




Hi, welcome!

Get ready to unlock the power of Google Ads! In this workshop, we'll embark on a journey through the essentials of Measurement in Google Ads, equipping you with the knowledge and tools to elevate your advertising game.

Meet your **Google** team



Abdelrahman Elsayalhy
Account Manager

A black and white portrait of a man with a beard and short hair, wearing a dark suit jacket over a light-colored collared shirt. The portrait is centered within a rounded rectangular frame. Below the portrait, the name 'Abdelrahman Elsayalhy' is written in a bold blue font, and 'Account Manager' is written in a smaller, black font below it.

Agenda

01 Google Tag

02 Enhanced conversions for web

03 Enhanced conversions for leads

04 Customer match

05 Consent mode

06 Google Analytics 4

07 Advanced Measurement

Workshop Alignment



Purpose

To provide a comprehensive foundation of measurement of Google Ads to understand, track, and analyze key performance metrics, enabling you to optimize ad campaigns effectively and make data-driven decisions.



Benefit

By learning to measure the impact of your initiatives, you'll ensure a strong return on investment and gain confidence in using AI to achieve your goals.



Check

How does that sound?

Objectives are goals, grouped into 4 types:



Examples of Business & Marketing Objectives

Most BOs and MOs should fall into these categories:

Business Objectives (BO)

Market Share

Grow the percent of the business' total sales within its industry.

Profit

Grow the amount of money the business has after subtracting costs.

Revenue

Grow the total amount of money that the business brings in.

Volume

Increase units sold, number of leads or capacity of the business.

Marketing Objectives (MO)



Awareness & Consideration

The degree of recognition or recall of a brand or product by consumers | Interactions or proxies (not conversions) that indicate a user intends to engage further with your brand or product with a potential intent to purchase



Leads

Web or app-based conversion events (or proxies for them) that do not result in immediate revenue, but are associated with potential future revenue



Sales Online

Web or app-based conversion events (or proxies for them) that result in immediate revenue transacted online (and potentially future revenue as well)



Sales Offline

Transactions (visits, actions or sales) that take place in a physical location












App Install

Conversion events where a user downloads a mobile application on their phone










Maximizing Impact: Aligning Business Objectives with Google Ads Conversion Strategies

You can optimize to one or more goals from a single campaign and assign different values to your conversions to drive the highest ROI




Online Sales

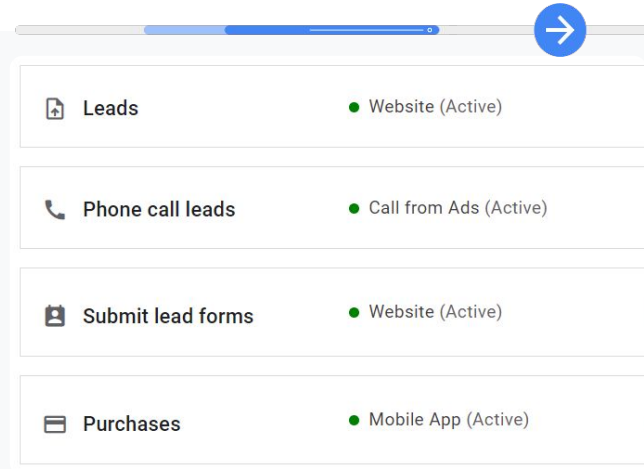
-  Online Purchase
-  In-App Purchase
-  New Customer Acquisition
-  New Customer Acquisition with high value optimization (beta)
-  Loyalty Sign Up
-  Subscription
-  Store sales
-  Add to cart
-  Begin checkout

Lead Generation

-  Request Quote
-  Signup
-  Lead Form
-  Phone call leads
-  Imported lead
-  Book appointment
-  Outbound click
-  Contact
-  New Customer Acquisition

Offline Sales

-  Store Visit
-  Store sales
-  Local Actions (direction and Google hosted contacts)



The screenshot shows a scrollable list of conversion actions. Each action is represented by an icon, a label, and a status indicator (a green dot followed by the text '(Active)').

Conversion Action	Status
Leads	Website (Active)
Phone call leads	Call from Ads (Active)
Submit lead forms	Website (Active)
Purchases	Mobile App (Active)

And the **Google Ads Growth Formula** will help you get there



Google Ads Products

Drive more conversions across Google Ads inventory

Multiply your customer connections



Shopping



Search



YouTube



Maps



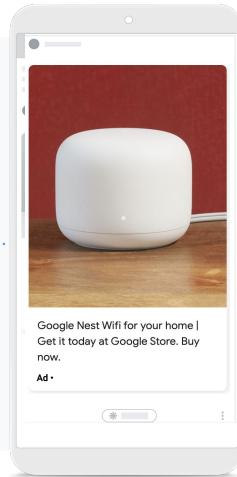
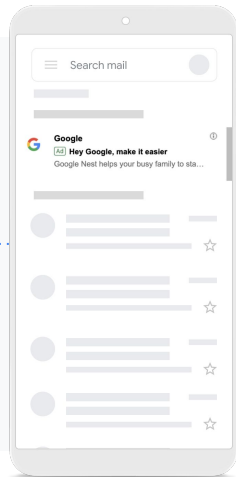
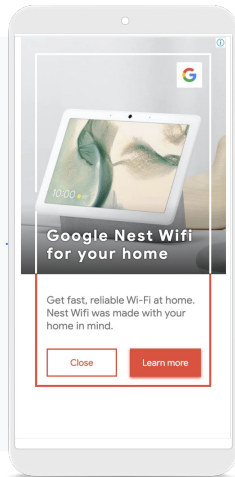
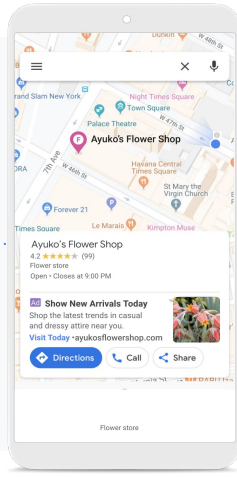
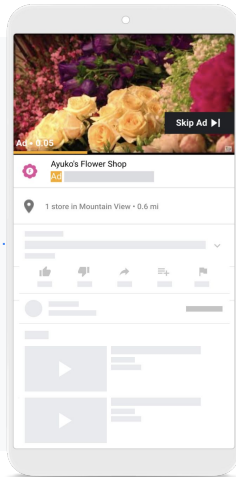
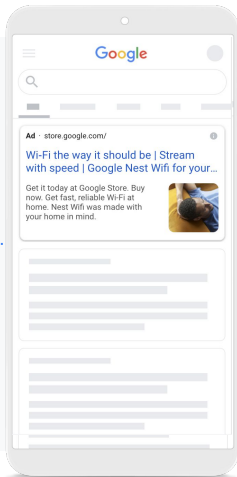
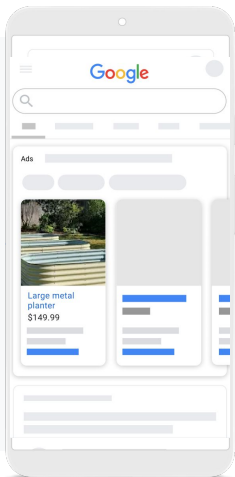
Display



