[MUSIC PLAYING]

You move your business forward by driving relevant traffic to your website. But how do you know which ad clicks are the most valuable? This question is even more relevant today than it was in the past with the ever-growing challenge of optimizing against customer journeys that are longer and more complex.

For example, 90% of consumers move sequentially between several screens throughout their day. And users often search many times before making a decision. For example, 34 searches for a travel purchase, a 139 searches for an automotive agency.

Conversion tracking solutions default to last click. Regardless of how many clicks came before, all credit is given to the final step. But that doesn't tell the whole story. Now imagine you're shopping for a gift for your mom.

You might start by searching for gift ideas. You click on a retailer ad and look at a curated collection of gifts on their site. You find an idea you like, a laptop bag. But that one looks a little plain. Is there a more colorful option? Later after work, you turn to your mobile phone to browse. You click on another ad before purchasing.

How can we decide how much credit to give each click? This is where data-driven attribution comes in. Using your unique account data and machine learning technology, we compare the click paths of customers who convert to the pass of customers who don't. This allows us to distribute credit between adults.

On average, optimizing to a data driven model leads to more conversions at the same cost per conversion. This technology is available in both AdWords and DoubleClick search. To change your attribution model in AdWords, go to Tools and then Conversions.

Select the conversion action for which you want to change the attribution model. Click on Edit Settings and select Data-driven from the dropdown menu. Due to volume requirements, not all advertisers will see an option for data-driven attribution. In that event, we recommend selecting a model that distributes credit along all touch points. Visit the Help Center to read more about these attribution models.

Next, you'll need to reevaluate your account using the new reporting to reap the benefits of more comprehensive measurement. If you're using Smart Bidding, your bids will automatically adjust. If you use Manual Bidding, use the conversions current model column to set your bids.

You'll also want to reassess keywords in campaigns focused earlier in the customer journey, including those you may have caused long ago. By leveraging the power of your unique account performance and Google machine learning, data-driven attribution makes it easier than ever to drive additional conversions for your account.