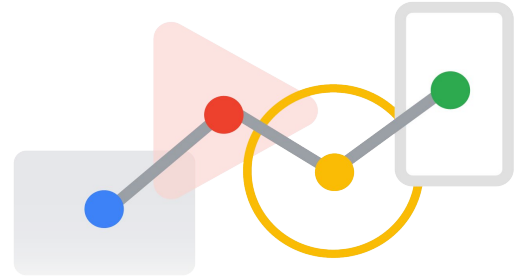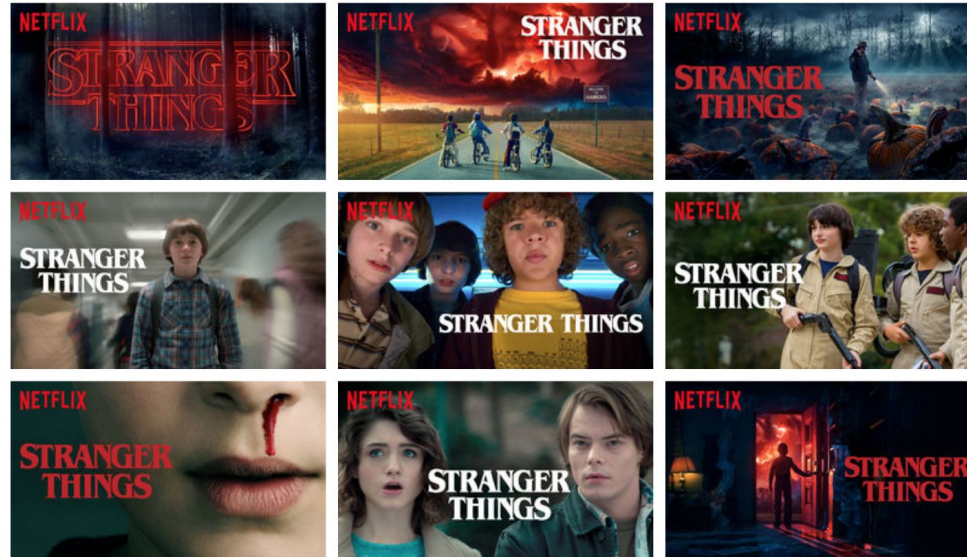# Offline Conversion Tracking

NETFLIX

Why is Stranger Things such a hit?

Acquisition
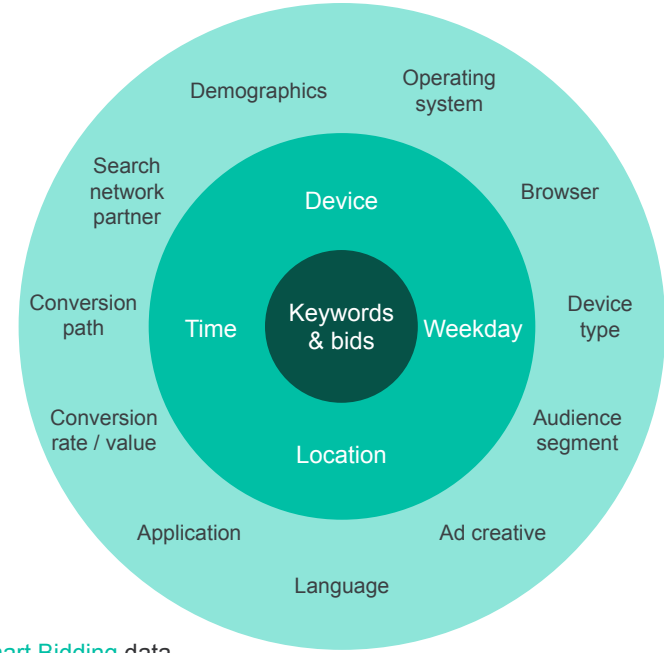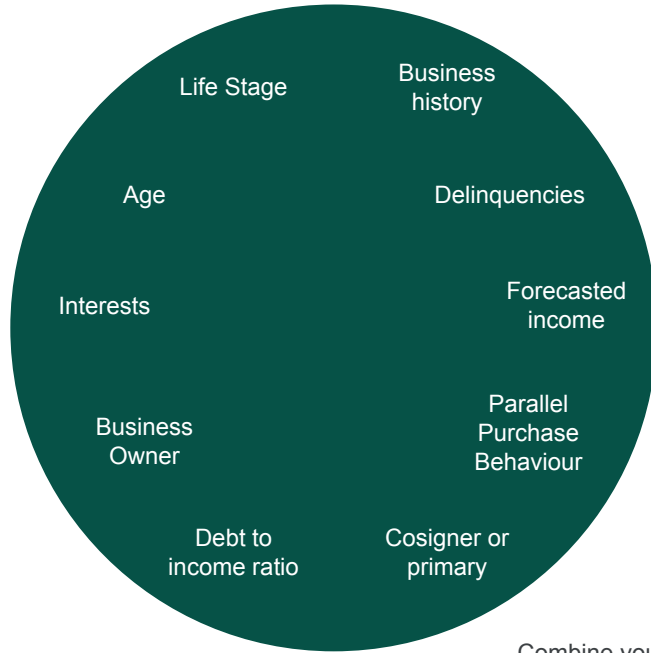
Data   **Retention**

