

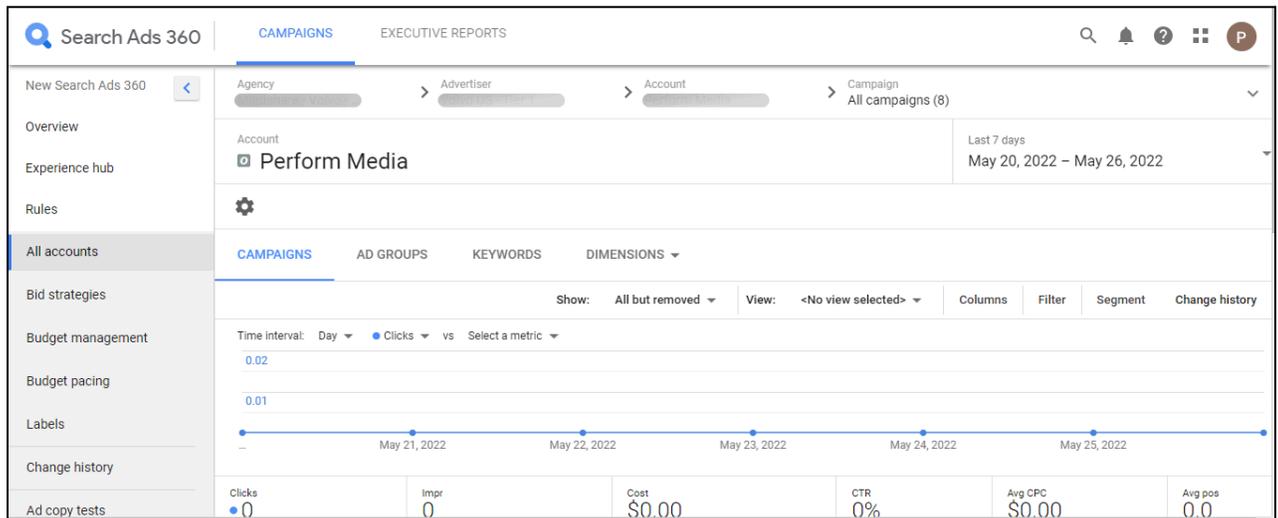
# SA360 Conversion Report

Below are the steps to be followed to generate a conversion report in SA360.

- 1) Login into SA360 using the link below. The user will be redirected to the Google account login in case the existing primary account does not have access to SA360. Select the account and enter the credentials to login to SA360.

**Link:** <https://searchads.google.com/ds/cm/cm>

- 2) Select the agency, advertiser and engine account for which the conversion report has to be generated and click on Apply.



- 3) Now click on the download icon as highlighted in the below screenshot and select the report type as "Conversion" from the newly opened option set.

CAMPAIGNS AD GROUPS KEYWORDS DIMENSIONS

Show: All but removed View: <No view selected> Columns Filter Segment Change history

Time interval: Day Clicks vs Select a metric

0.02

0.01

May 21, 2022 May 22, 2022 May 23, 2022 May 24, 2022 May 25, 2022

Clicks 0 Adv: 192,235 (0%)	Impr 0 Adv: 4,801,360 (0%)	Cost \$0.00 Adv: \$388,242.37 (0%)	CTR 0% Adv: 4% (0%)	Avg CPC \$0.00 Adv: \$2.02 (0%)	Avg pos 0.0
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+ New campaign Edit Rules Filter to selected campaigns



CAMPAIGNS EXECUTIVE REPORTS

Dynamic ad targets  
 Ad group age target  
 Negative campaign dynamic ad targets  
 Negative ad group dynamic ad targets  
 Negative ad group age target  
 Ads  
 Calls  
 Callouts  
 App Installs  
 Locations  
 Sitelinks (Google Ads Only)

Ad group remarketing lists  
 Ad group gender target  
 Negative campaign remarketing lists  
 Negative ad group remarketing lists  
 Negative ad group gender target  
 Conversions  
 Visits

Filters:

Include rows with no impressions

4) A) For one-time download

Now click on the “Download” button highlighted in blue and the report will be generated and saved on the machine.

CAMPAIGNS EXECUTIVE REPORTS

Negative ad group age target  Negative ad group gender target

Ads  Conversions

Calls  Visits

Callouts

App Installs

Locations

Sitelinks (Google Ads Only)

Filters:

Include rows with no impressions

Delivery:

Email report

*i* If you upload a file with advertiser or account rows, those rows will be ignored.

DOWNLOAD CANCEL

## B) Scheduling the report

Select the "Schedule Report" option from the List scroll down to select the Report Type (Conversions). Once the report type is selected, enter the below details

- Report Name
- Scope ( Recommended option: Current Scope )
- File format
- Columns
- Scheduling frequency , Email Address, Timezone

Download report	<b>Schedule download</b>
<b>Schedule download</b>	Create reports to download at fixed schedules <a href="#">Manage existing scheduled downloads in Downloads »</a>
Create web query	Report name: <b>Perform Media</b>
	Scope: <b>Current scope</b>
	Format: <b>Excel 2007 (.xlsx)</b>
	Columns: <b>Editable columns (for re-upload)</b>

Schedule:  
Frequency:  
**Daily**

At time:  
**8:00 PM**

Timezone:  
**(GMT-05:00) Eastern Time**  
Automatically adjusts for daylight saving time

Delivery:  
  
 Include this file as an attachment

**i** If you upload a file with advertiser or account rows, those rows will be ignored.

**SCHEDULE** **CANCEL**

Once the above options are selected, click the “Schedule” Button for scheduling the report.

Please refer to the link below for additional information to generate the conversion reports.

**Links:**

<https://support.google.com/analytics/answer/7068033?hl=en>

<https://support.google.com/searchads/answer/1678436?hl=en>