Describe your issue Google Ads Help **Help Center** Community **Announcements** Coronavirus (COVID-19) Resources and Updates Setup and basics Manage ads Smart campaigns Measure results Measure performance of Hotel ads Set up conversion tracking for hotel campaigns Hotel ads Set up conversion tracking for hotel campaigns Conversion tracking can help you see how effectively your ad clicks lead to valuable customer activity on your website, such as bookings. After you set up conversions for hotel campaign reporting, Google will send the booked hotel data to you to enable campaign performance tracking. This will allow you to monitor your hotel data and overall campaign performance. Follow these steps to implement conversion tracking: Step 1: Install global site tag \wedge Note · Conversion category must be set to "Purchase" to be used for Smart Bidding campaigns (ECPC, Commissions). · Google only supports the Last Click Attribution model for hotel campaigns. · If you're already using the global site tag conversion tracking code, go to Step 2. 1. Sign in to your Google Ads Account. 2. In the upper right corner, click the tools icon Select Measurement > Conversions. 4. Click the conversion action that you want to use, or create a new conversion action. 5. Install the global site tag on your site. Learn how to set up your conversion tracking tag. Step 2: Modify the global site tag hotel parameters \wedge To submit conversion tracking information, install these additional parameters into the code: Optional Value Example Description Required **Parameter** Type Value 16.20 Yes 'value' Float Replace 'value' with the amount the user will pay. You can use either the base price or total price. Use a "." for decimal numbers. For example, "16.20". Note: The value will be used for smart bidding and Commissions bid strategies. String 'USD' Yes 'currency' Replace 'currency' with an ISO 4217 threeletter currency code representing the currency where the booking was made. The currency code applies to the 'value' variable. 'transaction_id' 'HA12345' Yes String Replace (Recommended) 'transaction_id' with a booking reference number or order ID to your conversion tracking tag to help avoid counting duplicate conversions. Note: Order IDs won't be reported in Google Ads. '1234' 'id' Replace 'id' with Yes String the property ID of the hotel that you want to record conversion data for. This ID must match the ID in your Hotel List Feed. Replace 'start_date' "2020-12-Yes String 13" 'start_date' with the check-in date. Format dates as YYYY-MM-DD. 'end_date' Replace "2020-12-Yes String 'end_date' with 13" the check-out date.Format dates as YYYY-MM-DD. Note: The 'value' and 'currency' are the only conversion variables available in your campaign reports. You cannot view 'transaction id', 'id', 'start_date', or 'end_date' values. Examples of Global Site Tags configured Place the global site snippet on all pages, including the confirmation page above the event snippet. After global site snippet is updated: <!-- Global Site Tag (gtag.js) - AdWords --> <script async src="https://www.googletagmanager.com/gtag/js?id=AW ☑ -GOOGLE_CONVERSION_ID"> </script> <script> window.dataLayer = window.dataLayer || []; function gtag(){dataLayer.push(arguments)}; gtag('js', new Date()); gtag('config', 'AW-GOOGLE_CONVERSION_ID'); </script> Then place the event snippet on the confirmation page. After global event snippet is updated: <script> gtag('event', 'purchase', { 'send_to': ['AW-GOOGLE CONVERSION ID/GOOGLE CONVERSION LABEL',], 'transaction_id': 'BOOKING_ID', 'value': PRICE, 'currency': 'CURRENCY', 'items': [{ 'id': 'PARTNER_HOTEL_ID', 'start_date': 'CHECK_IN_DATE', 'end_date': 'CHECK_OUT_DATE' }] }); </script> Instructions for Google Tag Manager If you're using Google Tag Manager, you can implement the gtag.js for Hotel Ads by using the custom HTML tagging option to add the booked hotel variables. The global site snippet should be set to run on all pages, including the confirmation pages, and the event snippet should run on the confirmation pages only. We do not recommend using the Google Ads template because it does not support all variables for hotel campaign reporting. Measure conversions for multiple accounts If you need to count the same event as a conversion for multiple Google Ads accounts, you can pass multiple conversion ID strings via the send_to parameter of the conversion event snippet. Alternatively, you should consider using