Conversion Code:

<!-- Global site tag (gtag.js) - Google AdWords: 804714386 -->

<script async src="<https://www.googletagmanager.com/gtag/js?id=AW-804714386>"></script>

<script>

  window.dataLayer = window.dataLayer || [];

  function gtag(){dataLayer.push(arguments);}

  gtag('js', new Date());

  gtag('config', 'AW-804714386');

</script>

<!-- Event snippet for LBDTI -Lead Gen conversion page -->

<script>

  gtag('event', 'conversion', {'send\_to': 'AW-804714386/i24sCKnT2oIBEJLv2\_8C'});

</script>

Remarketing Tag:-

<!-- Global site tag (gtag.js) - AdWords: 804714386 -->

<script async src="<https://www.googletagmanager.com/gtag/js?id=AW-804714386>"></script>

<script>

  window.dataLayer = window.dataLayer || [];

  function gtag(){dataLayer.push(arguments);}

  gtag('js', new Date());

  gtag('config', 'AW-804714386');

</script>