Google Ads Academy

Post Event Guidebook

Google Ads + EC Implementation

Agenda

01   Enhanced Conversion Refresher

02   Enhanced Conversion Implementation

03   Q&A

Google

01

Enhanced Conversion Refresher

Google

Use Enhanced Conversions for Web to augment 1P data

Enhanced Conversions for Web enables more accurate conversion measurement by allowing conversion tags to capture hashed customer data advertisers collect on their conversion page (e.g. email addresses) and then matches it against Google logged-in data. Advertisers who use Enhanced Conversions for Web see an average Conversion lift of **5% on search and 17% on YouTube***

01 Google signed-in user views your ad

02 The user converts on your website

03 The conversion tag captures a field you specify (eg. email address), hashes the data (unless already hashed) and securely sends it to Google

04 We match this against Google's hashed user data and a conversion is reported in your account

Who is this best for? Advertisers who run Search or YouTube campaigns on Google Ads / SA360 with conversion tracking tags (gTag, GTM) and access to customer data on their website

Google

By increasing the quality of data available,Enhanced Conversions has significant longer-term benefits for overall performance

Increased Conversion Observability

- Recover lost conversions due to browser and regulatory changes
- Observe net new conversions from additional 1P data

Improved bidding & attribution

- Better data ingested by bidding models (tROAS / tCPA) and attribution models (DDA)

Better modeling and overall conversion reporting

- Improved observability allows our conversion modeling to be more accurate

Improved Performance

- Better overall CVRs
- Higher ROAS / Lower CPA
- Higher statistical significance in incrementality studies

Google

02

Enhanced Conversion Implementation

Google

Three pre-requirements ensure a successful implementation of Enhanced Conversions for Web

Sitewide tagging the conversion source

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

Google Ads, GA4, or SA360 as the conversion source

Must use Google Ads conversion tracking tag, SA360, or Google Analytics as conversion source. Offline conversions are not supported at this time.

Customer data submitted on page

Customer data must be available on the page. It works best for deep conversion types (e.g., sign-up, purchase) where customer data is required.

Google

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.

Select an implementation type based on your current tagging infrastructure

Automatic, Tag-Based*

Quickest implementation

Manual, CSS/JS or Code

API

Longer implementation

Google

API Considerations

> **Must have order_ID** implemented via tag and API for deduplication purposes

> **Ability to set up server**, hash data, and send to Google via https connection

> **Requires sending data** as JSON objects or URL parameters in the server request

> **Can send app conversions** to use for conversion lift studies

> **For more information**, see here
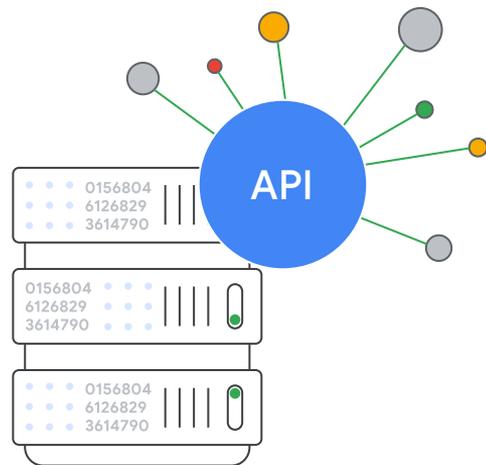
Google

Section 1

Create Conversion Action
in Google Ads

Google

Step 1 - Create Conversion Action(s)

Create Conversion Actions of type **Website**.

1. Go to your Google Ads account and click on **Tools and Settings**.

2. Under **Measurement**, select **Conversion**.

3. Click on **New conversion action** button at the top left.

4. Select **Website**.

Select the kind of conversions you want to track. ⊙

| **Website** | **App** | **Phone calls** | **Import** |
| Track actions on your website | Track actions on your app | Track calls from your ads or website | Import data from Google Analytics or another source |