cross-account conversion tracking which allows you to have a manager account (MCC) own the conversion actions and share them with one or more of its sub-accounts. You only need to specify a single conversion identifier in the event snippet. Learn more about cross-account conversion tracking. Ensure auto tagging is enabled. Note: When you create a new conversion action, auto-tagging will be activated automatically if you're not already using cross-account conversion tracking. If you are using cross-account conversion tracking, you'll need to enable auto-tagging in each of your sub-accounts manually according to the steps above. **Examples of Global Site Tags configured** Example global site tag: <!-- Global Site Tag (gtag.js)& → <script async</pre> src="https://www.googletagmanager.com/gtag/js?id=AW-GOOGLE_CONVERSION_ID_1 "> </script> <script> window.dataLayer = window.dataLayer || []; function gtag(){dataLayer.push(arguments)}; gtag('js', new Date()); gtag('config', 'AW-GOOGLE_CONVERSION_ID_1'); gtag('config', 'AW-GOOGLE_CONVERSION_ID_2'); </script> **Example Event snippet:** <script> gtag('event', 'purchase', { 'send_to': ['AW-GOOGLE_CONVERSION_ID_1/GOOGLE_CONVERSION_LABEL_1', 'AW-GOOGLE_CONVERSION_ID_2/GOOGLE_CONVERSION_LABEL_2',], 'transaction_id': 'BOOKING_ID', 'value': PRICE, 'currency': 'CURRENCY', 'items': [{ 'id': 'PARTNER_HOTEL_ID', 'start_date': 'CHECK_IN_DATE', 'end_date': 'CHECK_OUT_DATE' }] }); </script> Test your conversion tracking tag If you want to create a test order, follow these steps to see if the parameters are being passed: Debugging with Chrome Developer Tools 1. Open a new tab in Chrome. 2. Click the 3-dot icon 🚦 in the upper right corner of the browser window, then select More Tools > Developer Tools. • If you don't see the Chrome menu, you can open Developer Tools by pressing: Control - Shift - I keys (in Windows) • Command - Option - I (on a Mac) 3. Click the "Network" tab. 4. Leave the developer tools window open. 5. Navigate to the page that contains the conversion tracking tag. 6. Look for the request: www.googleadservices.com. 7. Examine the components of the conversion tracking request to verify it matches your account and conversion name. All conversion tracking requests begin with the same URL structure: www.googleadservices.com/pagead/conversion/ The full request will look similar to this: http://www.googleadservices.com/pagead/conversion/123456789/ ? random=1309518235472 &c∨=6 &fst=1309518235472 &num=1 &fmt=2 &value=0 &label=AAAAAAAAAAAAAAAAAAA &bg=ffffff &hl=it &guid=ON &u_ h=1200 &u_w=1920 &u_ah=1174& u_aw=1920 &u_cd=24 &u_his=2 &u_tz=60 &u_ java=true &u_nplug=19 &u_nmime=97 url=http%3A//www.example.com/conversion-page.html The number after www.googleadservices.com/pagead/conversion/ should match your conversion ID, and the characters after &label= should match your conversion label. If they don't, this tag is most likely tied to a different conversion action. To fix this, you may need to generate a new conversion tag for this conversion action and place it on your site, or check with anyone else who has access to your website code to see if they've installed a conversion tracking tag for a different conversion action. Keep in mind If you switch to cross-account conversion tracking, any conversion actions set up in your managed accounts will stop tracking conversions for new clicks, regardless of the status of your tag. The conversion action will, within its own window, continue to track conversions for the clicks that happened before you made the switch. When you opt into cross-account conversion tracking, you can only track conversions in the manager account. Security and privacy for website tracking Google's security standards are strict. Only pages containing the Google conversion tag are tracked through this program using data encryption and secure servers. Please ensure you're providing users with clear and comprehensive information about the data you collect on your websites, and get consent for collections when legally required. Note: If you have not obtained users' consent for the collection, sharing, and use of personal data for personalization of ads when legally required, be sure to disable the collection of remarketing data. Learn how to modify the global site tag to disable the collection of remarketing data for specific users. Was this helpful? Yes No Need more help? Sign in for additional support options to quickly solve your issue Sign in