Gmail



Discover

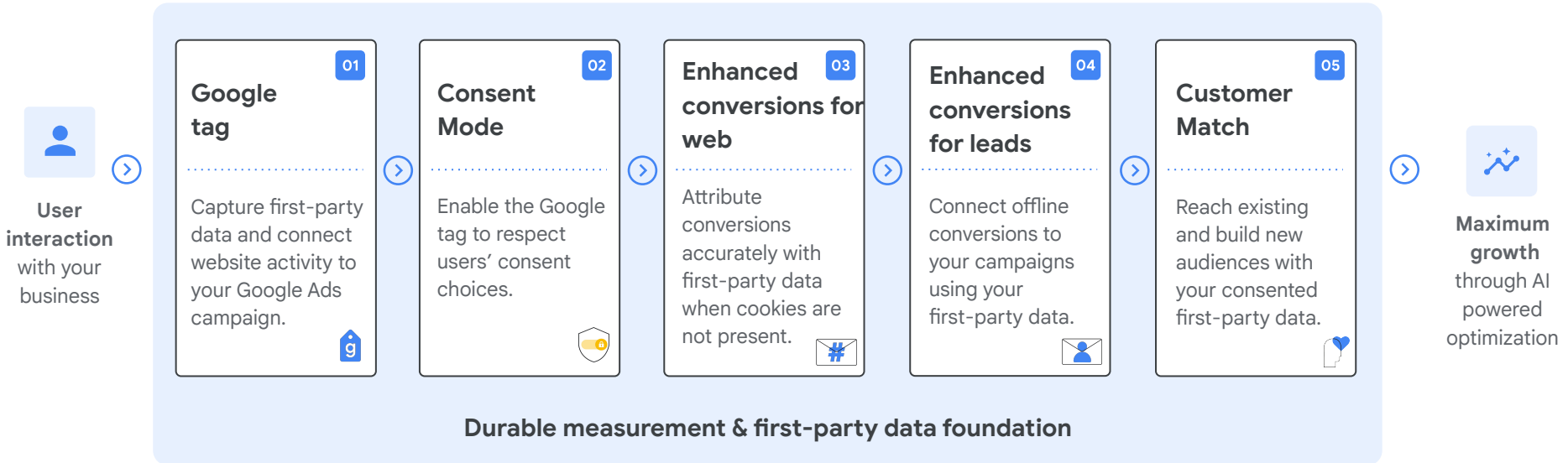




Power Google AI with Measurement Product Deep-Dive

November, 2023

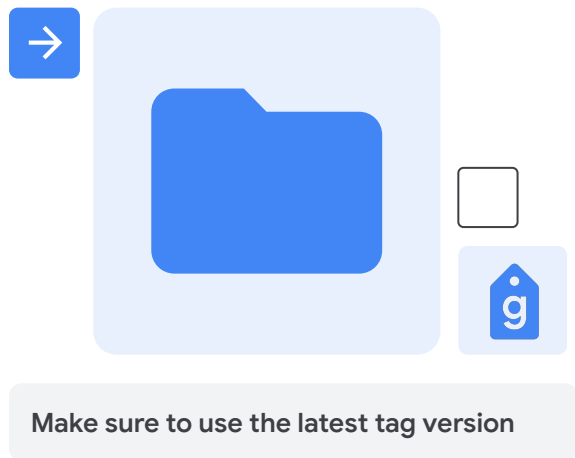
Google durable measurement & first-party data solutions:






01

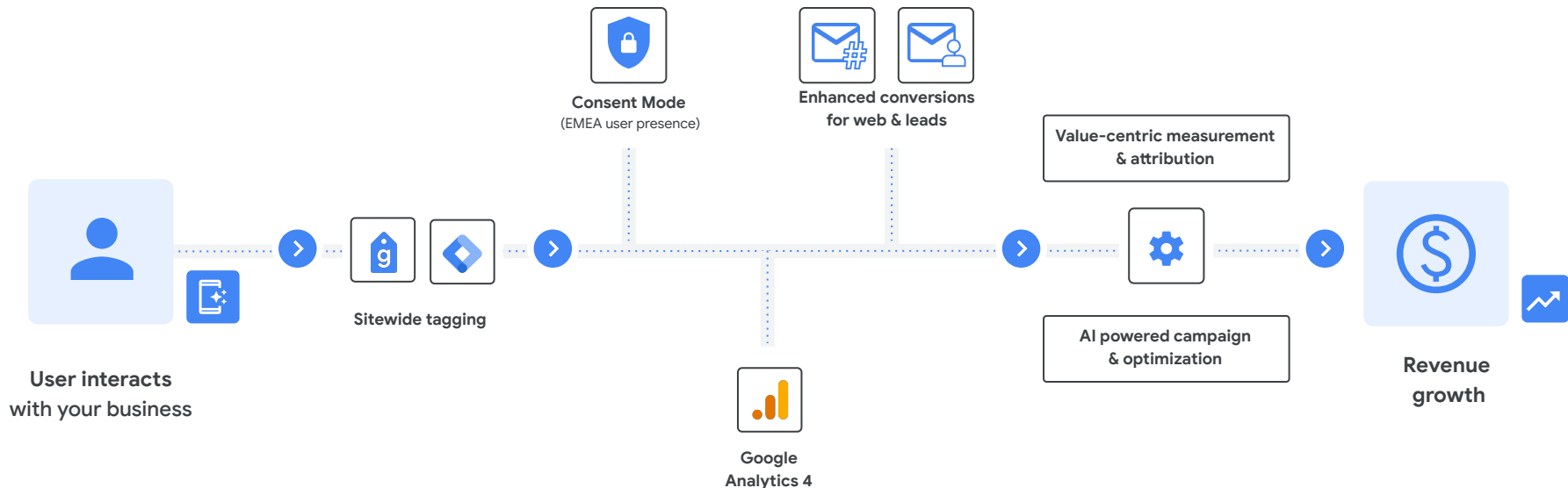
Google tag

Tagging is a critical first step for durable data and measurement foundations



-  Ensures stronger and more accurate conversion modeling
-  Reduces disruption by unlocking multiple 'durable' identifiers
-  Required to take advantage privacy-preserving solutions, like Privacy Sandbox

Google tag is the foundation of other measurement solutions and helps to unlock additional value



A strong tagging infrastructure helps to build a first-party data foundation



Use [Google tag](#) to build a strong first-party data foundation on your website.



Create more value-add opportunities for people to interact with your business to further enrich your first-party data – for example, **collecting emails on your website with promotions, subscriptions, lead form submissions, sales, and user profiles.**

Here is how the Google tag works:

01



A piece of code is added to a website, working in unison with another piece of code (e.g. event snippet) to track your conversions.

02



A user interacts with the website. The tag stores first-party information about the interaction.

03



The user converts on the website.

04

A piece of code is added to a website, working in unison with another piece of code (e.g. event snippet) to track your conversions.

Choose the tagging solution that fits your business better



Sitewide tagging

Google tag (gtag.js)

For businesses who only need to manage one tag on their side.



The new Google Tag Experience allows you to:

- Combine multiple instances of gtag.js
- Centrally manage settings in the Google tag screens in Google Ads and Google Analytics
- Easily set up sitewide tagging and combine or reuse tags
- Increase the number of tagged pages with consistent configuration

Google Tag Manager

For businesses who need to manage multiple tags on their site.



