Click to prove you're human



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Next: 2. Set up your Google tagA conversion action is a specific customer action that you've defined as valuable to your business, such as an online purchase or phone call. Tracking conversion action is a specific customer action that you've defined as valuable to your Business, such as an online purchase or phone call. Tracking conversion action is a specific customer action is a specific customer action is a specific customer action in your Google Ads account, click the Goals icon.
Click the Conversions drop down in the section menu. Click Summary, In the summary, click + New conversion action. Select Website and click Next. Enter your website domain and click Scan in order to: Next: Choose how to set up your conversion action action you can set up conversion action menu. Click Summary, click + New conversion action. Select Website and click Next. Enter your website domain and click Scan in order to: Next: Choose how to set up your conversion action.
method if you want to track a page load as a conversion and you don't need to customize your measurement setup. This is the fastest and easiest way to set up a conversion, and you don't need to customize your tag with conversion value, transaction IDs, enhanced
conversions parameters, such as email address and phone number or other custom parameters. If you see a list of suggested URLs, you can click Accept Suggested 
the option that best matches your URL: (for example: www.mydomain.com/home). URL is (For example: mydomain.com/home). URL starts with (For example: mydomain.com/home). URL is (For example: mydomain.com/home). URL is (For example: mydomain.com/home).
that subscribes to your newsletter or service. Click Add. Click Settings if you'd like to edit the settings for any of the URLs you added: Next to "Goal and action optimization", you can choose the goal the conversion counts towards from the drop-down menu. Click Conversion action optimization optimization", you can choose the goal the conversion counts towards from the drop-down menu. Click Conversion action optimization optimiza
bidding optimization and reporting, or a secondary action used for observation. Next to "Conversion name", enter a name for the conversion you'd like to track, such as "newsletter sign up" or "wedding bouquet purchase". This will help you recognize this conversion action later in conversion reports. Next to "Value", select how to track the value of
each conversion. Use the same value for each conversion action using codeless website conversion tracking you can not set up
value tracking using different values. Don't use a value for this conversion action (not recommended). Next to "Count", select how to count these conversions. Every: This setting is best for leads, such as a sign-up form on your website, when only one
conversion per ad click likely adds value for your business. Click Click-through conversion window to select how long to track conversion window can be 1 to 90 days. Learn more about conversion windows. Click Engaged-view-through conversion window can be 1 to 90 days. Learn more about conversion windows.
to select how long to track view-through conversions from the drop-down. For Search, Shopping, and Display campaigns, the window can be 1 to 30 days. Click Attribution models can give you a better understanding of how your ads perform and can help you optimize across conversion journeys. Learn more about Attribution
models. Click Save and continue. Click Save and continue. Note: If you can't set up a conversion with a URL, you won't be able to use Google Tag Manager to set up your conversions by editing your
event code. Method 2: Set up conversions manually Use this method if you want to customize your event tag with value tracking, transaction IDs, or other customize the conversion
data your tag collects, such as conversion value, transaction IDs, and other custom parameters. Go to the section "Create and install conversion counts towards from the drop-down menu. Click Conversion action
optimization options to determine whether this is a primary action for bidding optimization and reporting, or a secondary action used for observation. Next to "Conversion name", enter a name for the conversion action later inner a name for the conversion action action later inner a name for the conversion action action later inner a name for the conversion action ac
conversion reports. Next to "Goal", select the action you'd like to track. A goal is a conversion you want to maximize by launching campaigns. You will be able to use these categories to organize and segment your campaign reports. Next to "Value", select how to track the value of each conversion. Use the same value for each conversion: Enter the
amount each conversion is worth to your business. Use different values for each conversion: Use this option if, for example, you're tracking purchases of products with different prices. Later, when you add your conversion tracking tag, you'll need to customize your tag to track transaction-specific values. Don't use a value for this conversion action
(not recommended) Next to "Count", select how to count these conversions. One: This setting is best for sales, when only one conversion likely adds value for your business. Every: This setting is best for sales, when only one conversion per ad click likely adds value for your business. Every: This setting is best for sales, when only one conversion per ad click likely adds value for your business.