Some customers are more valuable than others

Pareto Principle
- 20% of customers are responsible for 80% of revenue

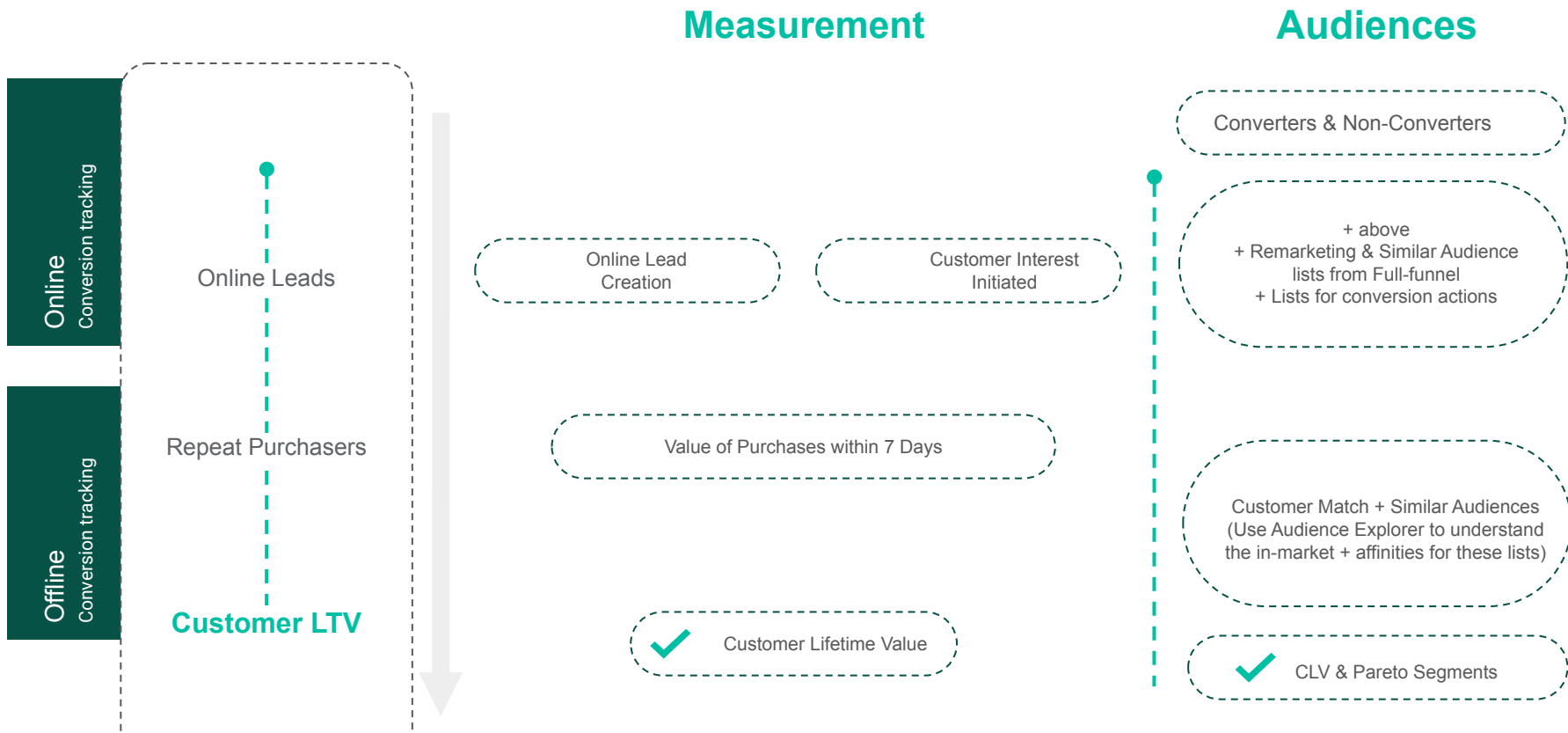# Analyzes up to 70 million signals within 100 milliseconds