Tag Manager will allow you to:

- Configure and deploy tags from a variety of Google products
- Configure and deploy tags from non-Google products

The Google tag can be set up in one of three platforms: Google ads, Google Analytics or Google Tag Manager

If you work with more than one platform, you can add them later on as destinations in your settings.

01



Google Ads

- Navigate to Tools > Google tag to review installation instructions for website builder or manual implementation of the Google tag.

[\[Help center\]](#)

02



Google Analytics

- Navigate to Admin > Property > Data streams > Google tag > Configure tag settings to see review installation instructions for website builder or manual implementation.

[\[Help center\]](#)

03



Google Tag Manager

- If you have more complex measuring needs and want to manage third party tags as well, use Google Tag Manager to set up your Google tag.

[\[Help center\]](#)

02

Enhanced conversions for web

Improve the accuracy of conversion data with with enhanced conversions for web



Browser changes result in loss of signals, making it more challenging to see the full value of the Google Ads ROI.

Enhanced conversions for web can help solve the measurement gap and comes with benefits:

- **Increase accuracy of conversion tracking** by recovering conversions not observed today
- **Improved bidding & attribution** fueled by more accurate conversions
- **Improved performance** through better optimization based on your data



3.5%

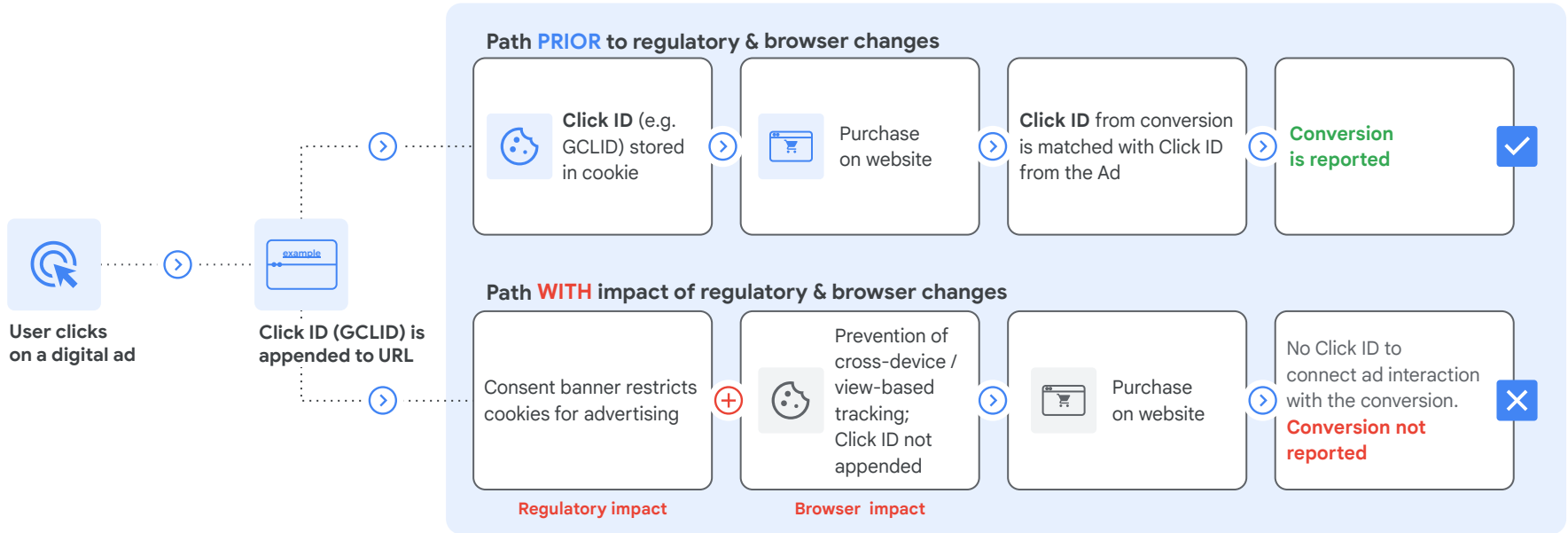
Advertisers who used tCPA with enhanced conversions saw a +3.5% uplift in conversion volume at a similar CPC than those who used tCPA without EC.¹



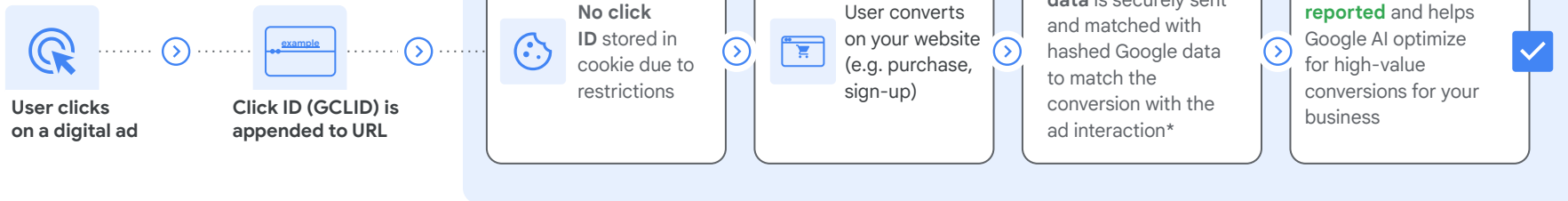
17%

Advertisers who use enhanced conversions for web see an average conversion rate lift of 17% on YouTube.²

Understand how your conversion measurement is impacted by industry changes

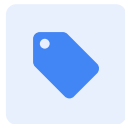


With enhanced conversions for web you can augment your first-party data to mitigate this impact



*No unhashed data can be accessed by Google.

Three factors ensure a successful implementation of enhanced conversions for web



Sitewide tagging

Must either use Google tag or Google Tag Manager which ensures conversions are being captured appropriately.



Google Ads / Google Analytics 4 as source

Must use Google Ads or Google Analytics 4 conversion tracking tag as conversion source.



Customer data submitted on the website

Customer data must be submitted somewhere on the website, such as email address, phone number or name & home address. Provide more than one key to improve your match rate.



Note: You must disclose to customers that you share their information with third parties to perform ads measurement services on your behalf, and also obtain customer consent for such sharing and use where legally required.

Get started with enhanced conversions for web using one of three implementation ways

01



Automatic

- Implement within minutes
- No developer resources needed
- Available for Google tag and Google Tag Manager

02



Manual

- Improve implementation quality with a more durable setup
- Edit code, select Javascript, or CSS via Google tag or Google Tag Manager
- Option to pre-hash data via the Google tag

03



API

- Send data directly to Google through an API integration
- Implementation is more complex than automatic or manual

Quickest
implementation

Longest
implementation

03

Enhanced conversions for leads

With enhanced conversions for leads drive lead quality and growth by ingesting your offline data

Evolving regulatory frameworks and customer privacy expectations have led to reevaluation of traditional attribution methods, such as GCLID tracking.

Meet enhanced conversions for leads: a durable solution to match Google data without a GCLID to drive improved reporting and optimization insights.



