

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

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[RetailFactory] Google Ads - Enhance Conversions

General

Settings

Information

General

Conversions

License number:

Global site tag Google Ads:

AW-000000000000

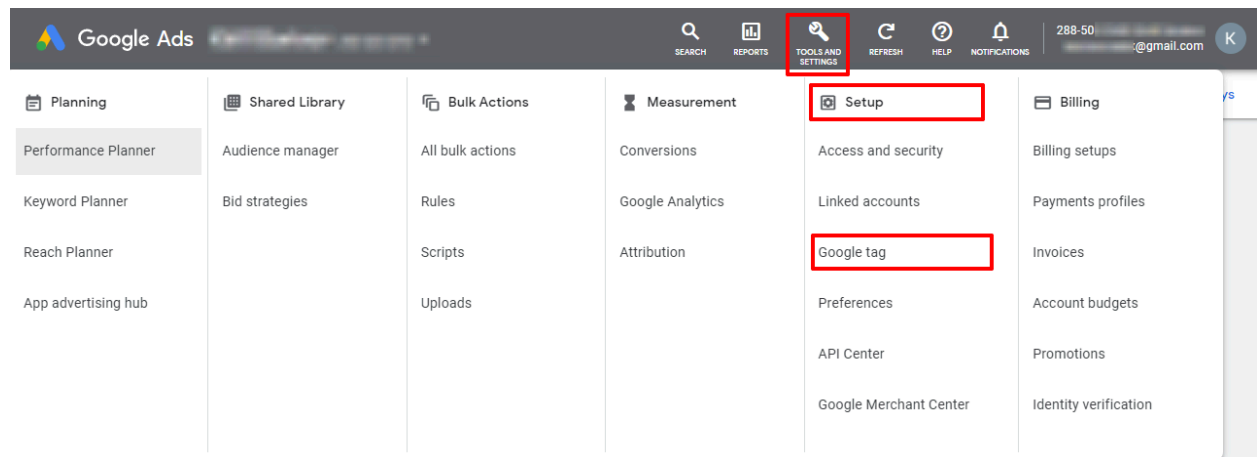
The CONVERSION_ID parameter in your Google Ads account. Beginning with **AW-** and followed by numbers.

Using Google Ads global site tag only:

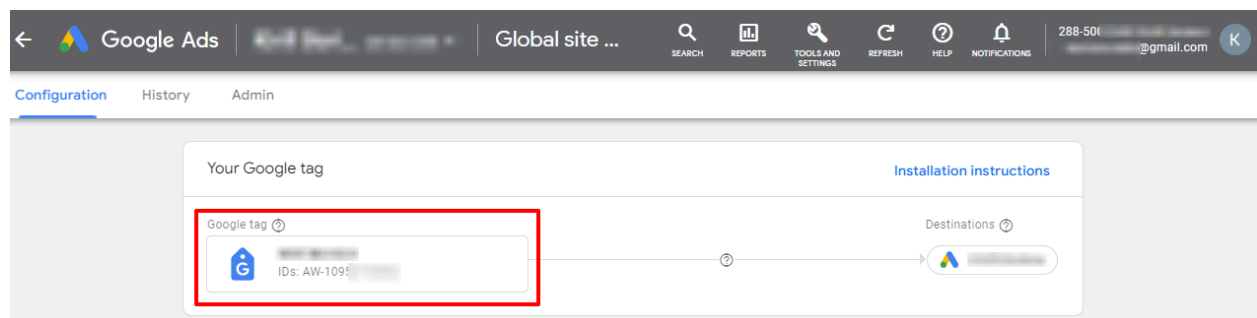
☒

Turn on this param if you don't use other Google services (such as Analytics) or other Google Ads accounts.

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



Google Ads | New conversion action

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track. ⓘ

Website

Track actions on your website

App

Track actions on your app

Phone calls


Track calls from your ads or website

Import

Import data from Google Analytics or another source

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

Create conversion actions manually using code



Set up conversion actions manually:

- If you use transaction specific values, transaction IDs, and/or other custom parameters.
- If you want to measure clicks on buttons or links.