Your Acquisition Data:
- Life Stage
- Business history
- Age
- Delinquencies
- Interests
- Forecasted income
- Business Owner
- Parallel Purchase Behaviour
- Debt to income ratio
- Cosigner or primary

+

Our Acquisition Data:
- Demographics
- Operating system
- Search network partner
- Device
- Browser
- Conversion path
- Time
- Keywords & bids
- Weekday
- Device type
- Conversion rate / value
- Location
- Audience segment
- Application
- Ad creative
- Language

Combine your Business and Smart Bidding data

Your Acquisition Data

Our Acquisition Data

Add even more signals for Lead Gen by adding your Audience Data (1P)

Measurement

Audiences

Online Conversion tracking	

Online Leads

Repeat Purchasers

Customer LTV

Offline Conversion tracking	

Online Lead Creation

Customer Interest Initiated

Value of Purchases within 7 Days

✔ Customer Lifetime Value

Converters & Non-Converters

+ above
+ Remarketing & Similar Audience lists from Full-funnel
+ Lists for conversion actions

Customer Match + Similar Audiences
(Use Audience Explorer to understand the in-market + affinities for these lists)

✔ CLV & Pareto Segments

Profitable Acquisitions and Retention of High Value Customers by integrating Audiences (1P)

Acquire more who *act* like them
Customer Match + Similar Audiences

Stimulate lower value customers
Customer Match + Push Marketing (Display & Youtube + Special Offer)
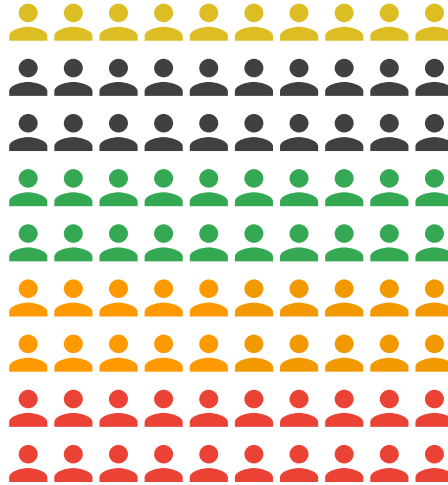
Good traction, **engage** & **upsell**
Customer Match + Push Marketing (Display & Youtube)

Likely to churn, **incentivise**
Customer Match + Push Marketing (Display & Youtube + Special Offer)

Business Data Activation

Import Data

Start

1 Set up Offline Conversion Tracking

2 Schedule uploads to occur as often as possible

Report

4 Create custom columns
Understand profitability and revenue down to the keyword level

3 Measure each step of the sales journey
Post lead creation to completed customer

Bid to Value

5 Determine the correct bidding strategy
CPA, ROAS, Max Value

6 Use 'Selective Optimisation' to test on specific campaigns

Expand

8 Expand beyond search
Use the 1st party audience data to find your ideal customers higher in the funnel

7 Assign budgets to profitability and explore new keyword opportunities

Grow

Introducing Offline Conversion Tracking

Measure offline conversion events up to **90 days** after the click.

Import these events directly into Google Ads.