Measure offline or otherwise untrackable conversion events up to 63 days after the click.



Import these events directly into Google Ads for activation



Gain a deeper and **more granular understanding** of how each online click drives offline actions through **better reporting**.



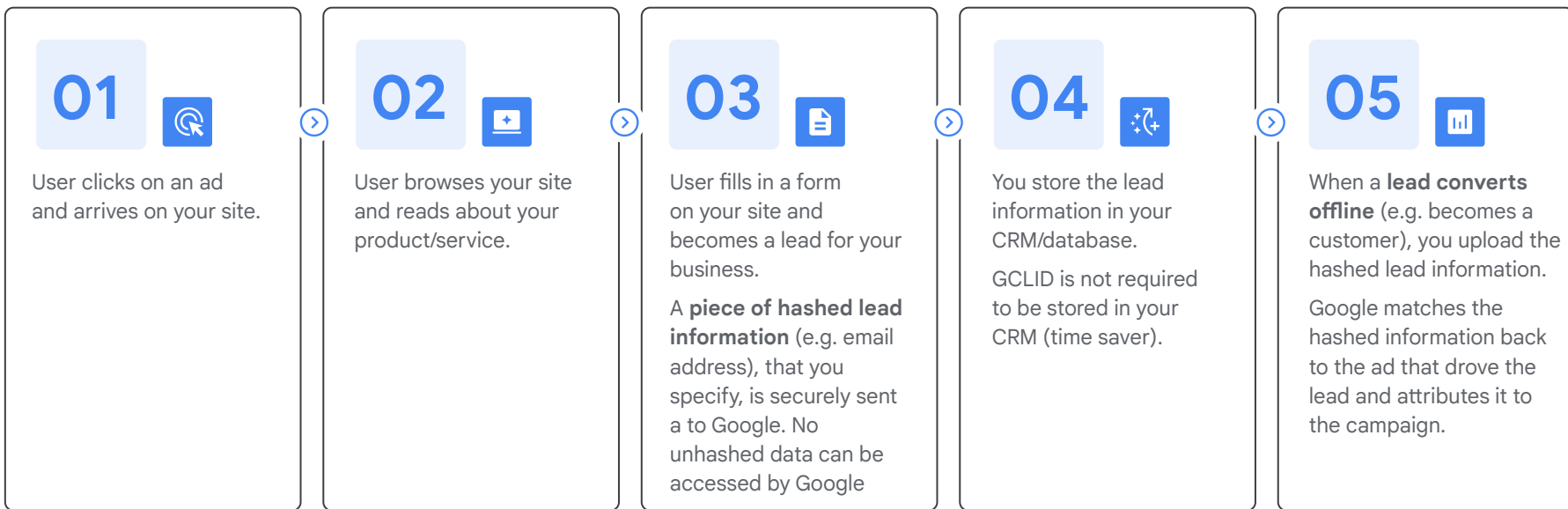
Distinguish between clicks and queries that lead to high vs. low quality leads.



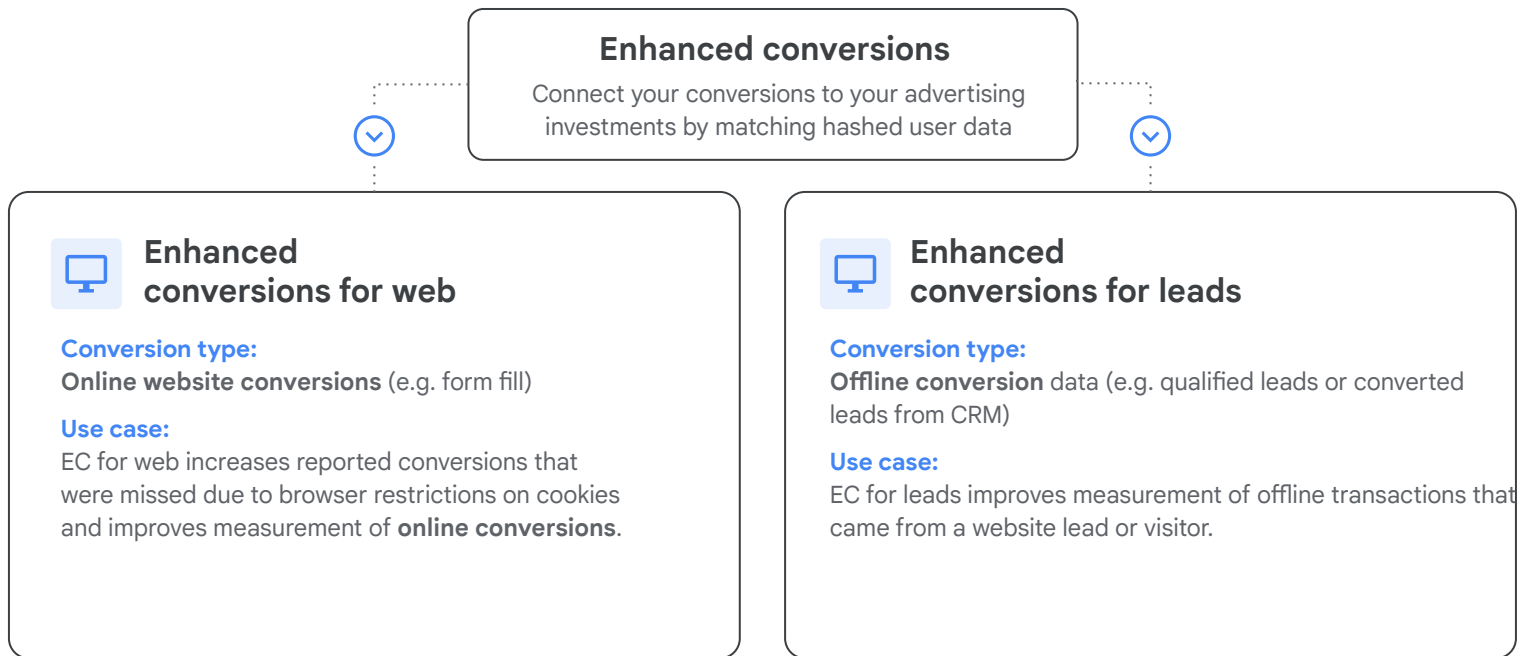
Leverage this intelligence to unlock better smart bidding optimization.

Upload lead data into Google Ads to understand how your campaigns are driving your offline conversions

Here is how enhanced conversions for leads works:



Enhanced conversions for web and leads rely on the same hashing method but fulfill different purposes



Use enhanced conversions for web and for leads together to measure conversions across the lead-to-sale journey



Ad interaction

User comes to your website



Lead

Newsletter sign-up



Qualified lead

Intent to buy



Closed deal

Sale



Online conversions

With **enhanced conversions for web** you can accurately measure and attribute online conversions to learn which campaigns drive users to your business.



Offline conversions

With **enhanced conversions for leads** you can upload your most important offline conversions into Google Ads and match the information back to the ad that drove the lead.



You can leverage this information to unlock better smart bidding optimization to grow your business.

Acquire High Quality Leads by assigning conversions values and bid to what matters with value-based bidding



Differentiate the value of your customers by mapping your lead-to-sale journey



Advertisers differentiate their customers value internally, but often don't share this information with Google for optimization.