Google
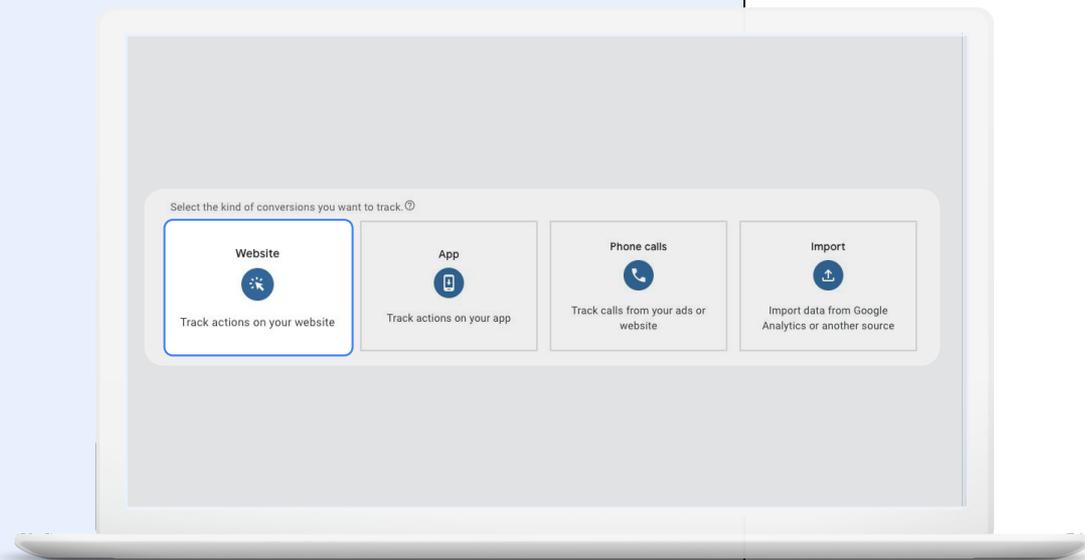
Step 2 - Create Conversion Action Manually

1. Enter your **Website Domain** and click **Scan**

2. Click on **Add a conversion action manually** and setup a conversion action based on your requirements.

3. Click on **Save and continue** & click on Done **on the summary screen**
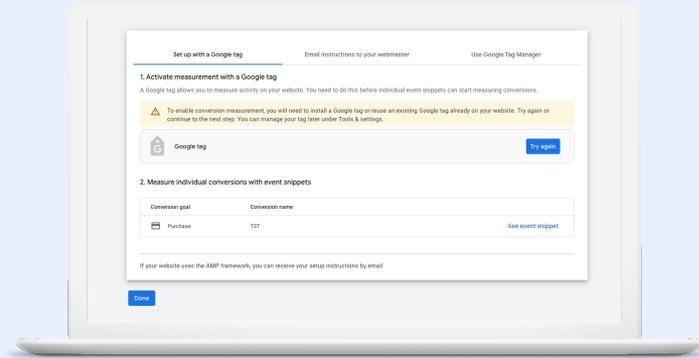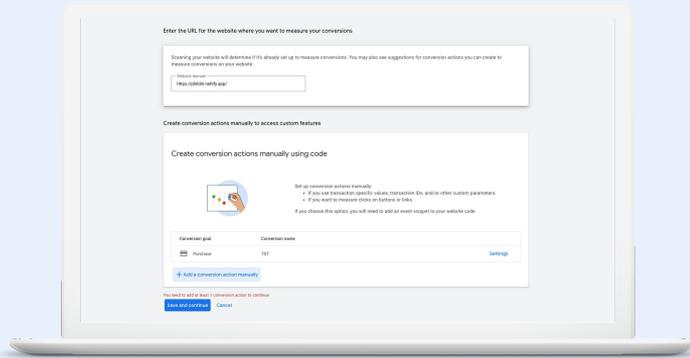
Google