window. Select how long to track conversions after an ad interaction from the drop-down. For Search, Shopping, and Display campaigns, the window can be 1 to 90 days. Learn more about conversions from the drop-down. For Search,
Shopping, and Display campaigns, the window can be 1 to 30 days. Click Attribution models can give you a better understanding of how your ads perform and can help you optimize across conversion journeys. Learn more about Attribution models. Click Save and continue. Note: This conversion action will be applied by default to
the campaigns in your account as long as the conversion goal is set as an account-default goal and the conversion action Note: The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will
get new capabilities to help you do more, improve data quality, and adopt new features - all without additional code. Learn more About the Google tag. Conversion tracking can help you see how effectively your ad clicks lead to valuable customer activity on your website, such as purchases, sign-ups, and form submissions. This article demonstrates
how to create a conversion action to track customer actions on your website. If you use Google Tag Manager (GTM) to manage your conversion tags, you need to implement the Google tag in GTM for all ads products. The Google tag simplifies tag management and improves data accuracy. This is in addition to the Conversion Linker tag and Floodlight
or Google Ads Conversion measurement tags. Learn more about using GTM to deploy Google tag. Before you begin Note: If you want to set up
your conversion measurement with a CMS-host (Content Management System) website (for example, a website created using Wix, WordPress, Drupal, Squarespace, GoDaddy, WooCommerce, Shopify, Magento, Awesome Motive, Hubspot, etc.) you can find those instructions under our conversion tracking partner integrations. There are two steps to
set up conversion tracking: Before you can set up website conversion tracking you need: A website: This is where you'll put the Google tag code. Ability to edit website conversion tracking works and why to use
it, read About conversion tracking. Or, if you're not sure if website conversion tracking here. The conversion summary provides detailed information about your conversion goals, actions, sources, values, and more. You can add and edit conversion goals and
other conversion related information here as well. Create and edit goals for existing and future campaigns: In your Google Ads account, click the Conversions drop down in the section menu, and click Summary. In the conversions
summary, standard goals and their grouped conversion actions are displayed automatically. These goals are created based on your conversion goal to be an account-default goal, it's added to all campaigns using the
account-default goal settings. When a goal is removed as an account-default goal, it's similarly removed from all campaigns using the account-default goals. Campaigns using other combinations of goals aren't affected in either case. Add your conversion actions as either primary or secondary conversion actions: After you set your account default
setting, you can define the "Action optimization" for each conversion action in your goal. Select "Primary" for actions that you want to bid toward when that goal is selected. Select "Secondary" for actions that you want to bid toward when that goal is selected. Select "Secondary" for actions that you want to bid toward when that goal is selected. Select "Primary" for actions that you want to bid toward when the properties were to be a second when the properties when the properties were to be a second w
action, that changes how the conversion action is bid toward in all places where the goal it's part of is being used. (Optional) Add another conversion goals. To add or edit custom goals: Custom goals are displayed at the bottom of the
conversion summary, if you have any. You can add a new custom goals to add new custom goals to add new custom goals and open the table of existing custom goals to rename the custom goal to rename the custom goal and update conversion actions for that goal. Click the checkboxes beside the custom goal names to use
bulk editing. In the blue bar that appears, select Edit and then Delete. Click Add Custom Goal to add and name a new custom goal information actions for that goals. To create new standard goals: To create new standard goals, click the blue New conversion goal button and follow the steps to creating a new goal. View additional information
about your conversion goals and actions From the conversion summary, you can also do the following: Hover over an individual conversion windows, tracking status, repeat rate, conversion actions that have been removed, and all conversion
values. Hover over items such as conversion value, or conversion windows that you wish to edit. Hover over "account-default goal", beside the conversion goal name, for a summary of its conversion sources. Hover over the specific number of campaigns or "All campaigns or "All campaigns or "All campaigns or beside the conversion goal name, for a summary of its conversion goal name, for a summary of its conversion goal. Hover over
items in the "Status" column to get more information on goal status. Recommendations and issue troubleshooting: At the top of your summary, you'll find recommendations for optimal conversion tracking and notifications about issues detected with your conversion tracking. Use the prompts in these messages, as well as the "Troubleshooting" button,
to take the fastest path to improvements and troubleshooting. Recommendations and notifications can help you address issues with your conversion tracking. Related link Learn more about conversion tracking. Note: This article describes the use of a new grouping of
conversion actions into conversion goals, and a new experience during campaign by keeping a strong focus on your advertising objectives. Your campaign bidding configurations set prior to this launch have been preserved, and all
existing campaigns bidding toward conversions will continue to bid toward that exact same set of conversion actions so that you organize your conversion actions, are grouped together based on related
categories to form these conversion goals. For example, the "Purchase" conversion goal would automatically meaningful grouping that helps advance optimization: The conversion
actions in your account are automatically grouped into relevant conversion goals to describe the actions that are the most meaningful for your business. This also helps unlock bidding improvements and optimization opportunities. Simplify conversion goals when you create new campaigns to make sure you're
fully optimizing for conversions that matter and getting the most from your campaigns. Capturing all relevant conversion goals that you can apply to various campaigns to save time on managing conversion goals for each campaign.