...and bid on what matters...



Select the appropriate conversion goal categorize your actions, and control campaign optimization, e.g. Qualified Leads, or Converted Leads.

With value-based bidding, Google AI will learn which potential customers are most valuable to your business.

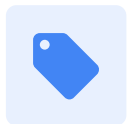


...to drive better performance



Bidding towards the most valuable customers will deliver incremental revenue uplift and profitability to your campaigns.

Three factors ensure a successful implementation of enhanced conversions for leads



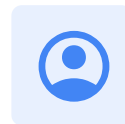
Sitewide tagging

Must either use the Google tag or Google Tag Manager which ensures we are appropriately capturing conversions today.



Auto-tagging Enabled in your Google Ads account

Auto-tagging is necessary to import offline conversions.



Customer data submitted on the website

Customer data must be submitted somewhere on the website, so it can be hashed and matched against hashed offline conversion data.

Implement enhanced conversions for leads

01



Create a **new offline conversion action** in Google Ads

02



Select the appropriate **conversion goal**.

A conversion goal is a way to categorize your actions, and control campaign optimization. Ensure your imported actions are added to the most appropriate conversion goal, either Qualified Leads, or Converted Leads.

03



Configure the Google Tag to capture lead form data

04



Setup scheduled or manual upload via Google Ads interface or API:

- Direct CRM integration
- File upload
- Direct API integration

05



Validate conversions are coming through

Make sure the data volume & value in your CRM / CSV matches Google ads after accounting for time delay.

Enhanced Conversions for Leads delivers **10% more conversions** than Standard Offline Conversion Import

Enhanced Conversions for Leads

Recommended



Pass first-party data to to enable more accurate and higher quality measurement, resulting in improved bidding & performance

- Durable
- Cross device conversion reporting
- Engaged view conversions reporting
- Enhanced conversion reporting
- Accepts multiple identifiers
- Future privacy centric product features

Standard Offline Conversion Import

Not recommended



Pass GCLID to Google via offline conversion import

- Non-durable
- Only click-based conversions
- Not x-device
- Not EC compatible
- Not modeling for measurement gaps
- Based on fragile identifier

04

Customer match

Make the most of your first-party database with Customer Match

Customer interactions offer a wealth of insight: Customer Match helps reach custom segments of existing customers, acquire new ones and deliver a tailored message at the moment of relevance.



Relevant marketing

Allows advertisers to apply their unique marketing strategy (re-engagement use cases, message differentiation for specific customers)



Smart bidding signal

Customer match data has high value and helps drive performance of smart bidding campaigns through auto list application



Source of expansion

Critical signal in modeling and AI powered campaigns (e.g. Optimized Targeting, Audience Expansion, PMax)



New customer acquisition

Optimize for new customers, in addition to maximizing sales. Additionally, receive reporting for value from new vs. returning customers.

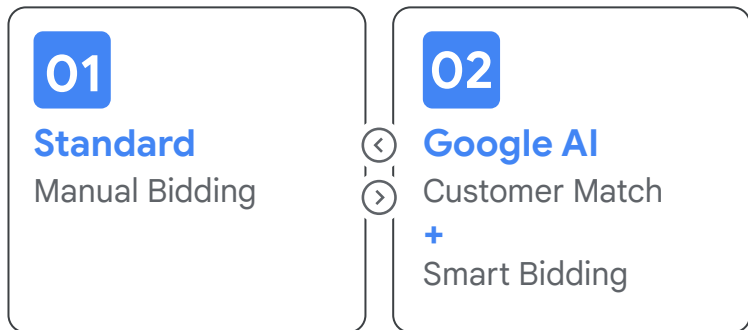


Privacy Safe

Customer match relies on user consented first-party data

Customer Match data has high value and helps drive performance when applied to Smart Bidding campaigns

By evaluating all list signals, **Google AI can leverage the most optimal signals** to maximize campaign performance and help you achieve your marketing objectives.



Customer Match



When Customer Match is applied to Smart Bidding campaigns, we see a 20% increase in conversions per dollar and a 3.6% reduction in cost per click.