Enable Enhanced Conversions in Google Ads

Google

Step 1 - Enable EC for Web

1. Navigate to **Conversions**, select **Settings**

2. Click on **Enhanced Conversions for Web**
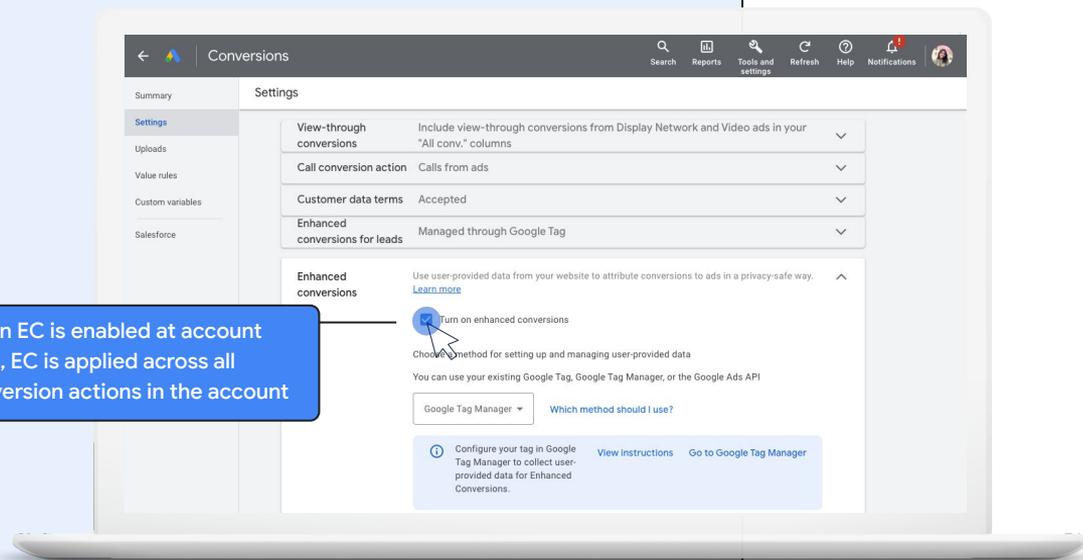
3. **Enable** and click **Save**

When EC is enabled at account level, EC is applied across all conversion actions in the account

Google

Step 2 - Exclude your conversion action from EC

1. Navigate to **Conversion Action** settings

2. Uncheck "**Use enhanced conversions for this action**"

   Note: When disabled, this setting applies to this conversion action only. If you want to edit enhanced conversions for all your conversions, navigate to conversions settings.

Advertisers can still exclude specific conversion actions from account-level EC in the conversion action settings
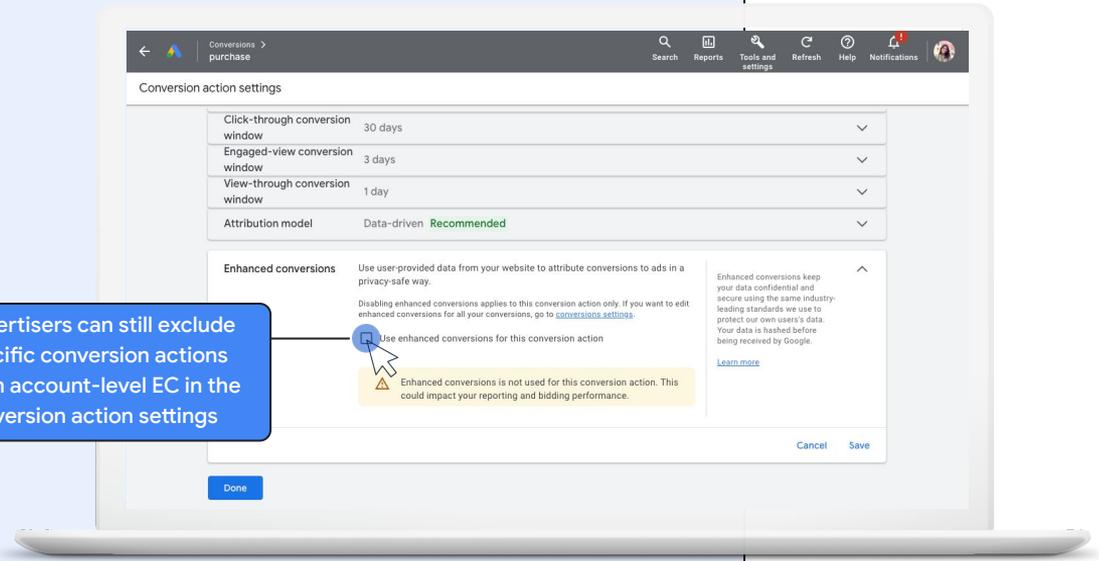
Google

Setup Enhanced Conversions using Google Tag Manager

Google

Step 1 - Deploy your Google Ads Conversion Action

If **Google Tag Manager was detected**, click on Save and open your Google Tag Manager

If you have not already deployed the conversion action in GTM, follow those steps :

