Connecting Your Google Ads to AdBeacon

Welcome to this step-by-step guide on integrating Google Ads into your AdBeacon account. In the digital era, effectively leveraging advertising platforms is crucial for driving traffic and sales to your e-commerce site.

This guide is designed to walk you through the process of setting up and verifying your Google Ads integration, ensuring that your Shopify store capitalizes on the powerful advertising capabilities offered by Google Ads. Let's get started.

1. **Integrate Your Shopify Store:**
● *Ensure your shop (Shopify) is integrated.*

2. **Navigate to Google Ads Integration:**
● *Go to the integration section of AdBeacon on the left-hand side of the interface.*
● *Find and click on the option that says "Google Ads".*

3. **Connect Your Google Ads Account:**
● *Click to connect your account.*
● *Ensure the account is connected to the correct email that is associated with your Google Ads account.*

4. **Continue with Integration:**
● *Click 'Continue' after selecting the correct account.*
● *A dropdown will appear showing a string of code, which are your UTM parameters.*

5. **Copy UTM Parameters:**
● *Click 'Copy' to copy the UTM parameters.*

6. **Access Google Ads Account Settings:**
● *Go to your Google Ads account.*
● *Scroll down to 'Settings'.*
● *Click on 'Account Settings'.*

7. **Set Up Tracking:**
● *In the account settings, navigate and click on 'Tracking'.*

- *Click on 'Final URL Suffix'.*

8. **Paste Tracking Code:**
- *Paste the copied tracking code into the 'Final URL Suffix' section.*
- *Click 'Save'.*

9. **Test the Integration:**
- *Click the 'Test' button to ensure everything is set up correctly.*
- *The test should confirm that everything is good to go.*

10. **Finalize and Confirm Integration:**
- *Return to the 'Integrations' section.*
- *Confirm that the Google Ads integration is complete, indicated by a green confirmation.*

If you have any questions or need any assistance with this or any other integrations - don't hesitate to contact your AdBeacon team or send us a message in The Lighthouse Slack channel!