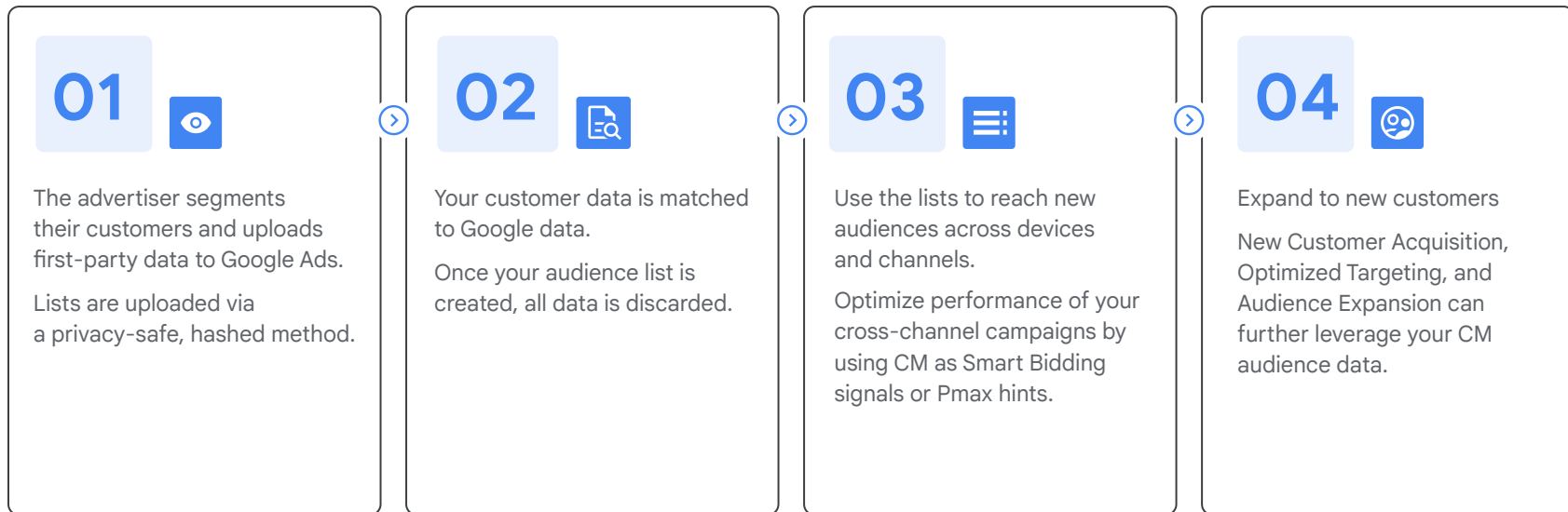
Convert more with Customer Match



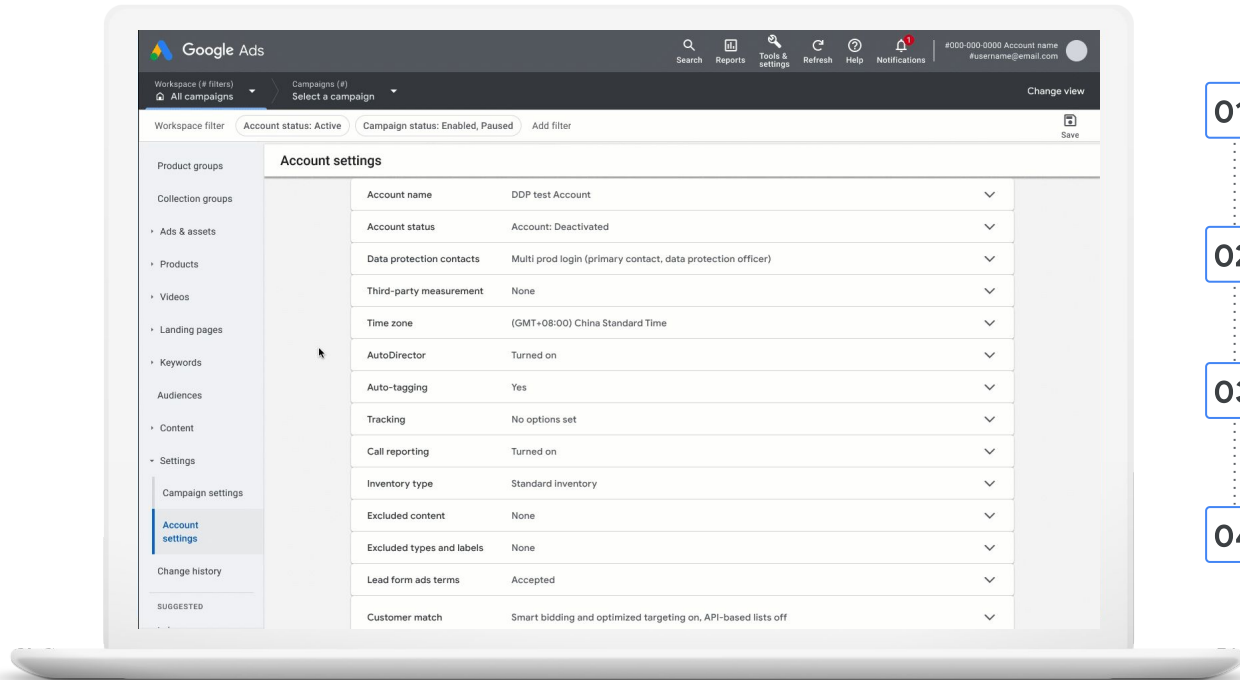
When Customer Match is applied to Smart Bidding campaigns, we see an average 5.3% increase in conversions.

Customer Match uses privacy principles to help you engage with your customers

Here is how customer match works:

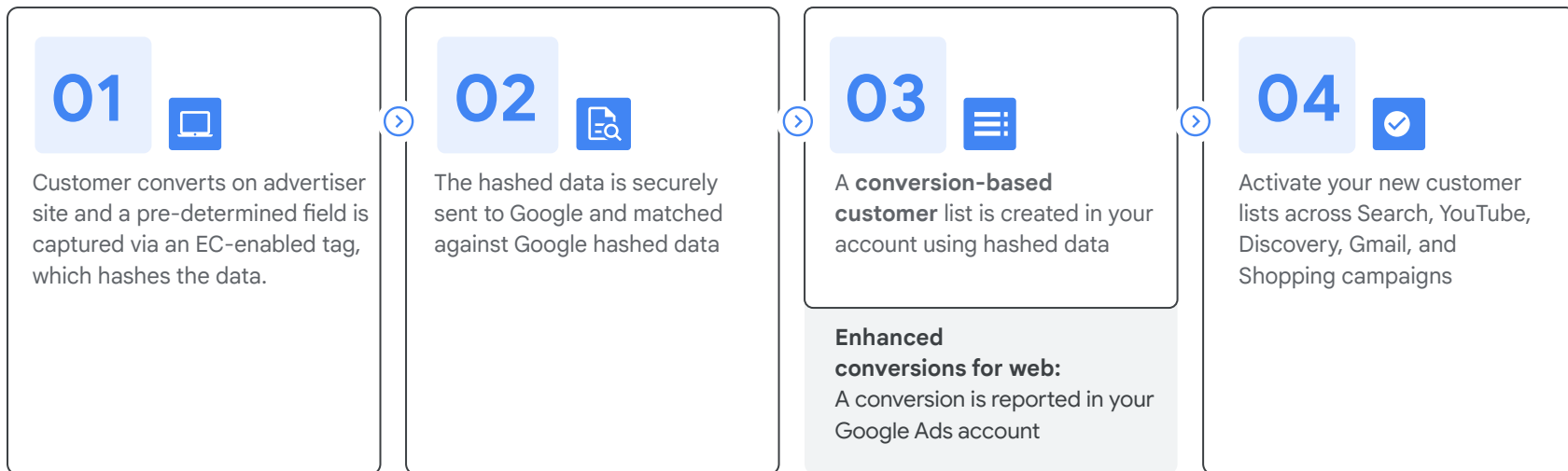


With conversion-based customer lists reach and re-engage customers based on specific conversion goals



- 01** **Confirm** you have implemented Enhanced conversions for web and opt into Google's Customer Match [policy terms](#).
- 02** **Check the box** to opt into “turn on conversion-based customer lists” at the account level.
- 03** **Once enabled**, Google Ads will auto-generate an audience segment for each goal in the conversions summary page.
- 04** **All audience lists will be available** in the Audience Manager under segments as “Customer list: conversion-based”.

Conversion-based customer lists are unlocked by enhanced conversions for web



Upload your first-party data to start experiencing the benefits of Customer Match

↑ Manual Upload	👤 External Partners	⚙️ Conv. Customer Lists	🔗 API
<p>★ Benefits:</p> <ul style="list-style-type: none">○ Requires no additional technical knowledge○ Quickly troubleshoot formatting issues or upload errors	<p>★ Benefits:</p> <ul style="list-style-type: none">○ Partners can handle hashing and uploads○ Find additional identifiers	<p>★ Benefits:</p> <ul style="list-style-type: none">○ Customer lists kept up-to-date automatically○ Better tailor your marketing strategy to conversion actions	<p>★ Benefits:</p> <ul style="list-style-type: none">○ Bulk uploads○ Easy integration into existing API workflows
<p>✓ To consider:</p> <ul style="list-style-type: none">○ Dedicated person needed to regularly update and upload list	<p>✓ To consider:</p> <ul style="list-style-type: none">○ Easiest if you have an existing relationship with a partner○ Services like Zapier are a paid service	<p>✓ To consider:</p> <ul style="list-style-type: none">○ Customers must implement Enhanced Conversions for Web to be eligible	<p>✓ To consider:</p> <ul style="list-style-type: none">○ Developer resources required
<p>❓ How to get started:</p> <ul style="list-style-type: none">○ Use the file template in our Help Center to format your list and then upload in Google Ads or DV360 UI	<p>❓ How to get started:</p> <ul style="list-style-type: none">○ Review list of available partners in the Help Center or Linked Accounts○ Sign-up for Zapier and begin pushing audiences immediately!	<p>❓ How to get started:</p> <ul style="list-style-type: none">○ Opt in at the Account level in Account Settings in Google Ads	<p>❓ How to get started:</p> <ul style="list-style-type: none">○ Integrate with the DV360 or Google Ads API using the developer resources available, respectively

05

Consent mode

Regulations that impact consent require action to maintain measurement and audience features

Advertisers need to enable or upgrade consent mode in order to maintain measurement features like conversion tracking for websites and apps, and personalization features like reaching certain audiences.

