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Enhanced Google Ads Conversions

https://store.retailfactory.ru/analitika-en/google-ads-enhanced-conversions/

Description

The module allows you to supplement and correct customer data in Google Ads. This improves the accuracy of reporting on ad interaction conversions.

Getting started

1. First of all, you need to install the module and be sure to specify the license number.
2. Parameter "*Global site tag Google Ads*" you can find in your account of Google Ads. In the top menu, go to the "Tools and Settings" section, then in the "Setup" block, go to the "Google Tag" subsection.
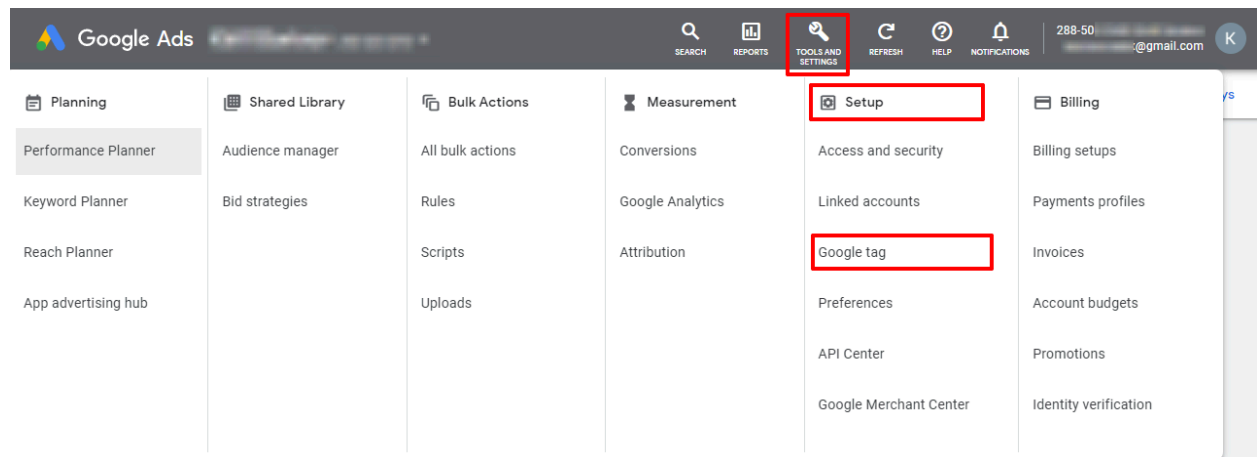
On the page that opens, we see the desired parameter. In the module settings, enter it in full, starting with the letters AW and a hyphen.
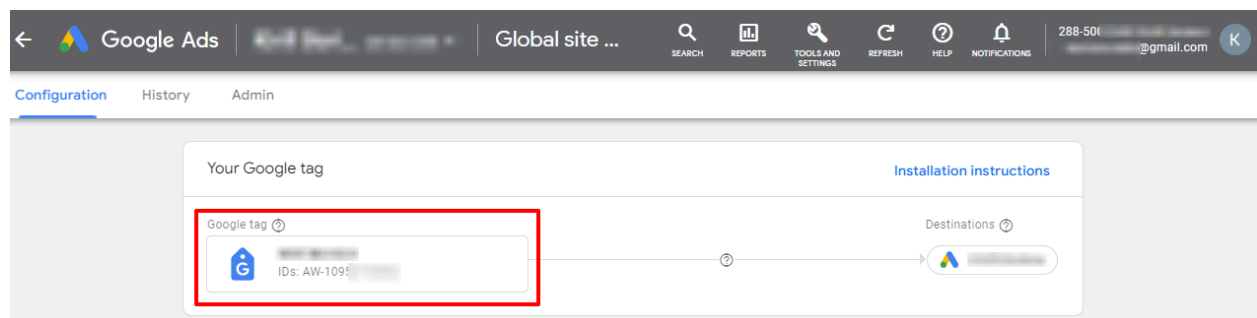
3. Parameter "*Using Google ads global site tag only*" should be checked, If you do not use other Google services or accounts (for example, Analytics). The value of this parameter determines the format of the Google snippet code (in the screenshot above), which is automatically inserted on all pages of the CS-Cart installation.

Setting up conversion actions

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All following settings you need to seup on the "*Conversions*" tab, but first they need to be created and properly configured in your Google Ads account.

1. In the top menu, go to the "Tools and Settings" section, then in the "Measurement" block, go to the "Conversions" subsection.

On the page that opens, there is a list of existing conversions, where you can edit them or create new ones.

Click "Create conversion action".:

2. Select the conversion type "Website" and then enter the showcase URL.

3. Scroll down the page and click "Add a conversion action manually".

4. In the "Goal and action optimization" list, select the purpose of our conversion.

The module supports the following targets:

- "Purchase" - completed ordering;
- "Add to Cart" – the customer put the item in the cart;
- "Start making a purchase" – transition to the choice of payment method, delivery, etc.;
- "Registration" - a new user has registered on the site;
- "Page view" - the user went to the tracked page.

The conversion goal selected at this stage must match the "Conversion Type" parameter in the module settings.

Next, fill in the rest of the necessary settings, save the specified data and return to step #2, where we can create other necessary conversion actions.

After creating all the necessary conversions, click "Save and continue".

5. At the final stage of setting up conversions, we need to get the values of the "Conversions label" parameter.

Go to the "Use Google Tag Manager" tab and find the list of created conversions and the character set for each of them.

If you does not have "Use Google Tag Manager" tab, go to the "Set up with a Google tag" tab, click each "See event snippet" links and find part of "send_to" param after slash.

This is the "Conversion Label", which we enter in the module settings in the corresponding field.

In addition, for Pageview conversions, you must enter the URL of the page being tracked.

This completes the setup of our module, but we still need to complete the setup of conversions in the Google Ads account.

Go to the list of created conversions (step #1 of setting up conversion actions). Click one by one on the conversions for which we want to send extended customer data.

In the window that opens, you can view and edit the previously entered data, and in the lower part of the window there is an additional block "Enhanced conversions". There we check the option "Turn on enhanced conversions" and in the parameter "To start, select how you want to set up enhanced conversions" select "Google tag or Google Tag Manager".

After checking your site URL, in the parameter "Confirm how you want to set up enhanced conversions" you need to select "Edit code" and save the conversion.

This step must be repeated for all created conversion actions.

That's all. You do not need to make any manual changes to the code - the module will do everything for you.

Support

If you will need any help feel free to contact support@retailfactory.ru.