Propellernet

Prepared by:
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[Travel
Guard]

Google Ads Tags v1.1

All Content Pages

```
<script>
gtag('event', 'conversion', {
send_to': 'AW-1069783346/ltIKCNae1K4bELKyjv4D'});
</script>
```

Homepage

```
<script>
gtag('event', 'conversion', {
send_to': 'AW-1069783346/kH6VCNme1K4bELKyjv4D'});
</script>
```

"Catch All" Prequote Start

```
<script>
gtag('event', 'conversion', {
send_to': 'AW-1069783346/CfSFCNye1K4bELKyjv4D'});
</script>
```

Purchase 1: Prequote Start

```
<script>
gtag('event', 'conversion', {
'send_to': 'AW-1069783346/hMRPCN-e1K4bELKyjv4D']);
</script>
```

Purchase 2: Traveler Details

```
<script>
gtag('event', 'conversion', {
'send_to': 'AW-1069783346/Isx9COKe1K4bELKyjv4D']);
</script>
```

Purchase 3: PCT (Pricing Grid)

```
<script>
gtag('event', 'conversion', {
'send_to': 'AW-1069783346/csvGCOWe1K4bELKyjv4D']);
</script>
```

Purchase 4: Optional Coverages

```
<script>
gtag('event', 'conversion', {
'send_to': 'AW-1069783346/Ii-TCOie1K4bELKyjv4D']);
</script>
```

Purchase 5: Personal Details

```
<script>
gtag('event', 'conversion', {
'send_to': 'AW-1069783346/C3PuCOue1K4bELKyjv4D']);
</script>
```

Purchase 6: Travel Carriers

```
<script>
gtag('event', 'conversion', {
'send_to': 'AW-1069783346/_69ECO6e1K4bELKyjv4D'

</script>
```

Purchase 7: Policy Documentation

```
<script>
gtag('event', 'conversion', {
send_to': 'AW-1069783346/-qy8CPGe1K4bELKyjv4D']);
</script>
```

Purchase 8: Payment

```
<script>
gtag('event', 'conversion', {
send_to': 'AW-1069783346/rDtZCOW9ra4bELKyjv4D']);
</script>
```

Purchase 9: Confirmation (purchase complete)

[P]

Please replace value with totalAmount and transaction_id with PolicyNumber

```
<script>
gtag('event', 'conversion', {
send_to': 'AW-1069783346/Q1AJCPee1K4bELKyjv4D',
value': 1.0,
currency': 'USD',
transaction_id': ''

});
</script>
```

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