1. In GTM, click on **Tag > New**

2. Click on **Tag configuration** and **Google Ads Conversion Tracking**

3. Enter the **Conversion ID** & **Conversion Label** of the Google Ads Conversion action you are deploying (you can find them in your Google Ads account, by clicking on the conversion)

4. Click on **Triggering** and select a trigger corresponding to how you'd like your tag to be fired (e.g. Page View, Form Submission, Custom event, etc...)
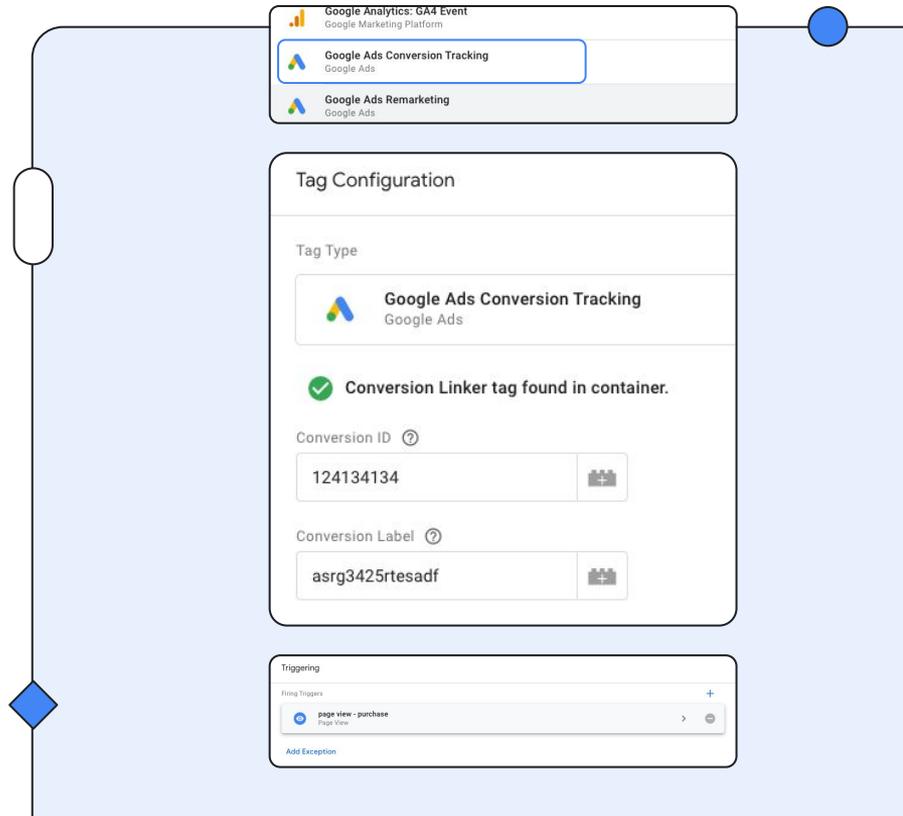
Google

Step 2 - Enable Enhanced Conversions

In **Google Tag Manager** :

1. In GTM, click on **Tag**, and click on the **Conversion Action tag** for which you'd like to turn on Enhanced Conversions