Improve campaign performance: Using account-default goals makes sure that all your valuable conversions are considered across all your campaigns for your bid strategies and deliver better performance. Read more about how Smart Bidding uses advanced machine
categorized under conversion goals based on the category type you select for each action. Learn how to set up a conversion action by which goals your campaigns bid toward—more on that below. At the conversion action level, you can decide whether or not an individual conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action level, you can decide whether or not an individual conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below. At the conversion action is determined by which goals your campaigns bid toward—more on that below.
used for bidding optimization, when the goal it's part of is used for bidding. If you'd like a "Purchase" conversion action to be used for bidding when campaigns are optimizing toward the "Purchase goal", you can indicate that it's a "primary" actions. These are used for bidding if the standard goal they are included in is used for
bidding. They are also used for reporting in the "Conversions" column. Secondary actions: These are used for reporting in the "Conversions" column, but not for bidding, even if the standard goal they are included in is used for reporting in the "Conversions" column is when the
secondary action is part of a "Custom goal". Learn more about using conversion tracking using Web to App Connect interface in Google Ads to set up conversion tracking and deep linking, you can provide a seamless web-to-app experience for your
customers and drive on average 2 times higher conversion rates for ad clicks landing in your app compared to your mobile website. This improved experience allows your customers to more easily complete their intended action, whether purchasing, signing up, or adding items to their cart. Plus, from within the Web to App Connect interface, you can
track these in-app conversion actions and get recommendations on how to improve your campaign. To get started with Web to App Connect, follow the 3 steps below: Learn more about conversion actions that you add are automatically grouped into
conversion goals based on their conversion goals. You can select standard goals are called standard conversion goals. You can select standard goals are called standard conversion goals. You can select standard goals are called standard conversion goals. You can select standard goals are called standard conversion goals. You can select standard goals are called standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals. You can select standard goals are called standard goals are called standard goals.
chosen as account-default goals can still be used for bidding optimization in specific campaigns. Account-default goals you'd like all campaigns in your account to bid and optimize toward automatically. These are typically the most meaningful goals for
your business. When you create a new campaign, all account-default goals in your account are selected for optimization by default. To get the most out of Google AI and cross-campaigns to meet the same set of goals. You can do this by aligning all your campaigns to
the same account-default goals. When you create a new campaign, you'll be shown your existing account-default goal for the campaign you're
creating. Note: If you have multiple standard conversion goals tracking different stages of the same conversion funnel, we recommend that you set "Purchase" as the account-default goal. For instance, if you're an e-commend that you set only one of them as the account-default goal. For instance, if you're an e-commend that you set only one of them as the account-default goal. For instance, if you're an e-commend that you set only one of them as the account-default goal.
default goal. Custom goals (for advanced users) Custom goals are goals that you can create and add any combination of primary conversion action from the "Purchase" conversion goal and a secondary conversion action from the "Submit Lead Form"
conversion goal. You can create custom goals in your "Conversions"). Note that generally, these goals are for advanced use and aren't recommended in most cases. You're only able to bid toward one custom goal per campaign, so if you do
choose to use a custom goal for a new campaign, make sure that your custom goal include in account-default
goals + primary conversion actions Conversion actions Conversion actions Conversion actions grouped by category into conversion goals Related links Conversion actions conversion actions grouped by category into conversion goals Related links Conversion actions grouped by category into conversion actions grouped by category into conversion actions grouped by categories Conversion goals Related links Conversion actions grouped by categories grouped by grouped 
Ads can help you optimize your campaigns to achieve that goal. Setting up conversion tracking allows you to see which keywords, ads, and campaigns are most effective at driving valuable actions. First, tell us about your business and where your conversion locations you've
selected. We'll save your data source preferences for the next time you come back to this conversion set up workflow. When you move to the next step, you'll be able to create conversion set up your measurements: Choose what conversions you
want to measure Set up a conversion Next steps Step 1: Choose what conversion you want to measure Creating a conversion begins with you telling us what's important to your campaigns to achieve your business goals. Before you
get started, tell us where you engage with your customers: Website App Phone calls Offline Set up web conversions on your website, Google Ads will need access to data from your website. Once you've entered your website domain, you can add your website data source: In your Google Ads will need access to data from your website. Once you've entered your website.
the Conversions drop down in the section menu. Click Summary. In the Summary, click the + New Conversions on a website Click Add URL. Enter your website domain you want to measure conversions on. To find the best way to connect, click Scan in order to: Detect if your website has the Google tag. If the Google tag is
detected, we recommend using the Google tag to measure your conversions. (if you don't have one on your website, you'll be shown the Google tag yet, you can set one up. Determine if the website is already set up as a property in Google Analytics, connecting using Google Analytics is
recommended if your website already has a Google Analytics property setup. If the Google tag is detected or a linked Google tag is detected, your website is set up to measure conversions. Click Done. If we don't detect a Google tag or a Google tag or a Google tag or a Google tag or a Google Analytics account is detected, your website is set up to measure conversions. Click Done. If we don't detect a Google tag or a Google tag 
Follow the instructions to Set up your Google Analytics 4 account, refer to the next section. Set up a Google Analytics 4 account, refer to the next section. Set up a Google Analytics 4 web data source In your Google Analytics 4 account, refer to the next section. Set up a Google Analytics 4 web data source In your Google Analytics 4 account, refer to the next section.
menu. Click Summary. In the Summary, click the + New Conversion action. Select Conversions on a website and click Continue Click Add URL Click Scan If a Google Analytics account is available, you'll see it displayed. Choose the data you want to share by turning on the switch: Click Link. Click Done. Note: When we detect that a Google Analytics
property has app data streams, you'll be prompted to use the Google Analytics property to measure activity in your apps. To use GA4 to measure your app data source In your Google Ads account, click the Goals
icon . Click the Conversions drop down in the section menu. Click Summary. In the Summary, click the + New Conversion action Click Continue. Click Set up. Choose how you want to connect your app: Google Play Note: Google Play measures downloads and in-app purchases only. Third party app
analytics. Click Done. "Conversions on an app" will show the product and conversion action Click Conversions from phone calls.