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> Choose a bid for Hotel ads >

commission equal to the partner's target.

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About commissions (per stay) for Hotel Ads

Commissions (per stay) (formerly GHACP - Google Hotel Ads Commission Program, also known as Pay Per Stay) is a bidding strategy for Hotel campaigns. This bidding strategy allows partners to pay only when the guest stay has actually occurred, removing any risk of cancellation for the partner.

Partner sets a commission rate (% of booking value) using the Commission bid strategy at the campaign level.

How commissions (per stay) bidding works Commissions (per stay) helps partners leverage the power of Google's machine learning to acquire guest stays.

To help improve performance in ad auctions, the commissions (per stay) strategy adjusts bids using real-time details such as the end-user's device and location, Google property, geographic location, itinerary, and hotel price.

Then, Google's bidding algorithm calculates a maximum Cost-Per-Click (CPC) bid intended to achieve an average

At least every month before the end of the billing cycle (the 17th of every month), the partner uploads a reconciliation report containing actual guest stays. The partner is billed based on the set commission rate for

guest stays.

Note: Campaigns using commissions (per stay) will have zero costs reported in Google Ads and will be billed out of the Hotel Center billing pipeline.

Requirements

Your account must be approved and meet the following criteria in order to set up commissions (per stay) campaigns. Once approved, you can migrate your campaign.

Getting started

Google Ads account.

Note: Your account must be approved by Google in order to gain access to create a campaign.

1. Complete your billing profile in Google Ads and Hotel Center. Account costs will be billed out of Hotel Center.

2. Set up conversion tracking with transaction specific values.

Note: You can migrate Hotel Ads campaigns by logging into your Hotel Center account and using the

migration tool to copy your campaign to Google Ads or follow the instructions below to migrate from your

- 3. Set your conversion action category to "Purchase". 4. Submit a reconciliation report at regular intervals.

Approval

sales account manager or contact our support team. Set up conversion tracking transaction values

Access to the commissions (per stay) bid strategy requires approval from Google. Please contact your Google

Submit your transaction data using the global site tag with the following required parameters:

'start_date' 'end_date'

'id'

'value' 'currency'

Note: The conversion transaction values are only for hotel campaigns.

provided, Google will use the default value in the conversion settings, and the bidder will adjust bids accordingly.

'value' is used to compute the cost for each conversion. If 'value' and associated 'currency' are not

(PAYMENT-ID): Resolves to a pre-defined string "commission", or Google's assigned IATA number (for example,

Configure your landing page URL (optional)

"01234567") if you use a commissions collection agency. To change the formatting of your IATA number or predefined string, contact your TAM.

Hotel Ads includes the following new landing page URL parameters to support commissions (per stay):

(IF-PAYMENT-ID): Resolves to "true" for hotels using commissions (per stay) bidding; otherwise "false". If "true", then values following this condition are inserted into the URL. Otherwise, values following the ELSE directive are inserted.

For more information about building landing page links, see Building Dynamic URLs 🗷 . Example 1 \wedge

The following example shows the new parameters in a landing page URL definition:

http://www.partnerdomain.com?hotelID=(PARTNER-HOTEL-ID)&checkinDay= (CHECKINDAY)&checkinMonth=(CHECKINMONTH)&checkinYear=(CHECKINYEAR)&nights=(LENGTH)

(IF-PAYMENT-ID)&bookingSource=(PAYMENT-ID)(ELSE)(ENDIF) For a hotel using commissions (per stay), this resolves to:

&bookingSource=123456789

hotelID=ABCDEF&checkinDay=15&checkinMonth=07&checkinYear=2015&nights=3

hotelID=ABCDEF&checkinDay=15&checkinMonth=07&checkinYear=2015&nights=3

Example 2

For a hotel not using commissions (per stay), this resolves to:

http://www.partnerdomain.com?

http://www.partnerdomain.com?