2. In the tag configuration, select "**Include User-provided data from your website**"

3. In the "**Select user-provided data variable...**", select "**New Variable**"

Google
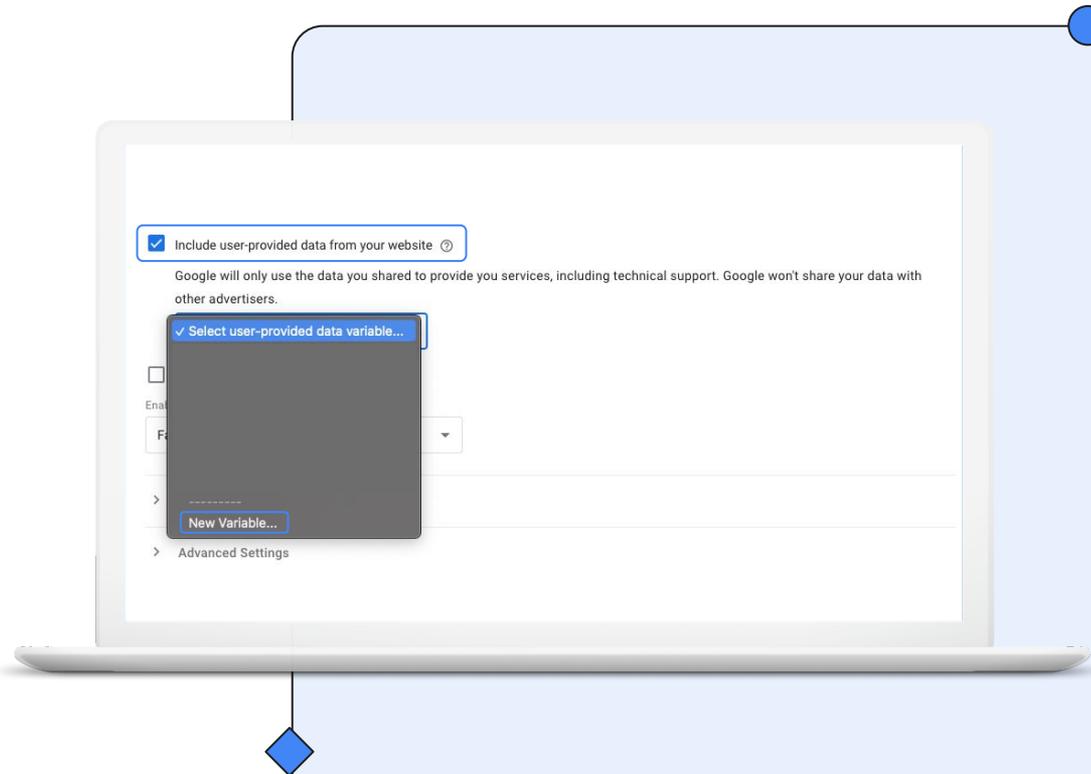
Step 2 - Configure the User-Provided Data Variable - Option 1 - Automatic Collection

Note : Automatic collection currently **only available for email address** : the tag will automatically inspects the page for strings that match a pattern for email addresses and include it in the user-provided data variable.

1. Select **Automatic collection** & click on **Save**

2. **Save** the Tag

3. **Publish** the container

Your enhanced conversion setup is complete ! 🎉
Please proceed to the **Setup Validation** section of this guide.

Variable Configuration

Variable Type

⚙ User-Provided Data   ✏

Improve measurement and get more insights with data people provide to your website.

Type

🔘 Automatic collection ⑦
   ☐ Exclude selected elements

⚪ Manual configuration ⑦

⚪ Code ⑦

> Format Value ⑦

Google
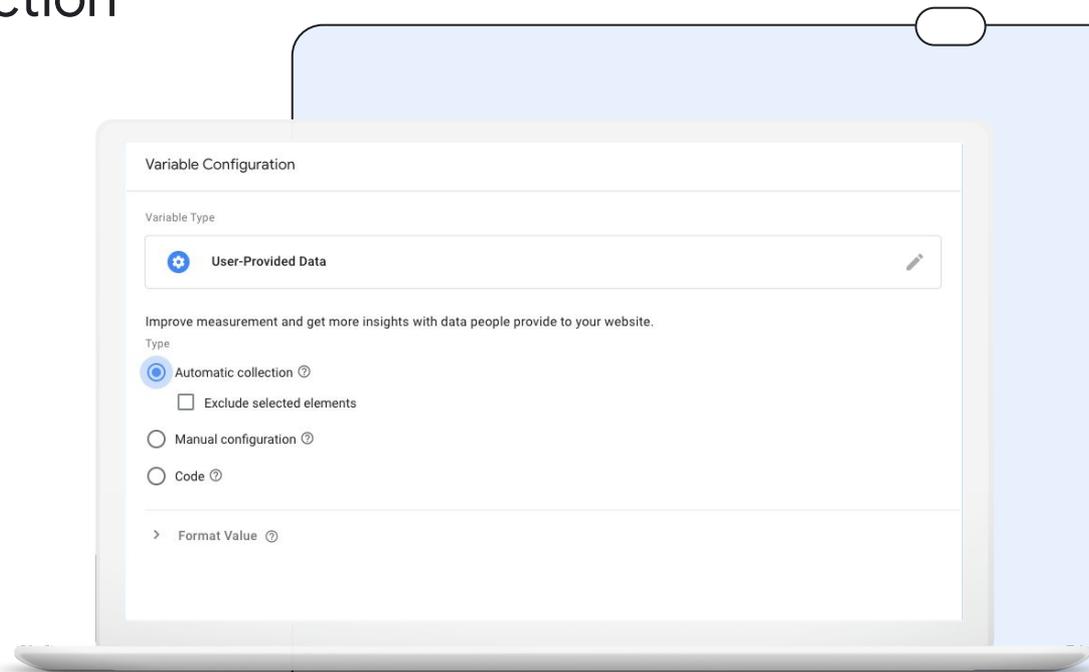
Step 2 - Configure the User-Provided Data Variable - Option 2 - Manual Configuration