Click Continue. Set up an offline data source. Click Add data source. Click Connect with a product and Choose the new
data source you want to set up. Note: You can choose to Skip and set up a data source later. Note: Your new measurement set up won't be active until a data source is connected. Choose a connection from the following: Direct connection Third party integration by Zapier Partner integration Click Connect. If provided, follow the
instructions from the new product data source you've selected. Click Done. Note: "Conversion source you've just created. If you opted to skip and set up a data source you've just created. If you opted to skip and set up a data source you've just created. If you opted to skip and set up a data source you've just created. If you opted to skip and set up a data source you've just created. If you opted to skip and set up a conversion categories you and set up a data source you've just created. If you opted to skip and set up a conversion categories you are not set up a conversion categories.
want to measure and the events you can use to measure them. Web conversion action from the recommended event by clicking Accept suggestions. If no suggestions are available, you can set up a new conversion action setting up a
new codeless or manual event. A codeless event can be detected by your Google tag without adding any new code to your website. Click Set up on an existing Google Analytics event or Create a manual event. Select your Event type, specific
match, and Form URL information, then click Use event. Click Save and continue. Use this method if you want to track a page load as a conversion and you don't need to collect transaction IDs and/or other custom parameters. This is the fastest and easiest way to set up a conversion action. When measuring website
conversions with a codeless event, you can create an event that can be detected by your Google tag without adding any code to your website. To create a new codeless conversion using Google Analytics: Click Set up on a conversion placeholder or +Add an event to this category. Select + Create new event. Name your event. Select Create a codeless conversion placeholder or +Add an event to this category.
event. Choose an existing event to use as the trigger for the new event. Enter the URL you want to measure as a conversion placeholder or + Add an event to this category. Click Create a codeless event. Choose the event type. Enter the URL you want to
measure as a conversion. Click Use event. Note: If you use conversions with URLs, you won't be able to customize your tag with conversion value, transaction IDs, enhanced conversions parameters, such as email address and phone number or other custom parameters. Click Save and continue. Method 2: Manually add conversion actions Use this
method if you need to measure clicks on buttons or links, or you want to customize your event tag with value tracking, transaction IDs, or other custom parameters. When adding actions, click 4 Add an event to this category or Set up on a conversion. Click Create a manual event. You'll be given instructions in the next steps on how to
add your manual event snippet with the Google tag or Google Tag Manager. You can also create Google Analytics property, go to
Advertising and click Conversion management under "Tools". Select the Google Ads account in the Showing conversions for dropdown where you want to create as conversions in Google Ads. Note: Events selected from the "Events" section will be
in Google Ads. App conversions App conversions for Google Analytics or Third-party app analytics, you can accept the
suggestion directly by clicking Accept suggestions. If you're given a placeholder conversion for your app, click Set up. If you aren't given an app conversion suggestions or placeholder, you can click + Add an event to this category. Select the event you want to measure
as a conversion and click Done. Offline conversions You can create an offline conversion even if you have chosen to skip setting up an offline data source in the previous step. Select Skip this step and set up a data source in the previous step. Select Skip this step and set up a data source later in the previous step. Select Skip this step and set up a data source later in the previous step. Select Skip this step and set up a data source in the previous step. Select Skip this step and set up a data source in the previous step.
If you aren't given a placeholder, you can click + Add an event to this category, then select Offline data sources. Choose a category and select Set up or +Add an event to this category, then select Offline data sources. Choose a category and select Set up or +Add an event to this category, then select Offline data sources. Choose a category and select Set up or +Add an event to this category, then select Offline data sources. Choose a category and select Set up or +Add an event to this category, then select Offline data sources.
mapped automatically based on your data source. If you have an event already created, you can select it and click Source and continue. Phone call conversions Choose the conversion category you want to measure. Click Source and continue.
For phone calls from website visits, define your event by selecting Someone calls a phone number on my website and add your phone number on my website. We will give you instructions at the end of the workflow to enable this. For "Calls from uploads", click Set up
or +Add an event to this category and select Calls from uploads. Follow the instructions to complete calls from uploads in the next steps. Click Save and continue. Edit conversion settings. Next to "Goal and action optimization", you can choose the goal the conversion settings. Next to "Goal and action optimization", you can choose the goal the conversion settings.
goal optimization options to determine whether this is a primary action for bidding optimization and reporting, or a secondary action used for reporting only. Next to "Conversion name", enter a name for the conversion you'd like to track, such as "newsletter sign up" or "wedding bouquet purchase" (optional). This will help you recognize this
conversion action goal later in conversion reports. Next to "Value", select how to measure the amount each conversion. Use the same value of each conversion. Enter the amount each conversion is worth to your business. The default is the absolute value of each conversion is worth to your business. The default is the absolute value of each conversion is worth to your business.