Gain a deeper and **more granular understanding** of how each online click drives offline actions through **better reporting.**
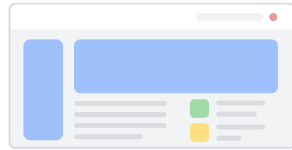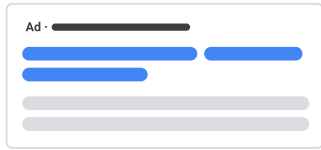
Distinguish between clicks and queries that lead to **high vs. low quality leads.**

Leverage this intelligence to unlock **better bid optimization.**

How it works

1
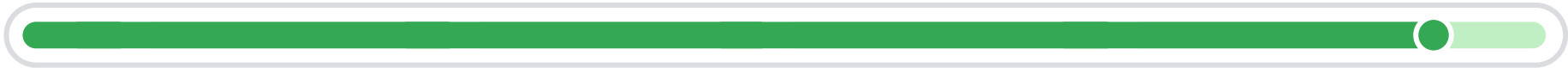
User clicks on an ad and **arrives on your site**

2

User **browses your site** and reads about your product/service

3

User **fills in a form on your site** and becomes a lead for your business

4

You **store the GCLID along with the lead information** in your CRM/database

5

After changing the **lead status,** you can **extract the GCLID and conversion details and upload** to Google Ads

GCLID 748596123

GCLID 748596123

Collect

Google Ads Manager

Web Developer

CRM Administrator

Preparing your data

Step 1

Create new conversion action in Google Ads

Stakeholder:

Google Ads Manager

Step 2

Modify Lead Form

Stakeholders:

CRM Administrator
+
Web Developer
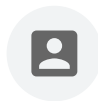
Step 3

Modify CRM Backend

Stakeholder:

CRM Administrator

Step 4

Implement Javascript

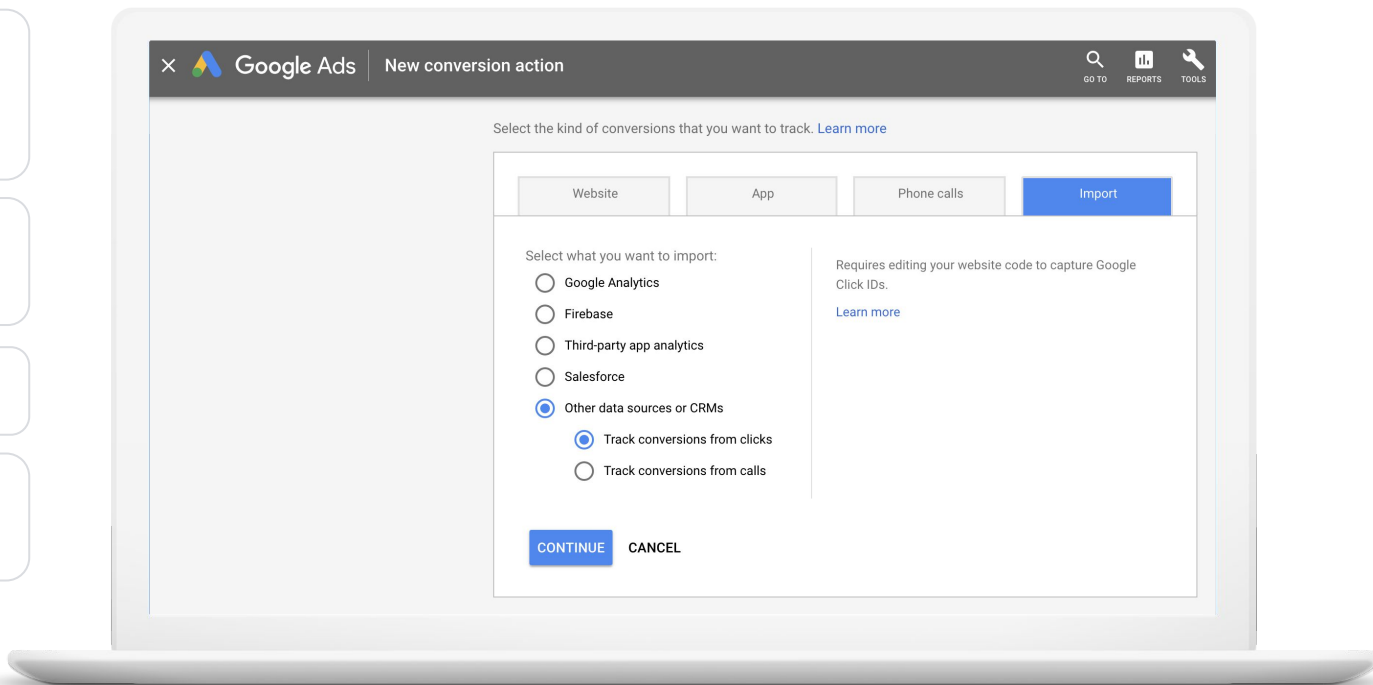Stakeholder:

Web Developer

Step 1: Create Conversion Action

Google Ads Manager

Created in the Google Ads account or at a Manager (MCC) account level

When creating new conversion, select "Import"

Attribution window: 90 days

Initially, do not include in conversions column

Step 2: Modify Lead Form

Web Developer

CRM Administrator

In order to pass the GCLID to your database/CRM, you will need to add a hidden form field to each lead form on your site.