1. Select **Manual Configuration**

2. Click on the dropdown under the 1PD information you would like to collect (e.g. email) and select **New Variable...**

Google
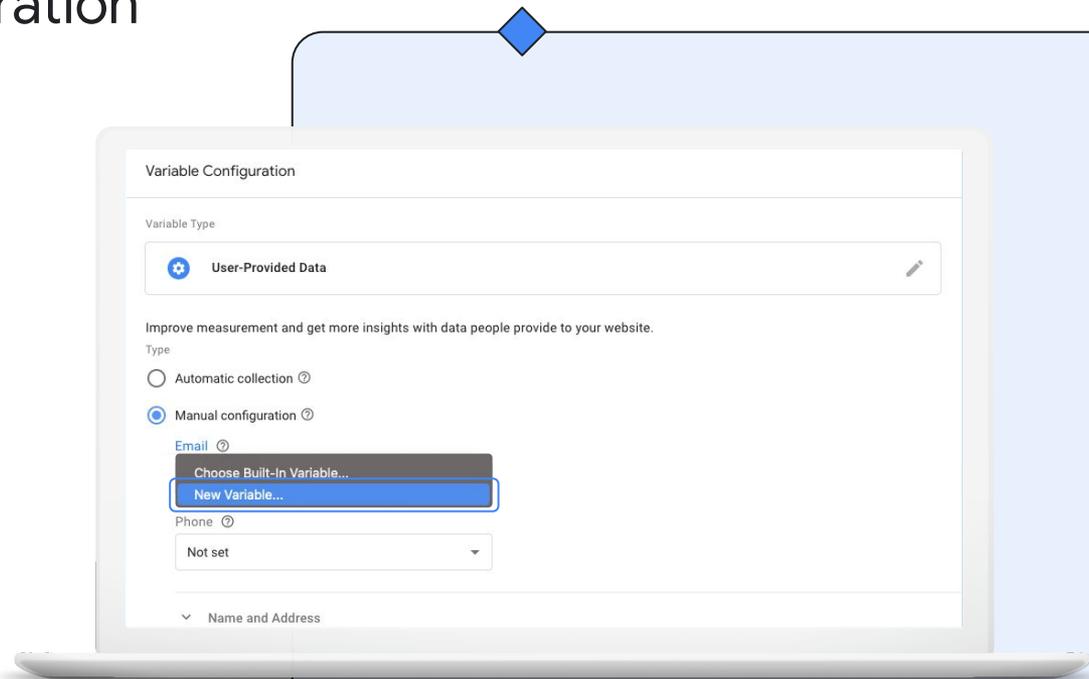
Step 2 - Configure the User-Provided Data Variable - Option 2 - Manual Configuration

If ID attribute does not exist on your webpage:

1. Click on **Variable Configuration** & Select **DOM Element**
2. Under **Selection Method**, Select **CSS Selector or ID**
3. Under **Element Selector or ID**, paste the CSS Selector or ID value
4. If the HTML field is of type input, set **Attribute Name** as **value** if not leave it blank
5. Under **Format Value**, change case to 'lowercase'
6. Give a name to the variable and click **Save**
7. Perform the same steps for other 1PD data you'd like to include
8. **Save** the Variable & the Tag
9. **Publish** the container