01



Determine the best way to obtain consent, either through one of the [Consent Management Platform \(CMP\) Partners](#) - recommended - or in-house solution.

02



Ensure banner is configured to collect user consent and meets [EU User Consent Policy \(EUUCP\)](#) requirements.

03



Implement consent mode via one of the following:

- Partner CMP integration
- Manual implementation through in-page or in-app code

With consent mode transmit users' consent choices for advertising purposes and enable conversions modeling



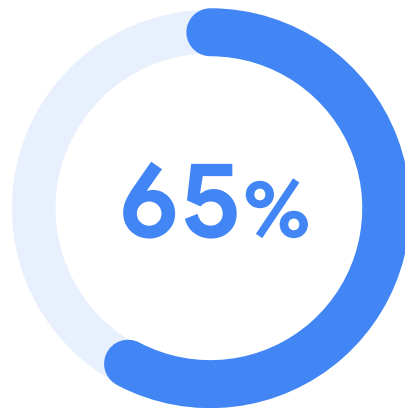
The use of consent mode means that Google measurement can be adjusted accordingly based on the Google AI modeling of ad-click-to-conversion journeys.

For users who do not consent to their data being shared with Google for measurement purposes, conversion modeling helps give advertisers a representative view of performance, more efficient campaign optimization and bidding, and more accurate, privacy-safe measurement by modeling for lost conversions.



On average...

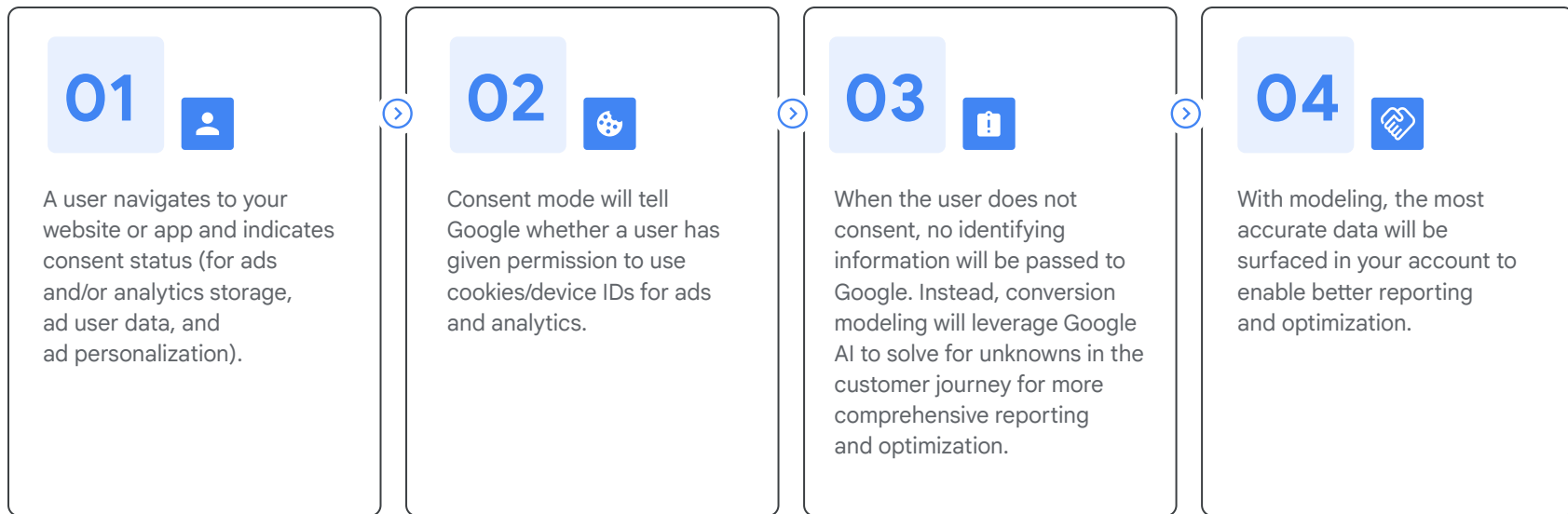
Consent mode recovers around 65% of ad-click-to-conversion journeys lost due to user cookie consent choices.¹



¹Google Internal Data, 2023.

Consent Mode dynamically adjusts data collection based on user consent and enables modeling

Here is how consent mode works:



Conversion modeling provides a more accurate view of performance and helps to achieve better business results

01

Holistic **conversion** measurement

Gain a more accurate picture of your advertising outcomes (ROI), and a complete picture of the conversion path across devices and channels resulting from ad interactions.

02

Accurate **privacy-centric** measurement

Modeled conversions use data that doesn't identify individual users to estimate conversions that cannot be observed directly.

03

Efficient **campaign** optimization

Modeled conversions help you optimize your campaigns more effectively and achieve better business results.

Enhanced conversions for web and consent mode go hand-in-hand in the evolving digital ecosystem



Consent Mode



Enhanced conversions for web

01



Enhanced conversions for **web** can recover the conversion.

Consent is **granted**

Consent Mode will be trained on the recovered conversions.

02



Consent Mode will model the conversion for the unconsented user.

Consent is **not granted**

Enhanced conversions for web cannot be used for the unconsented user.



More accurate conversion modeling & reporting

Three factors ensure a successful implementation of consent mode

01



EEA presence

Consent mode is recommended to customers with an EEA presence or a region with opt-in consent regulations.

02



Consent banner & consent mode

Consent mode is a mechanism for passing consent signals to respect user consent choices made on a consent banner within website or within an app.

03



Google tag (Web) & Google Analytics for Firebase SDK (Apps)

Consent mode is a mechanism for passing consent signals to respect user consent choices made on a consent banner within website or within an app.

Implement consent mode with the help of a partner CMP or through an in-page code



Consent Management Platform Implementation

Consent Management Platforms are software solutions that help advertisers and publishers manage consent collection in line with data protection laws and regulations. Using a CMP can help you through:

- **Fast activation:** Experience in installing consent banners to meet latest regulatory requirements
- **Easy implementation** of consent mode due to an integration with Google consent APIs
- **Technical support** to address technical challenges



Overview of the [CMP partners](#).



In-page / in-app code Implementation

Implementing consent mode manually will require changes to your code. Including your developer early on is highly recommended.

Find implementation instructions and examples in the developer guide for [web](#) and for [app](#).

Implementation example

The following example sets `ad_storage` to `denied` by default. After the user indicates they consent to the features behind `ad_storage`, it is updated to `granted`.