The javascript you implement in **Step 4** will then insert the GCLID into this new field.

In most cases, you will need to collaborate with your database/CRM admin on this step,

Name

Phone

Email

[Hidden field] GCLID
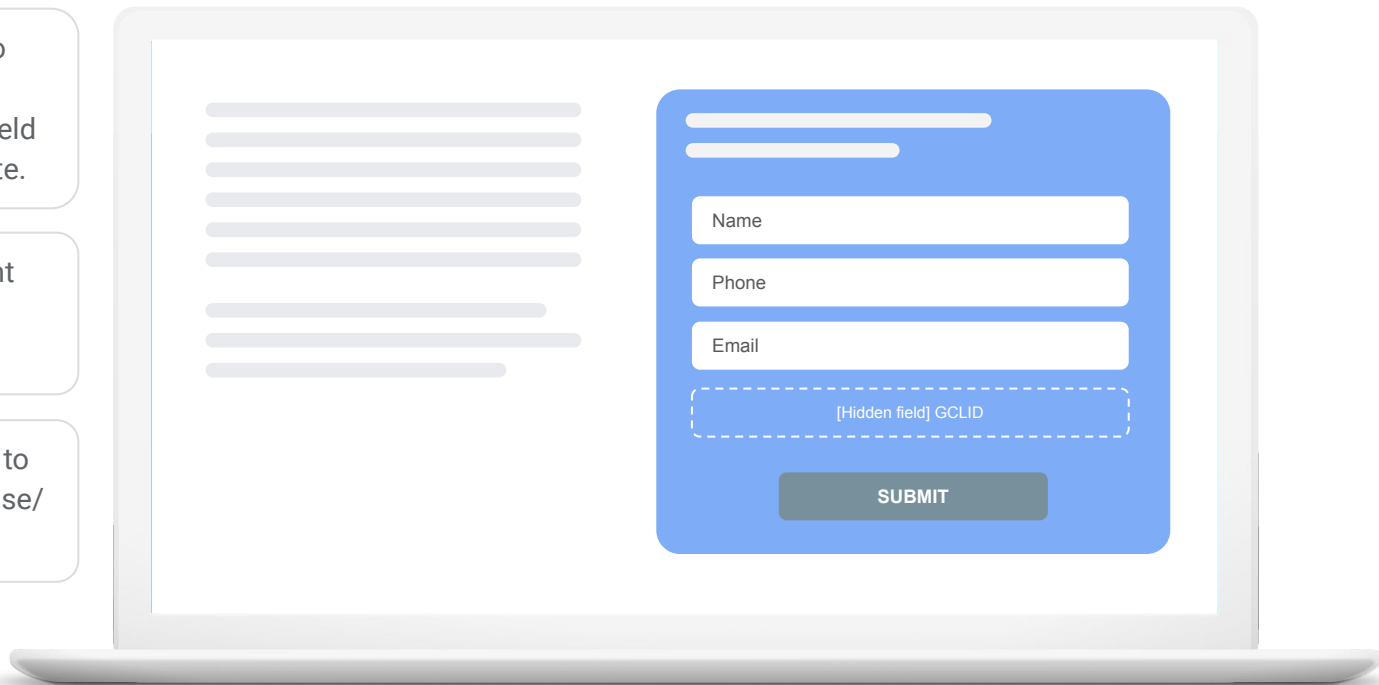
SUBMIT

Step 3: Modify CRM Backend

CRM Administrator

Modify the CRM so that the GCLID passed from the lead form can be captured and stored alongside other lead details (typically in the lead and opportunity objects).

Later, you will query these objects to determine which have converted and what GCLID & related info to pass back to Google.