<URL>http://www.partnerdomain.com?hotelID=(PARTNER-HOTEL-ID)&checkinDay= (CHECKINDAY)&checkinMonth=(CHECKINMONTH)&checkinYear=(CHECKINYEAR)&nights= (LENGTH)&bookingSource=(IF-PAYMENT-ID)commissions(ELSE)GoogleCPC(ENDIF)</URL>

 \wedge

For a hotel using commissions (per stay), this resolves to: http://www.partnerdomain.com?

hotelID=ABCDEF&checkinDay=15&checkinMonth=07&checkinYear=2015&nights=3 &bookingSource=commissions

Note: You can't use an existing campaign for commission (per stay) and must create a new campaign.

Set up commissions (per stay)

1. Sign in to your Google Ads account. 2. In the left navigation panel, click Campaigns.

- Select Create a campaign without a goal's guidance. 5. Select the Hotel campaign type. 6. Click Continue.
- 7. Set your campaign settings in the campaign Settings page. Learn about each setting. 8. In your campaign's Settings page, select Commission for your bid strategy.

3. Click the plus button 3, then select **New campaign**.

- 9. Under "Pay for", choose Guest Stay. Click Save and continue.
- Create a reconciliation report

than 20 conversions on a weekly basis.

Your targets can be set between 0% and 100%.

weekly, or every two weeks.

Upload a reconciliation report

After you've created a reconciliation report, you can use the Hotel Center to upload the reconciliation report or use the Reconciliation Reports API ☑.

If Google is not satisfied with the accuracy of your reporting, we may, with at least 7 days' notice and on

reasonable grounds, request that you provide documents or records required in order for Google to determine

whether your reports or payments made were accurate at the time. If you fail to provide such documents or

records, or if Google is not satisfied that they demonstrate the accuracy of your reporting, Google may stop

You can create a reconciliation report that can be uploaded using the Hotel Center. These reports reconcile your

account with Google to pay your invoice and upload a CSV file (your "reconciliation report") to Google monthly,

displaying ads for your hotel. Best practices Data Volume: To get the best performance with commissions (per stay), each campaign needs to have at least 20 conversions per week. Consider merging campaigns if you have any campaigns that are expected to get fewer

Reliable conversion tracking: Conversion tracking must be implemented on all devices and points of sale. Any

tracking code from your website or move it to a different location while the campaign is running. If you change

Setting up your commission percentage targets: To determine the right percentage of booking value for your

campaign, consider property-level historical performance based on click-through rate, conversion rate, and ROI.

conversion tracking outages can significantly impact campaign performance. Don't remove your conversion

your conversion tracking code, please allow our algorithm at least two weeks to readjust.

rates and click-through rates to determine the most optimal property groupings.

Consistent reconciliation: You can submit the reconciliation report to Google at least once every 30 days and by the 17th of the month. We recommend reconciling more frequently if possible. Ramp up time and campaign performance: Allow each campaign to run for at least 7 days before evaluating

performance and making any changes. Try to avoid frequent and drastic changes while the campaign is running

(including commission percentages, targeting, and active properties in the campaign) to prevent performance volatility. Property groupings: Commissions (per stay) campaigns may perform better when properties with similar performance expectations are grouped together. We recommend looking at historical data comparing conversion

How is commissions (per stay) different from commissions (per conversion)? There are two major differences:

1. Unlike commissions (per stay), commissions (per conversion) will optimize for the value of bookings

2. With commissions (per conversion), you are charged a percentage of booking value for conversions, not guest stays.

without considering the possibility of cancellations.

Are any bid adjustments compatible with commissions (per stay)?

Frequently Asked Questions

Currently, only device bid adjustments set to -100% work. Country-level targeting can be separately set for the campaign.

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Why does my Hotel Ads booking link not show up higher in the placement? Just like with any other bid strategy, your ad placement depends on your bid relative to competitive bids

in the same auction. If there are a lot of advertisers bidding to be displayed in Hotel Ads for a popular

Ads booking link may be lower in the ad placement or it may not be displayed at all.

property, your bid may not be competitive enough to out rank other auction participants, and your Hotel

What can I do to improve my ad placement? You enter each auction with a calculated CPC bid, based on the fixed commission rate that you provide. You can change the commission percentage and participate in the auction with a different calculated

How are commissions (per stay) campaigns billed?

