Move natural search exclusion params to final URL or final URL suffix today before enabling parallel tracking
(otherwise paid search conversions will be attributed as organic)

If unsure why this is flagged or which exclusion parameter you're using,
please contact sa360-support@google.com

Uses URL Templates

Why is it incompatible?

- The URL template you enter in SA360 is trafficked to Google Ads as a tracking template.
- When you enable parallel tracking, Google Ads requires all redirect URLs to use SSL/HTTPS.
- Tracking URLs that use HTTP will be ignored

Recommended action

**Make sure you are using
the correct URL fields
listed on the next slide**

(we will have a URL validation tool in-UI for testing
URLs before October's mandatory migration)

How to know if you're using URL Templates?

URL Template [Take a tour](#)

Warning: If landing page tests are currently active, keywords in these tests might not be updated when the test completes.

URL Template



SA360 macros are not compatible with Google Ads parallel tracking. [Learn more](#)

{unescaped|url}?utm_campaign={_dscampaign}&utm_medium=cpc&u

Example URL with template applied

http://www.example.com/path?p=v&utm_campaign=
{_dscampaign}&utm_medium=cpc&utm_source=google

Final URL Suffix

URL Templates may be at: Account, Campaign, Ad Group, Ad, Keyword, Sitelink, Dynamic Target

How to know if you're using 3rd party redirects?

`https://example.tracker.com/?c_id=123&t_url={unescapedIpurl}`

- 3rd party redirects should be kept in the URL template
- Ensure these start with https:// (especially if you have multiple redirects)
- Check with your 3rd party regarding Parallel Tracking support
- Edit URL templates in SA360
- SA360 clickserver URL will be visible only in the Google Ads Tracking Template

What do I need to change with URL Templates?

No Third party redirect:

`{unescaped|url}?campaign=brand&keyword=acme`

Action: Move highlighted tracking to Final URL Suffix

With Third party redirect:

`https://example.tracker.com/?c_id=123&t_url={unescaped|url}`
}

Action: Keep tracking in URL Template

URL Templates must be modified in Search Ads 360

Finding and editing URL Templates in Bulk

Download report
Schedule download
Create web query

Download report
Download attributes and metrics as a report.
Report name:
Where are my URL templates report
Scope:
Current selection in table
Format:
Excel 2007 (.xlsx)
Columns:
Editable columns (for re-upload)
Include types:

☐ Advertisers
☒ Accounts
☒ Campaigns
☒ Ad groups

☒ Keywords
☐ Negative ad group keywords
☐ Negative campaign keywords

☐ Product targets
☒ Product groups

1. Select account(s) in the Engine accounts tab

2. In the download panel, select the following check boxes:

Accounts

Campaigns

Ad groups

Keywords

Product groups

Dynamic ad targets

Ads

App installs

Ad templates

Sitelinks

Include rows with no impressions

3. Search for templates in columns:

URL Template, Sitelink URL template, App tracking URL template

Test & enable parallel tracking

Test parallel tracking with the URL Testing Tool in Google Ads

Keywords

Audiences

Demographics

Placements

Settings

Locations

Ad schedule

Devices

Advanced bid adj.

Change history

CAMPAIGN SETTINGS

ACCOUNT SETTINGS

Tracking

Tracking template

http://clickserve.dartsearch.net/link/click?{_dssagcrd}&{_dssftfi}

Example: https://www.trackingtemplate.foo/?url={lpurl}&id=5

Final URL suffix

Example: param1=value1¶m2=value2

TEST

☐ Parallel tracking

Tracking template is the URL you want the ad click to go to for tracking. [Learn more](#)

How to enable parallel tracking:

Google Ads parallel tracking

☐ Enable parallel tracking for this engine account

- Option available in Engine settings in SA360/Google Ads
- Resolve any compatibility issues before enabling

All Google Ads accounts will have Parallel Tracking enabled on October 30th



Thank You