About Smart Bidding for store visits

Available for Search and Shopping campaigns, Smart Bidding for store visits allows you to optimize for store visits, using the same bid strategies used for online conversions. Learn more About Smart Bidding.

Store visits are currently supported in Smart Bidding for Display campaigns for select advertisers only. If you are running Display campaigns in the same account as Search (or Shopping) campaigns and also report store visits for Display campaigns, you can include store visits in Display Target CPA, Target ROAS, and Maximize Conversions bid strategies.

Keep in mind, Store visits are not supported in Smart Bidding for Video campaigns yet. Store visits will show in conversions for Video campaigns when applied at the account level, but won't be included in bid optimization for these campaigns. Consider tracking store visits at the campaign level or creating custom columns for Video campaigns to maintain consistency in conversion reporting.

About store visit conversions

If visits to your physical locations are important to your business, you can use conversion tracking to help you see how your ad clicks and viewable impressions influence store visits. Learn more About store visit conversions.

How to value a store visit

If you are tracking online sales as conversions and value them as the "Revenue" generated, you can also value store visits to estimate in-store revenue. This way you can measure total revenue and return on ad spend. For more information about how to value a store visit, read About store visit conversion value or watch our video on valuing store visits.

Best practices for store visit conversion window

We recommend using a 7 day store visit conversion window for best performance and evaluation with Smart Bidding. However for specific business models that require a longer conversion window due to longer purchase cycles (e.g. auto dealerships), it is possible to keep the 30-day conversion window. Keep in mind, when using a 30-day window, it will take longer after implementation to correctly evaluate the performance of Smart Bidding with store visits. For more information about how to set up your conversion window, read About store visit conversion window.

Set up Smart Bidding for store visits in your campaigns

[-] Search campaigns

Bid strategies supported

For Search campaigns, Smart Bidding to store visit conversions is supported in all bid strategies that optimize for conversions. Learn more about choosing a bid strategy for your specific goals.

Include in "Conversions"

The "Include in 'Conversions'" setting lets you choose whether or not to include a conversion action's data in the "Conversions" reporting column and use it for optimization in Google Ads Smart Bidding. By default, store visits are reported under the "All Conversions" column and not under "Conversions" column. Once "Include in 'Conversions'" setting is updated, store visits will be counted under "Conversions" in addition to "All Conversions". There are 2 ways to include store visits in the "'Conversions" column for Search campaigns:

1. Include store visits in "Conversions" at account level (default, recommended)

By including a conversion action in "Conversions" at the account level, Smart Bidding strategies that optimize for conversions in that account will start optimizing towards it. If the conversion is owned by a manager account level, that setting will apply to all campaigns using Smart Bidding in client accounts which are opted into tracking conversions under that manager account. It is recommended to use the account-level "Include in 'Conversions'" setting as much as possible, since the best overall performance is achieved by optimizing for the same set of conversions across all campaigns. We particularly recommend to use the account-level setting, if you are:

- Not already using conversion-based bid strategies.
- Ready to include store visits in all existing conversion-based bid strategies.
  - Note: We recommend including store visits in all existing conversion-based bid strategies for best performance.

Include store visits in "Conversions" at the account level:

1. Sign in to your Google Ads account.
2. Click on the **Tools** icon 🔧 .
3. Under "Measurement," select **Conversions**.
4. In the "Conversion Actions" tab, click on the **Store visits** conversion action.
5. Select **Edit settings**.
6. Check the box next to "Include in 'Conversions'" and click **Save**.

Keep in mind, when including store visits in "Conversions" at account level:

- Make sure to update ROAS or CPA targets of all existing Search and Shopping conversion-based Smart Bidding campaigns when you include store visits in "Conversions" at the client/manager account level, to take into account the additional conversions or conversion value from store visits.
- Smart Bidding strategies consider all conversion actions that are marked as "Include in 'Conversions.'" If you want to optimize for store visits only, update this setting to "No" for other conversion actions.

2. Include store visits in "Conversions" at campaign level

This setting allows you to choose the conversion actions that will be reported in "Conversions" and used for bid optimization at the campaign-level. The campaign conversion setting lets you override the account-level "Include in 'Conversions'" setting. Using the campaign level conversion setting is recommended as an interim solution if you have existing bid strategies that optimize for conversions and would prefer to test and scale adoption of bidding to store visits throughout the account over time.

Set up campaign-level conversion setting for Search campaigns:

1. Sign in to your Google Ads account.
2. Select **Search campaigns** in the navigation menu.
3. In the page menu, click on **Settings** to find the "Campaign Settings" page.
4. Select the campaign you want to opt into store visits bidding.
5. Click on **Additional settings**.

6. In the "Conversions" drop down menu, select **Choose conversion actions for this campaign**, then click **Select conversion actions**.
7. Choose the **Store visits** conversion action in addition to other conversion actions you would like to optimize for and click **Save**.

We recommend switching to using the account level setting once you're ready to include store visits broadly, since optimizing for the same goals across all campaigns leads to best overall performance. If you have other biddable conversion actions (such as website purchases, calls, sign-ups etc.), we recommend selecting these in addition to store visits conversion action to optimize for the full value driven by the campaign. Learn how to Enable campaign-level conversion setting.

[-] Shopping campaigns

Bid strategies supported

Smart Bidding to store visit conversions is supported by Target ROAS bidding for Shopping and Smart Shopping campaigns.

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Optimizing for store visit conversions

If you want to optimize more for store visit conversions in your Search campaigns, use a value-based bid strategy and make sure store visit conversions have a higher relative value to other conversion actions. Bid strategies that optimize for conversion volume (like Target CPA or Maximize Conversions) treat each conversion action with equal importance. Learn more about the benefits of setting conversion values.

For Shopping ads, only value-based bidding (like Target ROAS and Smart Shopping campaigns) will take into account store visits.

Best practices for identifying and updating targets

Keep in mind that changes to conversion settings apply going forward only. When you first include store visits in 'Conversions', historical values in conversion columns will not reflect the current setting. Best practice is to calculate CPA and ROAS targets manually by incorporating historical data from at least a 30-day period before the conversion delay into the following formulas:

- CPA target = cost / (all biddable conversions + store visits)
- ROAS target = (conversion value of all biddable conversions + store visits * current conversion value per store visit) * 100 / cost

For ROAS targets in Smart Shopping campaigns, follow the advice above for ROAS targets unless:

- You are not using the optional ROAS target: No action is required.
- You are using the ROAS target only as a safety mechanism (your ROAS target is set higher than your achieved ROAS): Consider setting the new ROAS target also higher than the number recommended above.

Make sure to use data from at least a 30-day period before the conversion delay. For example, if your store visit conversion window and maximum online conversion delay is 30 days, set the historical period to be from 60 to 30 days ago.

Cost impact for adding conversions or conversion value to target-based Smart Bidding strategies

Adding store visits to the conversions used for bidding may cause your Target CPA, Target ROAS, and Smart Shopping campaigns (if using the optional ROAS target) strategies to spend more to continue achieving your targets. To maintain stable spend, follow the above suggestions to identify and update targets. If you want to further ensure that spend is stable, you can decrease your CPA target or increase your ROAS target once you include store visits in "Conversions".

Related links

- Enable the campaign-level conversion setting
- What are conversion action sets?
- Test your automated bid strategies