If you choose this option, you will need to add an event snippet to your website code

[+ Add a conversion action manually](#)

[Save and continue](#) [Cancel](#)

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

× Conversion action details

 Conversion actions created manually need to be added to your website's code. When you're finished creating conversion actions, you'll get instructions for setting them up on your website

Goal and action optimization

Select the Goal category for this action

Select category ▼

You can use these goals / categories to group your conversion actions and segment your campaign reports.

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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.

Google Ads | New conversion action

SEARCH | REPORTS | TOOLS AND SETTINGS | HELP | NOTIFICATIONS | 288-500-3498 Kirill B. borisov.webx@gmail.com

1 Add conversion actions | 2 Get instructions and finish

You need to add tags for 1 conversion action

To track conversions on all browsers, make sure auto-tagging is turned on in all of the accounts using this manager account's conversion tracking settings. [Learn more](#)

Edit your website code | Email instructions to your webmaster | **Use Google Tag Manager**

Install the Google Ads conversion tracking tag

Use Google Tag Manager to [install the Google Ads conversion tracking tag](#).

Conversion ID
10952736862

Conversion labels

Find below the conversion labels for the conversion actions you have created

Purchase
h6bNCKzAhtkDEN6A1uYo

Next steps

Make sure you add a [Conversion Linker tag](#) and configure it to fire on all of your webpages.

If you use AMP pages, you'll need a separate container. Add this information to that container on your AMP pages as well.

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.


Set up with a Google tag

Email instructions to your webmaster

Use Google Tag Manager


1. Activate measurement with a Google tag

A Google tag allows you to measure activity on your website. You need to do this before individual event snippets can start measuring conversions.

 Google tag

Set up

2. Measure individual conversions with event snippets

| Conversion goal | Conversion name |
|--|-----------------|
|  Purchase | Test |

See event snippet

If your website uses the AMP framework, you can receive your setup instructions by email

Done

Conversion event snippet for “Test”

Together with the Google tag, this tag sends data to Google Ads and indicates when a conversion happens

Event snippet

The event snippet works with the Google tag to track actions that should be counted as conversions. Choose whether to track conversions on :

- ☒ Page load
Add the snippet to the page a customer reaches after completing a conversion
- ☐ Click
Add the snippet to the page that has a button or a link you'd like to track for clicks

Copy the snippet below and paste it in between the <head></head> tags of the page(s) you'd like to track, right after the Google tag

```
<!-- Event snippet for Test conversion page -->
<script>
  gtag('event', 'conversion', {
    'send_to': 'AW-1000000000/1weZCN2vsF4YEN6A1uYc',
    'value': 1.0,
    'currency': 'RUB',
    'transaction_id': ''
  });
</script>
```

[Copy](#) [Download](#)

To record transaction-specific values and transaction IDs, customize your event snippet ?

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

← ▾

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Conversions

| Conversion type ? | Conversion label ? | Conversion page URL | Tools |
|-------------------|--------------------|---------------------|----------------------|
| Purchase ▾ | DsIMC | Conversion page URL | <div>AddClone🗑</div> |
| Add to cart ▾ | fL5SC | Conversion page URL | <div>AddClone🗑</div> |
| Checkout ▾ | IkJO | Conversion page URL | <div>AddClone🗑</div> |
| Sign Up ▾ | XCcV | Conversion page URL | <div>AddClone🗑</div> |
| Page View ▾ | F3zN | Conversion page URL | <div>AddClone🗑</div> |


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.

| | |
|--|---|
| Enhanced conversions | Improve the accuracy of your conversions by matching them with information provided by people who convert on your website |
| <input checked="" type="checkbox"/> Turn on enhanced conversions | |
| Tag type | |
| Google tag  | |
| Confirm how you want to set up enhanced conversions. | |
| <div>Edit code ▼</div> | |

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.