value for each conversion is only supported for conversions set up with a manual event via an event snippet. This option is not available for web conversion actions goals that you have set up using the conversion event snippet. Don't use a
value for this conversion action goal (not recommended). Next to "Count", select how to count these conversions. Every: This setting is best for leads, such as a sign-up form on your website, when only one conversion per ad click likely adds value for your
business. Click Click-through conversion window to select how long to measure conversions after an ad interaction from the drop-down. For Search, Shopping, and Display campaigns, the window to select how long to measure view-through conversion windows. Click Engaged-view-through conversion window to select how long to measure view-through conversion windows. Click Engaged-view-through conversion window to select how long to measure view-through conversion windows.
conversions from the drop-down. For Search, Shopping, and Display campaigns, the window can be 1 to 30 days. Click Attribution models can give you a better understanding of how your ads perform and can help you optimize across conversion journeys. Learn more about Attribution models. Click Save and continue. After creating
Google Ads conversions based on your Google Analytics key events, you can manage most of their settings through the Google Analytics interface. In your Google Analytics property, go to Advertising and select Conversions in the Showing
conversions for dropdown. Locate the key event-based conversion action you want to edit. Click the three-dot icon beside the conversion action optimization of conversion actions from Google Analytics. These settings can only be
updated from Google Ads. Conversion-related updates made through the Google Analytics interface will only appear in the "Change history" page of Google Ads. Step 3: Next steps to finish setting up your conversions, review the next steps to finish setting up your conversions. This ensures your conversions are measured accurately and any issues
are addressed promptly. Web conversions View the conversions View the conversions with an event tags. In the enhanced
conversions section, click the switch to turn on enhanced conversions for your account. Click Agree and finish. App conversions View the conversions View the conversion categories you have created. Make sure to add an
offline data source for conversion shells with no data source attached yet Click Agree and finish. Phone call conversions Click Set up calls from website (calling a number shown on website). Set up your Google tag and event tag. Check your Google Click ID. Click Agree
and finish. Click Set up calls from website (clicking on a call link, such as on a mobile). Set up your Google tag and event tag Turn on your website and lead tracking system. Learn more about Google Click ID. Download the import template and make sure the column
names and your transaction data are formatted correctly. Learn more about how to import phone call conversions. Click Finish. Platform and regulatory changes have made it more challenging to understand the full impact and performance of your App campaigns. Google's Integrated Conversion Measurement (ICM) solution directly addresses these
challenges by offering more accurate and comprehensive cross-channel attribution across iOS and Android in your third-party App Attribution Partner interfaces. Ultimately, with improved reporting visibility, you will be able to make more informed business decisions and improve return on ad spend. Note: Availability for this solution will be gradually
rolling out starting in May 2025 and we will be continuously implementing updates to enhance the accuracy of our models. Reach out to your App Attribution Partner (AAP) for more information. Benefits of using Integrated Conversion Measurement is an innovative protocol which provides more real-time
comprehensive, and accurate attribution in your third-party App Attribution in your third-party App Attribution in your third-party App Campaigns for installs are driving conversions across both iOS and Android devices, providing actionable insights to effectively optimize campaign performance and allocate budgets. Key
benefits: Enhanced reporting across iOS & Android: Enables real-time and event-level reporting for app conversions from the European Economic Area (EEA) or when a user opts
out of device-level permissions. Privacy-preserving techniques: Incorporates innovative technologies, such as on-device conversion measurement, to improve measurement accuracy, all without compromising user privacy. Flexible integrates reporting improvements for advertisers using third-party App Attribution Partners, and for those
using the App Conversion Tracking API for attribution. Eligibility requirements to get started For iOS: To enable this solution, follow these steps: Have an active iOS App campaign for install with Google Ads. Implement on-device conversion measurement using event data. Update to the latest version of your third-party App Attribution Partner SDK.