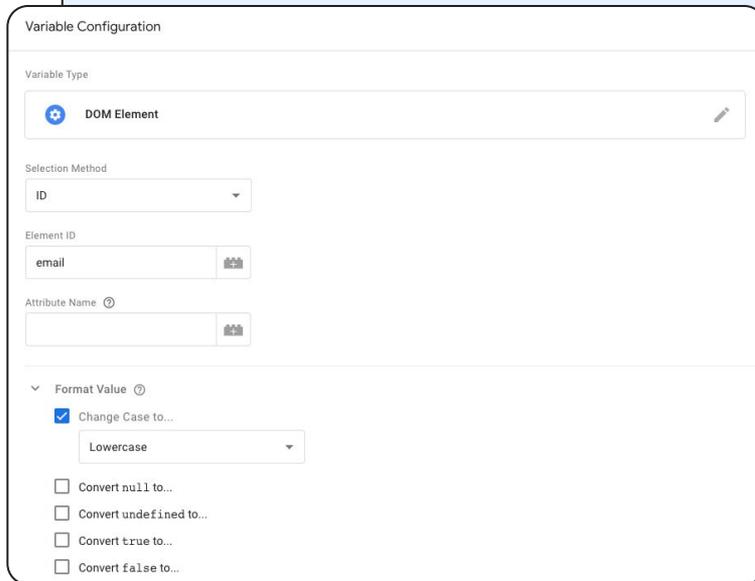**Note:** You can also retrieve the 1PD values with other variables such as Custom Javascript, Datalayer variable etc…

Your enhanced conversion setup is complete! 🎉
Please proceed to the **Setup Validation** section of this guide.

Google

Variable Configuration

Variable Type

⚙ DOM Element ✏

Selection Method

ID ▾

Element ID

email 🗓

Attribute Name ⓘ

🗓

∨ **Format Value** ⓘ

☑ Change Case to…

Lowercase ▾

☐ Convert `null` to…
☐ Convert `undefined` to…
☐ Convert `true` to…
☐ Convert `false` to…

Step 2 - Configure the User-Provided Data Variable - Option 2 - Code

Consult with your web dev team, to ensure that the email / address and or phone number values are stored in Javascript variables or in the DataLayer on your conversion page (more details on the variables available on the Help Center article)

1. Select "**code**" and under the Data Source dropdown, select "**new variable...**"
2. Click on **Variable Configuration** & Select **Data Layer** (if the 1P data is available there) or **Custom Javascript** and enter the following code (clear or pre-hashed) :
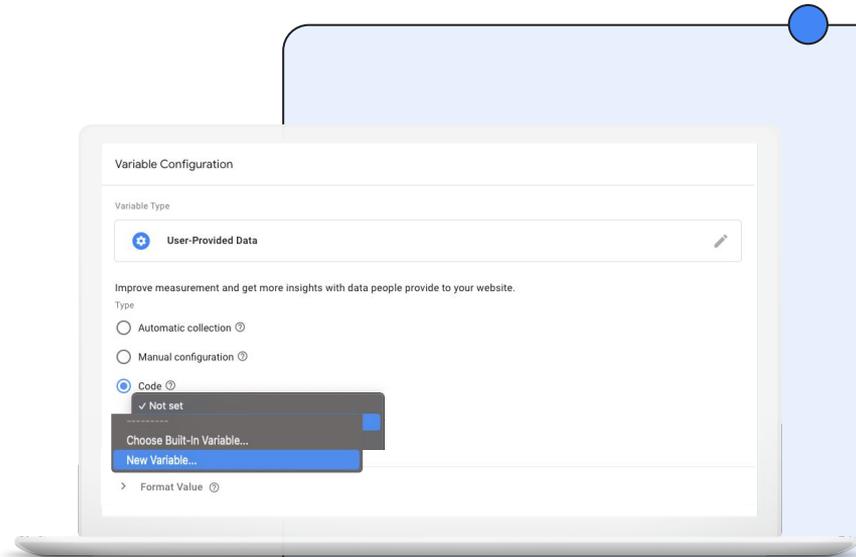
```
function () {
    return {
        "email": yourEmailVariable , // replace yourEmailVariable with
        variable name that captures your user's email
        "phone_number": yourPhoneVariable , // repeat for
        yourPhoneVariable and following variable names below
        "address": {
            "first_name": yourFirstNameVariable ,
            "last_name": yourLastNameVariable ,
            "street": yourStreetAddressVariable ,
            "city": yourCityVariable ,
            "region": yourRegionVariable ,
            "postal_code": yourPostalCodeVariable ,
            "country": yourCountryVariable
        }
    }
}
```

```
function () {
    return {
        "sha256_email_address":
        yourNormalizedandHashedEmailVariable
        "sha256_phone_number":
        yourNormalizedandHashedPhoneVariable,
        "address": {
            "address.sha256_first_name":
            yourNormalizedandHashedFirstNameVariable,
            "address.sha256_last_name":
            yourNormalizedandHashedLastNameVariable,
            "city": yourCityVariable,
            "region": yourRegionVariable,
            "postal_code": yourPostalCodeVariable,
            "country": yourCountryVariable
        }
    }
}
```

3. **Save** the Variable & the Tag
4. **Publish** the container

Your enhanced conversion setup is complete! 🎉
Please proceed to the **Setup Validation** section of this guide.