★ **Note:** The consent states set below are just examples. You are responsible for making sure that default consent mode is set for each of your measurement products to match your organization's policy.

gtag.js Tag Manager

The order of the code here is vital. If your consent code is called out of order, consent defaults will not work. Depending on business requirements, specifics may vary, but in general, code should run in the following order:

1. Load the Google tag. This is your default snippet code. The default snippet should be updated (see below) to include a call to `gtag('consent', 'default', ...)`. If you don't set any defaults, all tagging functionality will be enabled.
2. Load your consent solution. If your consent solution loads asynchronously, see [Integrate with asynchronous consent management platforms](#) for how to make sure this happens in the correct order.
3. If not handled by your consent solution, call `gtag('consent', 'update', ...)` after the user indicates consent.

```
<script>
// Define dataLayer and the gtag function.
window.dataLayer = window.dataLayer || [];
function gtag(){dataLayer.push(arguments);}

// Default ad_storage to 'denied' as a placeholder
// Determine actual values based on your own requirements
gtag('consent', 'default', {
  'ad_storage': 'denied'
});
</script>
```

06

Google Analytics 4

Discover insights from your first-party data to inform your marketing strategy with Google Analytics 4



The future of Analytics

Google Analytics 4 is designed for an evolving ecosystem, with machine learning at its core.



New innovations

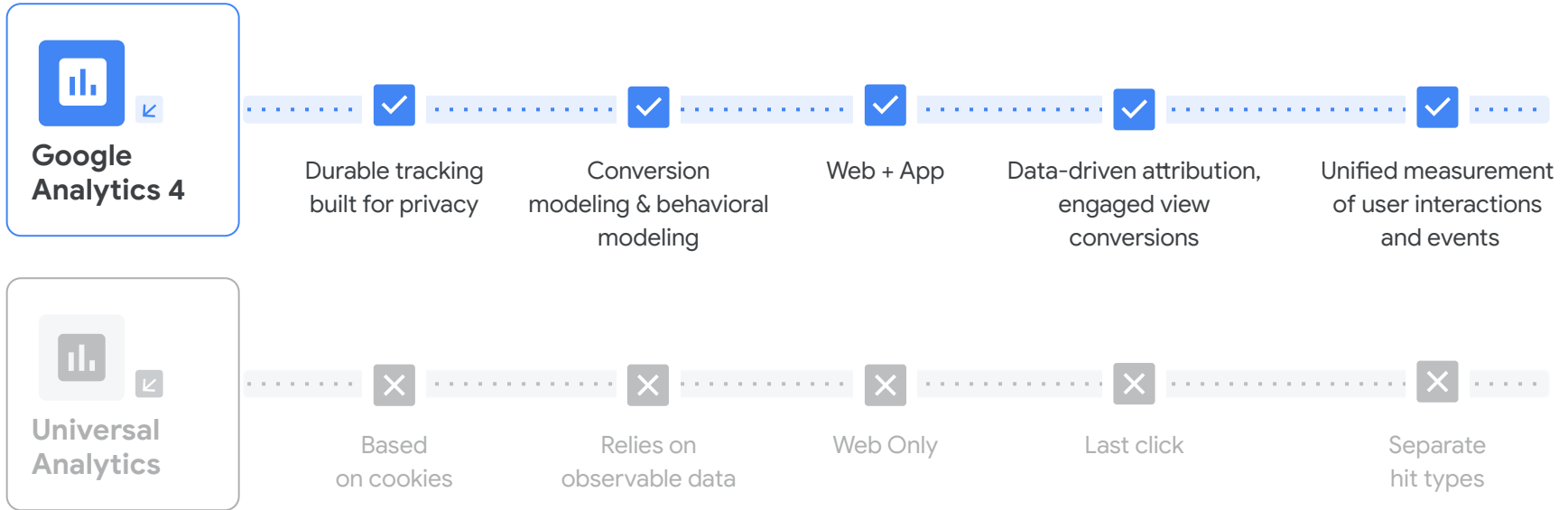
Access new and exclusive features that will only be available in Google Analytics 4 such as new predictive audiences, conversion modeling, and combining app and web data with advanced reporting features.



Cookieless insights

Google Analytics 4 will provide privacy-focused customer insights with or without cookies.

Google Analytics 4 is a new analytics platform designed to keep up with the changing digital ecosystem



Google Analytics 4 enables you to answer strategic questions in innovative ways and drive impact

01 ↓

Collect & enrich first-party data in a privacy-focused way

GA4's infrastructure is **scalable for your business and built for an evolving ecosystem**.

Measure a more unified, holistic user journey by connecting multiple data sources.

02 ↓

Derive powerful business insights

Improved reporting capabilities and customization enable you to better understand your business's performance.

Leverage the power of Google machine learning to automate and facilitate insight discovery.

03 ↓

Take action on your data

Activate insights and first-party data audiences across channels by leveraging direct integrations to Google media platforms **to optimize your media spend and improve your marketing ROI**.

Ongoing measurement & activation of your data

More capabilities to protect and control user data on multiple levels



Data collection

- No longer storing or logging IP addresses
- Dynamically disable data collection
- Set data retention periods



Data usage

- Manage whether the data is used for ads personalization per:
 - Analytics property
 - Region
 - Events or user properties



Data removal

- Delete data for any reason and at any time from Analytics servers
- Delete data for individual users or other parameters



- Adhere to regulations and rising consumer demands on privacy.
- Provides transparency, choice and control over how data is used.

Surface insights and anomalies with analytics intelligence

Google AI | Exclusive to GA4



Automated insights

- Automatically surface insights on major data changes / emerging trends.
- Analyze user behavior over their lifetime as a customer.
- Detect anomalies within your data.



Predictive analytics

- Predict purchase, churn or revenue probability within a certain amount of days.
- Build predictive audiences to utilize within your Google media platforms.



Adapt strategies based on what is or is not working.



Proactively plan & optimize your marketing strategies.



Provide the right experience to your users.



Surface powerful insights to business questions that you haven't even asked yet.



Google Analytics innovated to deliver a future-focused measurement platform for you



Built for a changing ecosystem that is privacy centric.



Incorporates more flexibility on your data collection and provides a more holistic view of your user.



Highly scalable for your evolving business needs.



Seamless integrations to take action on your data and drive business impact.

07

Advanced Measurement

Evaluate and optimize your media investments through advanced measurement



Incrementality measurement



Attribution

Incrementality and attribution work hand in hand to make informed decisions:

- Running occasional incrementality measurement helps to calibrate attribution models and adjust in-platform targets.
- Attribution can help to determine areas of interest for experimentation.

Improved campaign performance:

Identify the most effective marketing campaigns and optimize your campaign setup for better results.

Increased ROI:

Optimize your media investments to increase your return on investment.



Examples of advanced measurement



Brand Lift



Search Lift



Conversion Lift



Account level CPA



DDA



Geo Experiment



MMM

Select the right tool to inform budget allocations and refine your long-term media strategy



Brand Lift

Explore added value beyond attribution and answer questions like:

- Which demo is driving the highest lift in brand awareness?
- Which creative drives purchase intent?



Search Lift

Explore added value beyond attribution and answer the question:

- Is my campaign inspiring consumers to search for my brand or products?



Conversion Lift

Use incrementality experiments to optimize to greater contribution and answer the question:

- How many conversions happened because users saw my ads?



Geo Experiment

Understand the incremental effect of your marketing and answer the question:

- What is the incremental effect of changing my ad spend?



MMM

Prove media contributions to inform budget and channel allocation and answer questions like:

- Which channel drove my sales?
- What is my ROI?
- How do I optimize my channel allocation?

End of product deep-dive





Thank You

Google