Commissions (per stay) campaigns are billed on the 18th of every month based on reported guest stays

Related links Commissions Reconciliation Report Tool

Manage and update your landing pages · Set up conversion tracking for hotel campaigns

CPC.

· Creating a reconciliation report

- Was this helpful? Yes
- No

in the advertiser's uploaded reconciliation report.

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Bidding overview for Hotel ads

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Google Ads Help

they were located when they clicked your ads, and much more. This article explains the steps you'll need to follow to add ValueTrack parameters in "URL options." We suggest using ValueTrack parameters in your tracking template, but you can also insert them in your final URL and custom parameters. Before you begin

Set up tracking with ValueTrack parameters

ValueTrack parameters are used to track information about the source of an ad click. By adding these parameters

to your ads and campaigns, you can learn if people who clicked on your ads came from mobile devices, where

parameters and Manage tracking and redirects in "URL options" before getting started.

If you aren't familiar with ValueTrack parameters or how tracking works, consider reviewing About ValueTrack How it works Tracking templates at the account, campaign, or ad group level must include a ValueTrack parameter that inserts your final URL, like {1purl}. Once your ad is clicked, these parameters will insert your final URL. If you don't

include a URL insertion parameter in your tracking template, your landing page URL will break.

using an ampersand (&), like this: {lpurl}?matchtype={matchtype}&device={device}.

Want to add more than one ValueTrack parameter to a single URL? Simply append them together in your URL

Keep in mind Dynamic Search Ads and auto-targets require ValueTrack parameters that insert the final URL (e.g. {lpurl}, {escapedlpurl}, {lpurl+2}) at all levels. Instructions Before you begin you may have to add the "Tracking template" column to your table:

2. Click the column icon above the statistics table, then click Modify columns.

4. Click Apply. Set up or edit a tracking template with ValueTrack parameters at the campaign level 1. Click on the Settings page menu. 2. Hover over any entry in the "Tracking template" column. 3. Click the pencil icon when it appears. 4. Edit the tracking template or enter {lpurl}, a question mark, and then any ValueTrack parameters you want to use, separated by ampersands (&). For example, if you want to use the {matchtype}

3. Expand the Attributes option and click "Tracking template."

1. Sign in to your Google Ads account.

Click Save. 1. Click on the Ad groups page menu.

parameter, your tracking template would be: {lpurl}?matchtype={matchtype}

Set up or edit a tracking template with ValueTrack parameters at the ad group level 2. Hover over any entry in the "Tracking template" column. 3. Click the pencil icon when it appears. 4. Edit the tracking template or enter {1purl}, a question mark, and then any ValueTrack parameters you want to use, separated by ampersands (&). For example, if you want to use the {matchtype} parameter, your tracking template would be: {lpurl}?matchtype={matchtype} 5. Click Save.

Set up or edit a tracking template with ValueTrack parameters at the ad level 1. Click on the Ads & extensions page menu. 2. Hover over the ad. 3. Click the pencil icon when it appears. 4. Expand Ad URL Options.

5. Edit the tracking template or enter {1purl}, a question mark, and then any ValueTrack parameters you want to use, separated by ampersands (&). For example, if you want to use the {matchtype} 6. Click Save.

1. Click on the Ad & extensions page menu. 2. Click on the Extensions tab.

5. Expand Sitelink URL options (advanced). 7. Click Save.

1. Click on the Keywords page menu.

4. Click Save. level 1. Click on the Dynamic ad targets page menu.

4. Click Save. Tip won't work.

to work properly. Parameter {campaignid} {adgroupid}

{feeditemid} {targetid} {loc_interest_ms}

{loc_physical_ms} {matchtype} {network} {device} {devicemodel} {gclid}

{ifmobile:[value]} {ifnotmobile: [value]} {ifsearch:[value]} {ifcontent:[value]} {creative}

{placement} {target} {param1} {param2} {random} {adposition} {ignore} Tracking template only

Advanced Parameter {lpurl+2} {lpurl+3}

Parameter

{lpurl}

{lpurl} {lpurl} Final URL only Parameter {ignore}

info.