GCLID	Name	Email	Stage	Value
			Closed	
			Contacted	
			Closed	
			Lost	

Step 4: Install javascript on site

> ☐ Explainer: This javascript…
>
> 1. Captures the GCLID when the user arrives on your website.
> 2. Stores the value so it can be retrieved later.
> 3. Inserts the value into the new form field.

Update this script so it can identify the ID of the hidden GCLID field in your website's form that was added in **Step 2.**

Then insert this code on every page on your website.
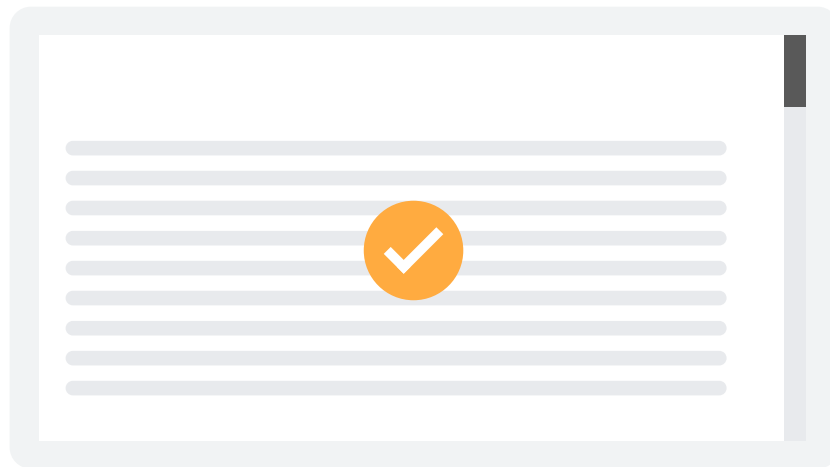
Import

Choose how you want to import conversions with four options, ranging in level of automation.

More manual — **More automated**

Step 5: Extract & Format the Conversion Data

Sales Team

I.T. Team

Database is queried on a daily basis to pull relevant data into a formatted file

GCLID	Name	Email	Stage	Value
			Deal Closed	
			Deal Closed	
			Deal Closed	
			Lead Abandoned	

Sample_Google Ads conversion import template (official)

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   All changes saved in Drive

	A	B	C	D	E
1	### INSTRUCTIONS ####				
2	# IMPORTANT: Remember to set the TimeZone value in the "parameters" row and/or in your Conversion Time column				
3	# For instructions on how to setup your data, visit http://goo.gl/T1C5Ov				
4					
5	### TEMPLATE ###				
6	Parameters:TimeZone=America/Chicago				
7	Google Click ID	Conversion Name	Conversion Time	Conversion Value	Conversion Currency
8	YlkveWiunNnRvrcctv46dsgeNFE8Ujd	Deal Closed	8/23/2019 14:01:54 PM	$1,000.00	USD
9	Nhsuyv5gtgkine78f5ddd248dfgg8t	Deal Closed	8/23/2019 15:09:30 PM	$2,000.00	USD
10	HudhGiydbb98defawrcrraerqwgu84	Deal Closed	8/23/2019 17:21:24 PM	$1,500.00	USD
11					

Step 6: Import the data into Google Ads

Manual Upload

Upload **CSV, Excel** or **Google Sheets** files directly into the Google Ads via the user interface.

Scheduled Upload

Schedule a regular upload from Google Sheets, a web server, or an SFTP server.

API Upload

Upload conversion data via the **Google Ads API**

CRM Integration

Import conversions automatically from **Salesforce Sales Cloud**

More manual

More automated

Preparing Data for Upload

Required Fields

Google Click ID (GCLID)