to take in order to gain access to this solution. Measurement improvements will roll out automatically with your App Attribution Partners, when available. Related links Conversions for some advertisers start online and finish offline. For example, a consumer initiates research online for a purchase, clicks on an ad, and then telephones a call center to
complete the purchase. These types of conversions are called offline conversion data, you can upload them with any one of the
techniques: Upload from the Search Ads 360 API, Upload from the Campaign Manager 360 Conversion API. Learn more About uploading offline conversions, and editing offline conversions via the
Campaign Manager 360 API. You can view the status of the conversion action and also the additional details like diagnostics metrics. Hover over the status column of the conversions, and improve data quality and many
others. You should be able to view the "Go to diagnostics" along with these messages for conversion actions that have uploaded offline conversion API. To check the accuracy of the offline conversion with these messages for conversion API. To check the accuracy of the offline conversion actions that have uploaded offline conversion API. To check the accuracy of the offline conversion API. To check the accuracy of the offline conversion actions that have uploaded offline conversion action actions that have uploaded offline conversion actions that have uploaded offline conversion actions that have uploaded offline c
conversions that need attention will be displayed in the "Needs attention" card. The history of conversion actions that are active and fully optimized. Status column should show the conversion action status (active, no recent conversions, needs attention, and man
more). Note: To check the Diagnostics page, hover over the status column under the conversions. Types of status under Diagnostics Status Color Label Description Excellent Green Active and optimal Your offline data setup is active, but
there are further improvements you could make. Needs Attention Yellow Active with major errors Your offline setup is active, but there are errors that require your attention. No Recent Data Red Not received data in the last 2 days, there may be something wrong. For optimal bidding
performance, ensure you're uploading conversions on a regular basis. It's a best practice to upload at least once a day. Diagnostic page gives you the overview about the offline uploaded data with status, alerts, messages, and graphs. You can check the status like needs attention, no recent conversion, good, and excellent, with the alerts with
description and percentage breakdown for the same. Expand the alerts to check for detailed description and fix accordingly. Another part of the diagnostics page is "History" which is explained through the graphs consist of bars with 2 colors: Blue bar:
Successfully imported event Red bars: Events with error Types of diagnostic errors and their meaning The table below will help with making sense of the diagnostic error message you view in the UI. This list may change over time. Diagnostic error message you view in the UI. This list may change over time.
currently incomplete. For example: Time used, floodlight activity ID, and more. Ensure all required information is provided. Review the API documentation for more information. Negative values or quantity. Missing conversion identifier Uploaded identifiers
 leading to the imported events are missing. Check that your data source includes the correct identifiers, Each Conversion event should include exactly one identifier provided. Choose a single identifier type for each conversion upload. Review the API
documentation for more information. Each Conversion event should include exactly one identifier from this list. Enhanced conversions not enabled or misconfigured The account isn't set up correctly to use enhanced conversions not enabled or misconfigured The account isn't set up correctly to use enhanced conversions not enabled or misconfigured The account isn't set up correctly to use enhanced conversions. This feature requires enabling enhanced conversions not enabled or misconfigured The account isn't set up correctly to use enhanced conversions.
ensure you have completed all the necessary steps to activate this feature. Review the documentation here for more information. Enhanced conversions: User Identifier Limit Exceeded A maximum of 5 user identifiers (hashed emails, hashed phone numbers, or addresses) can be associated with a single conversion. Reduce the number of user
identifiers you're providing to ensure compliance with this limit. Where possible, prefer hashed email for better matching to link user
identifiers to conversions. Enhanced conversions. Enhanced conversions: Missing user identifier, you must provide at least one of these fields: hashed email, a hashed email (preferred), hashed email, a hashed email, a hashed email, a hashed email (preferred).
Enhanced conversions: Invalid SHA256 hash format. Ensure that the data has been correctly hashed email provided isn't in a valid SHA256 algorithm before submitting it as a user identifier. This is currently the only hashing algorithm that's supported for this purpose, and the one that
must be used to ensure matching works. Enhanced conversions: Invalid address field The address information. Refer to the API specification here as needed for information on formatting of address information. Invalid
custom variable configuration There's a detected issue with a custom Floodlight variable. This could be due to a typo in the type, a repeated index, or a value that's too long. Review and correct the custom variable settings in your cata
source is set up to include correct identifiers. If you're uploading conversions with a gclid, ensure that the gclid is unmodified (not truncated, or case-converted), and the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid is unmodified (not truncated, or case-converted), and the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is known to SA360. This can be done via the gclid value is 
ensure that the online tag is properly sending the match id, the uploaded conversion is within 60 days of the tag fire containing the match id to upload or edit the offline conversion. Click too recent Can't import uploaded data that contains events or clicks that occurred less
than 1 hour ago. In general, this is an error type that you should retry. You can consider implementing code to catch this error type, and automatically retry the conversion event at a later time. Typically, if your code waits at least an hour after the click event, you shouldn't hit this error, but occasionally it can take longer, so retrying is a good process
to handle these. Click too old Imported events can't be recorded because they occurred before this conversion action's lookback window. Configuration ID wasn't found in the system. Verify that the ID is correct and that the configuration has been
properly set up. Reach out to SA360 or CM360 support if you need help validating this. Conversions too old for updated. Ensure you're updating recent events by logging details around click time and conversion time. This can allow you to write more robust code
to handle these cases. Encrypted user ID: Update not supported Encrypted User ID adjustment isn't supported. The only fields that can be edited in a batchupdate call to the API are Quantity, Value, or the value of a Custom Floodlight Variable. Updating the Encrypted User ID isn't supported. Modify your code as needed to refrain from doing this.
Child-directed treatment: Update not supported. The only fields that can be edited in a batchupdate call to the API are Quantity, Value, or the value of a Custom Floodlight Variable. Updating the Child-Directed Treatment field isn't supported. Modify your code as needed to refrain from doing this.