{adtype}

Parameter

{ifshoppingproduct: {ifshoppingcreative: Video campaigns only

[value]}

[value]}

{device}

Parameter {adgroupid} {campaignid} {creative} {loc_interest_ms} {loc_physical_ms} {network} {placement}

{sourceid} Hotel campaigns only **Parameter** {hotelcenter_id} {hotel_id} {hotel_partition_id} {hotel_adtype}

Discovery ads campaigns

{placement}

{target}

{keyword} • {ifsearch:[value]} {ifcontent:[value]} Related links · Test your landing page About tracking in Google Ads

Was this helpful? Yes

3. Click on the 'Extension type' link and select Sitelink.

parameter, your tracking template would be: {lpurl}?matchtype={matchtype} Set up or edit a tracking template with ValueTrack parameters at the sitelink level 4. Hover over any of the extensions and click when the pencil icon when it appears. 6. Edit the tracking template or enter {lpurl}, a question mark, and then any ValueTrack parameters you want to use, separated by ampersands (&). For example, if you want to use the {matchtype}

parameter, your tracking template would be: {lpurl}?matchtype={matchtype} Set up or edit a tracking template with ValueTrack parameters at the keyword level 2. Hover over any entry in the new "Tracking template" column, and click when the pencil appears. 3. Enter {|purl}, a question mark, and then any ValueTrack parameters you want to use, separated by ampersands (&). For example, if you want to use the {matchtype} parameter, your tracking template would be: {lpurl}?matchtype={matchtype} Set up or edit a tracking template with ValueTrack parameters at the Dynamic ad targets

2. Hover over any entry in the new "Tracking template" column, and click when the pencil appears. 3. Enter {|purl}, a question mark, and then any ValueTrack parameters you want to use, separated by ampersands (&). For example, if you want to use the {targetid} parameter, your tracking template would be: {lpurl}?targetid={targetid} Be careful to avoid spaces in your URLs. Spaces will cause your URLs to "break," and the tracking You may see %20 appear in your data in place of a space between words, such as when you have a keyword that's made up of two words. %20 is used to replace the space so that your URL will continue Available ValueTrack parameters

Final URL, tracking template, or custom parameter \wedge What it returns The campaign ID. (Use this when you've set up your tracking info at account level and want to know which campaign served your ad.) The ad group ID. (Use this when you've set up your tracking info at the account or campaign level and want to know which ad group served your ad.) The ID of the extension that was clicked. The ID of the keyword (labeled "kwd"), dynamic search ad ("dsa") target, remarketing list target ("aud"), product partition ("pla"), or hotel group partition ("hpi") that triggered an ad. For multiple target IDs, the output shows in the following order: "aud, dsa, kwd, pla, hpi." For example, if you add a remarketing list to your ad group (criterion ID "456") and target the keywords ID "123" the {targetid} would be replaced by "aud-456:kwd-123." The ID of the location of interest that helped trigger the ad. See developer website for location IDs Z . Reported only for campaigns that show ads to people searching for your targeted locations The ID of the geographical location of the click. See developer website for

location IDs 🗹 . Reported only for campaigns that show ads to people in your targeted locations The match type of the keyword that triggered your ad: "e" for exact, "p" for phrase, or "b" for "broad" Where the click came from: "g" for Google search, "s" for a search partner, or "d" for the Display Network What device the click came from: "m" for mobile (including WAP), "t" for tablet, and "c" for computer What model of phone or tablet the click came from (for example, "Apple+iPhone"). Note: only available on Display Network campaigns The Google click identifier of a click that comes from your ad Whatever you define for "[value]," if your ad's clicked from a mobile phone Whatever you define for "[value]," if your ad's clicked from a computer or tablet Whatever you define for "[value]," if your ad's clicked from a site in the Google Search Network Whatever you define for "[value]," if your ad's clicked from a site in the Google Display Network A unique ID for your ad For the Search Network: the keyword from your account that matches the {keyword} search query, unless you are using a Dynamic Search ad, which returns a blank value. For the Display Network: the keyword from your account that matches the content. The content site where your ad was clicked (for keyword-targeted campaigns), or the matching placement targeting criteria for the site where your ad was clicked (for placement-targeted campaigns) A placement category (works with placement-targeted campaigns only) Creative parameter #1, if you're using the AdParamService ☑ with the Google Ads API (AdWords API) Creative parameter #2, if you're using the AdParamService ☑ with the Google Ads API (AdWords API) A random Google-generated number (an unsigned 64-bit integer), commonly used to force the page to reload