Google

Variable Configuration

Variable Type

⚙️ User-Provided Data ✏️

Improve measurement and get more insights with data people provide to your website.

Type

○ Automatic collection ⓘ

○ Manual configuration ⓘ

● Code ⓘ

✓ Not set

Choose Built-In Variable...
New Variable...

> Format Value ⓘ

Setup
Validation

Google

Test your tag by Inspecting Network Activity

1. Go to GTM homepage, click on **Preview**. Tag Assistant should open a new tab.

2. Enter the your website URL on Tag Assistant. A new tab should open with your website in debug mode.

3. On the your website (debug mode):

   - Right click > Select **Inspect**
   - On the top bar, select **Network**
   - Enable **Preserve log**
   - In the filter input field, enter **em=**. Click on Payload.

4. Perform a conversion and validate under **Payload that em=** field captures the hashed data (refer to the table for different error codes)
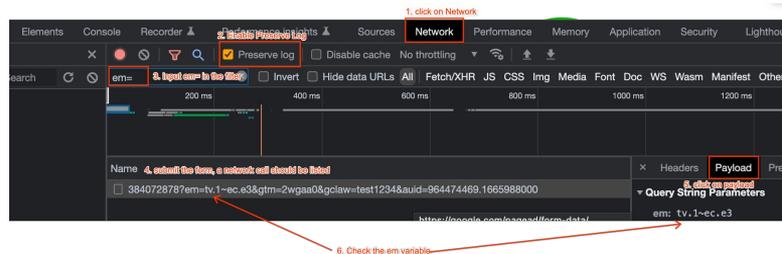
Code	Error
Empty or no error code	If you just see 'tv.1', it means the em parameter is present but it's empty. PII is not available on the page, or the setup is incorrect.
e0	Field does not pass formatting validation checks. For example, email does not have '@', or phone number has 'abcd'.
e1	Unsupported browser. This happens when the conversion occurs in certain legacy browsers. We expect this case to be rare; if you find this situation has occurred, please try to trigger the conversion in an updated Chrome browser.
e2	SHA256 failed. This could be because there were unexpected characters ⧉ in the input into the hashing function. Please try again with a new conversion and set of user identifiers to see if the problem persists.
e3	Webpage is not secure. Enhanced conversions will only hash user data when the webpage is served in HTTPS protocol, not HTTP protocols.

Google

Verify the value of your hashed data

1. Make a copy of [this sheet](#)

2. Input the value you would like to hash in column B and compare the hashed value in column E with the content of the em parameter on your website.

3. The hashed value will be prefixed by the type of the field:

PREFIX	FIELD
em	email
pn	Phone number
fn0	First Name
ln0	Last Name
sa0	Street Address

PREFIX	FIELD
ct0	City*
pc0	Postal Code*
rg0	Region*
co0	Country*

* The values for **City, Postal Code, Region** and **Country** are currently not hashed.

```
?em=tv.1~em.fm6mKtQT5kJlkZZwJGspkvTR
XKOLmUwnKYtjpYjdi6g~pn.OIIAFRhWM9H12
aA5b2nkfXA0fYRBlSVJwk-gFGYOu7w~fn0.n
4bQgYhMfWWaL-qgxVrQFaO_TxsrC4Is0V1sF
bDwCgg~ln0.n4bQgYhMfWWaL-qgxVrQFaO_T
xsrC4Is0V1sFbDwCgg~sa0.n4bQgYhMfWWaL
-qgxVrQFaO_TxsrC4Is0V1sFbDwCgg~ct0.t
est~pc0.191111~rg0.test~co0.test
```

Google

Tag Diagnostics

Understand EC
implementation health
with a diagnostics report
in Google Ads

Google