Check here for more details. Limit ad tracking: Update not supported. The only fields that can be edited in a batchupdate call to the API are Quantity, Value, or the value of a Custom Floodlight Variable. Updating the Encrypted User ID isn't supported. Modify your code as needed to refrain from doing
this. Check here for more details. Ad user data consent: Update not supported Ad User Data Consent field isn't supported. Modify your code as needed to
refrain from doing this. Check here for more details. Cart data: Missing cart items information One or more required fields are currently incomplete. Ensure all required information is provided: Item ID Quantity Unit Price Cart data: Missing cart information One or more required fields are currently incomplete. Ensure all required information is provided: Item ID Quantity Unit Price Cart data: Missing cart information One or more required fields are currently incomplete.
provided (for example, merchantFeedLabel). Cart data: Negative values or quantity Events contain negative quantity or price. Re-upload the data with positive values or quantity. Cart data: Invalid language code. Enter a valid two-letter language code (for example,
"en" for English, "fr" for French). Cart data: Insert not supported Cart data insertion isn't supported conversion that's
connected to the original click time. For optimal bidding performance, ensure you're uploading conversions on a regular basis. At least daily uploads are a best practice. Include conversions time. Adjustment consistency Data
adjustment records are inconsistent. Consistency rate does take into account the upload frequency and the timestamp of the adjusted conversion that's connected to the original click time. While we don't recommend updating data used for automated bidding (versus inserting a "new" conversion with the details), consistency in adjustments can be
important for reporting purposes. Depending on the reason you adjust conversions, this may or may not be a resolvable "error", but if in doubt, discuss with your developer team who authored the code for the CM360 Conversion API. Best practices for offline upload data Uploading the data on a regular basis might help to check the performance and
bid accordingly for accurate results. Upload Frequently: Uploading data frequently: Uploading data frequently can help ensure these systems are best set for success. If your system can't do that, try to at least upload a batch of conversions per day. Set up alerts or
automated processes to indicate any missed uploads. Timestamp validation: Implement a check to ensure that the timestamps of uploaded conversion occurred. The ideal size of this window will depend on your business model. Standardized upload procedures: Create a well
defined process for conversion uploads. This includes consistent formatting, pre-upload data cleaning, and error checks. Monitor trends: Track your consistency metric over time. Look for patterns of inconsistency metric over time. Look for patterns of inconsistency metric over time.
window is optimal. Adjust if needed, keeping in mind your business goals and typical conversion timeframes. Contact us Tell us more and we'll help you measure and optimize the true business impact of your ad campaigns more accurately. If you assign values to
your conversions, you'll be able to learn the total business value that Google Ads generated, rather than simply the number of conversions. Benefits Conversions that have happened. You'll also be able to identify and focus on high-value conversions. Benefits Conversions that have happened. You'll also be able to identify and focus on high-value conversions that have happened. You'll also be able to identify and focus on high-value conversions.
(ROAS) bid strategy to help maximize your conversion value, such as sales revenue or profit margins, while trying to achieve your target return on ad spend target, you can use the Maximize conversion value bid strategy to maximize the total conversion value of your campaign within your
specified daily budget. Here are some other benefits of using conversion values: Better insight: You can measure the total conversion value generated by your campaigns that
show a high or low return on investment and manually change bids, budgets, and targeting. Smarter bidding: Automated bid strategies use the conversion values you set up to automatically set bids to optimize for your performance goals across specific campaigns, and keywords. With Target ROAS, bids are set to maximize conversion
value, such as sales revenue or profit margins, while trying to achieve your target return on ad spend (ROAS). With Maximize conversion value, bids for each auction are optimized to maximize conversion value, bids for each auction are optimized to maximize conversion value. Set up conversion value, bids for each auction are optimized to maximize conversion value.
conversion value measurement: Measure different values for each conversion Measure the same value for each conversion It's more representative of actual values for your business if each of your sales or leads has a different
conversion value. For example, if you sell multiple products that vary in price, or if you offer different services at different values for each conversion. If you don't add this code, the
default value you enter will be used for all conversions. It's easier to set up but may be less representative of different values for each conversion Learn how to
measure the same value for each conversion Note: The global site tag (gtag.js) is now the Google tag. With this change, new and existing gtag.js installations will get new capabilities to help you do more, improve data quality, and adopt new features - all without additional code. Learn more About the Google tag. If you use Google Tag Manager (GTM)
to manage your conversion tags, you need to implement the Google tag in GTM for all ads products. The Google Ads conversion tags. Learn more about using GTM to deploy Google Ads conversion tags.
