

Integrating Google Tag Manager with Google Ads for Conversion Tracking

Agenda

- Creating a Google Tag Manager Account
- Setting Up Conversion Tracking in Google Ads
- Connecting Google Tag Manager with Google Ads

Creating a Google Tag Manager Account

Step 1: Sign Up for Google Tag Manager

Go to the Google Tag Manager website.

Click on "Start for free."

Step 2: Sign In with Google Account

Sign in with your Google account. If you don't have one, you will need to create a Google account first.

Step 3: Create a New Account

- Account Name: Enter your business name.
- Country: Select your country.
- Container Name: Enter the name of your website or app.
- Where to Use Container: Select "Web" if you are using it for a website.

Step 4: Install the Container Code

- Copy the provided GTM container code.
- Paste the code into every page of your website before the </head> tag.

Setting Up Conversion Tracking in Google Ads

Step 1: Access Conversion Tracking

- Sign in to your [Google Ads](#) account.
- Click on the tools icon (🔧) in the top right corner.
- Select "Conversions" under the "Measurement" section.

Step 2: Create a New Conversion Action

- Click on the "+" button to create a new conversion action.
- Choose the type of conversion you want to track, such as website.

Step 3: Set Up Website Conversion Tracking

- Category: Select the category that best describes your conversion (e.g., purchase, lead, sign-up).
- Conversion Name: Give your conversion action a name.
- Value: Specify the value of the conversion (optional).
- Count: Choose whether to count every conversion or one per click.
- Conversion Window: Set the time frame in which conversions should be counted.
- Click-through Conversion Window: Set the period within which a click should result in a conversion.

Step 4: Get the Conversion Tracking Tag

- Select "Use Google Tag Manager" as the method to install the tag.
- Click on "Create and continue."

Connecting Google Tag Manager with Google Ads

Step 1: Open Google Tag Manager

- Go to your GTM account.
- Select the container you created for your website.

Step 2: Add a New Tag

- Click on "Tags" in the left-hand menu.
- Click on "New" to create a new tag.

Step 3: Configure Tag Settings

- Tag Configuration: Click on the tag configuration box and select "Google Ads Conversion Tracking."
- Conversion ID and Conversion Label: Enter the Conversion ID and Conversion Label from your Google Ads conversion tracking setup.

Step 4: Set Up the Trigger

- Click on the "Triggering" section to choose when this tag should fire.
- Select an appropriate trigger, such as "Page View" or "Click," depending on your conversion action.
- If you don't have an existing trigger, create a new one based on your requirements.

Step 5: Save and Publish the Tag

- Name your tag descriptively.
- Click on "Save."
- Click on "Submit" to publish the container with the new tag.

Step 6: Verify the Tag

- Use the "Preview" mode in Google Tag Manager to ensure the tag is firing correctly.
- Test your conversion action to make sure it is being tracked in Google Ads.



THANK YOU