The position on the page that your ad appeared in, with a value like "1t2" (this

Ignores tracking elements of your final URL to help reduce crawl load on your

website. It can only be used in your final or final mobile URL.

{unescapedlpurl} The final URL, unescaped. The final URL, escaped. Escapes the characters:, /, ?, =, and %. {escapedlpurl} The final URL, escaped twice. Useful when you have a chain of redirects. {escapedlpurl+2} {escapedlpurl+3} The final URL, escaped three times. Useful when you have a chain of redirects. Important To use these ValueTrack parameters with other URL parameters in your tracking template, add the following characters after the ValueTrack parameter. Otherwise, your website or third-party system may not properly save the information from your URL parameters. Location in tracking template Followed by Example Parameter {lpurl}? Beginning {lpurl}%3F Not at the beginning %3F {lpurl+2} Not at the beginning {lpurl+2}%253F %253F {lpurl+3} Not at the beginning %25253F {lpurl+3}%25253F {unescapedlpurl}? {unescapedlpurl} Anywhere {escapedlpurl} Anywhere %3F {escapedlpurl}%3F Anywhere {escapedlpurl+2} {escapedlpurl+2}%253F %253F {escapedlpurl+3} Anywhere %25253F {escapedlpurl+3}%25253F If your final URL already contains a question mark, Google Ads will replace the question mark in your tracking template with an ampersand (&) or a correctly escaped version of &.

tracking info following the question mark in the URL doesn't change the landing page, you can insert {ignore} before your tracking info to indicate that everything after it is merely tracking info. Here's an example of how to do this: http://www.example.com/product?{ignore}p1=a&p2=b&p3=c&p4=d Here are some things to keep in mind when using {ignore} • {ignore} can't be embedded inside other ValueTrack parameters (e.g., {ifmobile:{ignore}} is not allowed). • You must use {ignore} in your final URL if anything in your final URL can be modified by a third party when someone clicks on your ad. Learn more 🖸 Example Final URL: http://www.example.com/product?p1=a&p2=b&p3=c&p4=d Tracking info: p1=a&p2=b&p3=c&p4=d If the tracking info following the question mark in the URL doesn't change the landing page, you can insert {ignore} before your tracking info to indicate that everything after it is merely tracking Final URL with {ignore} http://www.example.com/product?{ignore}p1=a&p2=b&p3=c&p4=d

"online" and "local" shopping channels. promotion. • "pla_with_pog" if the click is coming from a Purchases on Googleenabled Shopping ad {merchant_id} Shopping ad. The type of shopping channel ("online" or "local") through which the {product_channel} product featured in the clicked Shopping ad is sold. If an ad includes of channel clicked on ("online" or "local") and {adtype} will show "pla_multichannel." {product_id} The ID of the product featured in the clicked ad, as indicated in your Merchant Center data feed. The country of sale for the product in the clicked ad. {product_country} {product_language} Center data feed. {product_partition_id} The unique ID for the product group the clicked product ad belongs to. {store_code}

 showcase_category: click on the category link These parameters will be returned empty: {merchant_id} {product_channel} {product_id} {product_language} {product_partition_id} {store_code} Google • showcase_product_with_promotion: click on a product with merchant • showcase_product_multichannel: click on a multi-channel product • {product_channel} will show the channel (online or local) showcase_local_store: click on a local storefront link {product_country} will return the country of sale of the campaign {channel} will return local