Note: Google Tag Assistant and Tag Diagnostics will continue to show implementation warnings when an event is sent to any Google tag. Conversion tracking is a free tool that shows you what happens after a customer interacts with your ads -- whether they purchased a product, signed up for your
newsletter, called your business, or downloaded your app. When a customer completes an action that you've defined as valuable, these customer actions are called conversions. This article explains: Benefits of conversions tracking How it works Security and privacy standards For setup instructions, read different ways to track conversions. Learn
which keywords, ads, ad groups, and campaigns are best at driving valuable customer activity. Understand your return on investment (ROI) and make better informed decisions about your ad spend. Use Smart Bidding strategies (such as Maximize Conversions, target CPA, and target ROAS) that automatically optimize your campaigns according to
your business goals. Find out how many customers may be interacting with your ads on one device or browser, and other conversion data in your "All conversions" reporting column. Conversion tracking starts with you creating a conversion action in your Google Ads account. A
conversion action is a specific customer activity that is valuable to your business. You can use conversion tracking to track the following kinds of actions: App installs and in-app actions: Installs of your Android or iOS mobile apps, and purchases or other activity within those apps. Learn more About mobile app conversion tracking. If you have both a
website and a mobile app, you can set up app conversion tracking using Web to App Connect interface to set up conversion tracking and deep linking (which allows you to link from your ads directly into your business app), you can provide a seamless web-to-app experience for your customers and drive on
average 2 times higher conversion rates for ad clicks landing in your app compared to your mobile website. With Web to App Connect, customers can easily complete their intended action, whether purchasing, signing up, or adding items to their cart. Plus, from within the Web to App Connect interface, you can track these in-app conversion actions
and get recommendations on how to improve your campaign. To get started with Web to App Connect, follow the 3 steps below: Learn more about converting better with the Web to App Connect interface. Import: Customer activity that begins online, and later
signs a contract in your office. Learn more About offline conversion imports. Local actions: Actions that are counted whenever people interact with an ad that's specific to a physical location or store. Learn more About local conversion source, but for each type
besides offline conversions, it tends to fall into one of these categories: You add a Google Earch or selected Google Display Network sites, or when they view your video ad, a temporary cookie is placed on their computer or mobile device. When
they complete the action you defined, our system recognizes the cookie (through the code snippet you added), and we record a conversion. Some kinds of conversion tracking don't require a tag. For example, to track phone calls from one of your ads,
and to track details like call duration, call start and end time, and caller area code. Also, app downloads and in-app purchases from Google Play, and local actions will automatically be recorded as conversions for your campaigns, ad groups, ads,
and keywords. Viewing this data in your reports can help you understand how your advertising helps you achieve important goals for your business. Google has strict security standards. Google has strict security standards. Google has strict security standards.
the data you collect on your sites, apps, and other properties. Make sure that you also get consent where required by law or any applicable Google policies governing user consent for the collection, sharing, and use of personal data for personalization of ads
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where legally required, be sure to disable the collection of remarketing data. Learn how to modify the Google appsMain menu The webpages report attempts to report the URL where a conversion action took place when possible.

Each conversion action has its own webpages report. There are some technical limitations that can prevent the webpages report from reporting the correct URL or reporting a URL at all. How it works You can view your webpages report by clicking your conversion action and selecting the webpages report. When your conversions are reported Google tries to report the URL where the conversion took place by using the javascript location object and the location.pathname (available or there are certain limitations, you may find "Unknown" or "Webpage unknown" in your conversion tracking reporting. You can check the conversion tracking status troubleshooter if you need help diagnosing your conversion tracking status. Webpage unknown There are several reasons why "webpage unknown" may appear in your webpages report: Conversions may occur on iOS devices without an associated webpage. Google-modeled conversions may not have an associated webpage. Conversions recorded through enhanced conversions may not have an associated webpage. Conversions reported through third-party integrations like Shopify or WordPress may not consistently record the webpage URL. The pixel-only implementation of the tag may be used. Iframes involved in the click-to-conversion journey can cause issues: A website visitor visits page A with an iframe for page B. The visitor clicks a link on page B leading to page C within an iframe on page A. Page C may have a conversion pixel. In the scenario above, the system tries to guess the top level page A by looking at the referrer for C, but the in-frame navigation breaks this process. Some of these causes may not be possible to address. However, you can switch to a non-pixel-only method by following the instructions to add a conversion URL is www.example.com/conversion-page?id=123 (where "123" is a number assigned to a specific website visitor), the "id=123" part of the URL is not reported. Instead, you'll find www.example.com/conversions that are associated with different IDs are reported collectively under one URL. Using iframes If you place the conversion tracking snippet in an iframe, you won't be able to determine the parent frame location (usually the URL in the website visitor's address bar). You may find a report of a webpage as "unknown" if the conversion tag is placed in an iframe for example, Search Ads 360 Floodlight tag. This can affect webpage reporting because of browser security limits and prevent access to top-level URL information. Noscript or pixel only implementations The noscript portion of the conversions. The noscript portion of the script can't determine the visitors location on the page through the location.pathname method. This value is only available to javascript enabled devices. For pixel implementations, you may look to HTTP header referral information to determine a conversion URL. When used alone, this can sometimes be inaccurate because of proxy and firewall software that filters out referrer information. Proxy and firewall software systems work by clearing the referrer field or by replacing it with inaccurate data. Usually, Internet-security suites clear the referrer data, while web-based servers replace it with a false URL that's often their own. Related links About conversion tracking

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