What it returns

 These parameters will be returned empty: {merchant_id} {product_language} {product_partition_id} then what you define for [value] is returned. What it returns

tablet, and "c" for computer people searching for your targeted locations targeted locations The content site where your ad was clicked (for keyword-targeted your ad was clicked (for placement-targeted campaigns) What it returns The id of the Hotel Center account linked to the campaign that generated the ad when clicked

A unique ID for your ad

· Create custom parameters for advanced tracking No

Recommended What it returns The final URL. It will be escaped unless you put {lpurl} at the beginning of your tracking template. If {lpurl} is not at the beginning of your tracking template, it escapes the characters ?, =, ", #, \t, ', and [space]. Example Final URL: http://example.com

Tracking template: {lpurl}?matchtype={matchtype}

What it returns

Landing page URL: http://example.com?matchtype={matchtype}

The final URL, escaped twice. Useful when you have a chain of redirects.

The final URL, escaped three times. Useful when you have a chain of redirects.

means page 1, top, position 2)

What it does Ignores tracking elements of your final URL to help reduce crawl load on your

website. It can only be used in your final or final mobile URL. For example, if your final

URL is http://www.example.com/product?p1=a&p2=b&p3=c&p4=d, and the

 \wedge

Shopping campaigns only

You can use the following parameters with Product Shopping ads. Parameter What it returns {adtype} For Product Shopping ads, one of the following is returned: • "pla" if the click is coming from a Shopping ad. • "pla_multichannel" if the clicked Shopping ad included options for both • "pla_with_promotion" if the clicked Shopping ad displayed a merchant The ID of the Google Merchant Center account directly owning the clicked options for both shopping channels, {product_channel} will show the type The language of your product information, as indicated in your Merchant For local products in Shopping campaigns, you'll see the unique ID of the local store. This parameter has a 60 character limit. You can use following parameters with Showcase Shopping ads. Showcase Shopping ads are available in these countries:

You may create Showcase Shopping ads using Google Ads and the Google Ads API (AdWords API). If you want to advertise individual products, check out Product Shopping ads. For Showcase Shopping ads, one of the following is returned (for Product Shopping ads, see the table above): • {product_country} will return the country of sale of the campaign • showcase_timed_engagement: spend 10 seconds within an ad showcase_product: click on a single-channel product • showcase_product_with_POG: click on a product with Purchases on

> If someone clicks an individual product, either from a Product Shopping ad or a Showcase Shopping ad, then what you define for [value] is returned. If the click is not to an individual product, such as Showcase ad in general, The ad group ID. (Use this when you've set up your tracking info at the account or campaign level and want to know which ad group served your ad.) The campaign ID. (Use this when you've set up your tracking info at account level and want to know which campaign served your ad.) What device the click came from: "m" for mobile (including WAP), "t" for The ID of the location of interest that helped trigger the ad. See developer website for location IDs 🗷 . Reported only for campaigns that show ads to The ID of the geographical location of the click. See developer website for location IDs 🖸 . Reported only for campaigns that show ads to people in your campaigns), or the matching placement targeting criteria for the site where

> > \wedge

· room if an ad for a Room Bundle was clicked \wedge **Important**: The following ValueTrack parameters are not supported for Discovery ads: Check the Available ValueTrack parameters for the values supported

The hotel ID of the hotel from the associated account's hotel feed

The unique ID of the hotel group that the clicked hotel ad belongs to

· hotel if an ad for a hotel was clicked

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Google Partners

Tools for advertisers with multiple or

Google Ads Application Programming

How you can use ValueTrack Link Google Analytics and Google Ads accounts Make changes with bulk uploads Using scripts to make automated changes About feeds and business data

About ad customizers Set up ad customizers Highlight upcoming events with countdowns Create text ads with customized text Create custom parameters for advanced tracking Test your landing page Use Google Ads Editor to set up remarketing campaigns

About IF functions

Set up business data feeds

Keep your business data updated Fix upload errors with feeds in business data Make changes with bulk edits Fix issues with your spreadsheet for bulk uploads Set up a local product feed