Conversion Name Created in step #1
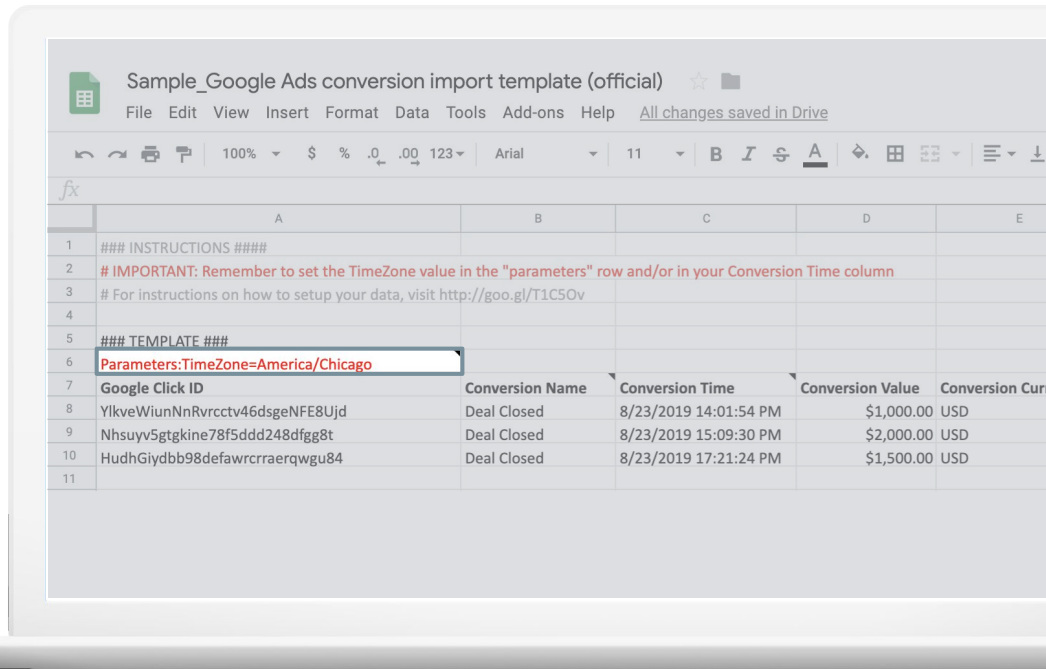
Conversion Time*
time when sale was closed. **NOT** when click came in!

Optional Fields

Conversion Value or Revenue*
Required for tROAS Smart Bidding

Conversion Currency (eg. EUR)

Things to consider about **Conversion Time**
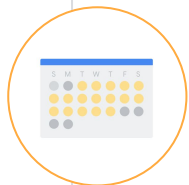
Conversion Time refers to when the conversion happened (e.g. when the deal is won), not the time of click!

Date/time formatting can be a source of errors when importing.

See the **Google Ads Help Centre** for the supported formats.

Conversion changes	Added	Errors
	37	21

All changes ▾

CHANGE TO	STATUS
EAIaIQobChMIy4WdxfDQ1wIVCxGBCh3XZwDEEAAYASAAEgJx0PD_BwE InboundCall: Invoca Inbound Call Nov 22, 2017, 12:22:50 AM UTC-08:00 2,197.00	✅ Success
EAIaIQobChMIq4nUlZKD2AIVBajICh0e3AdyEAEYASAAEgLD2fD_BwE InboundCall: Invoca Inbound Call Dec 11, 2017, 3:10:03 AM UTC-08:00 1,497.00	❗ Conversion date cannot precede the click date OfflineConversionError.CONVERSION_PRECEDES_CLICK
CjwKCAiAm7LSBRBBEiwAvL1-L3n9oMIWwcLjfCief02yI1Mumap3O9N6vSV0X0tQnnfwQWwG_VN4aRoCEt4QAvD_BwE InboundCall: Invoca Inbound Call Nov 10, 2017, 8:38:30 PM UTC-08:00 2,997.00	❗ Conversion date cannot precede the click date OfflineConversionError.CONVERSION_PRECEDES_CLICK
CjwKCAiA6K_QBRA8EiwASvtjZaihiMoGbkdHGiD9t4QyfBLVKLbXtbdckwPzCDsOGmA89MDkDj5RmhoCTDQQAvD_BwE InboundCall: Invoca Inbound Call Nov 16, 2017, 12:59:04 AM UTC-08:00	❗ This click is too old for its conversion to be imported OfflineConversionError.EXPIRED_CLICK

Format	Examples
MM/dd/yyyy hh:mm:ss aa	"08/14/2012 5:01:54 PM"
MMM dd,yyyy hh:mm:ss aa	"Aug 14, 2012 5:01:54 PM"
MM/dd/yyyy HH:mm:ss	"08/14/2012 17:01:54"
yyyy-MM-dd HH:mm:ss	"2012-08-14 13:00:00"
yyyy-MM-ddTHH:mm:ss	"2012-08-14T13:00:00"
yyyy-MM-dd HH:mm:ss+z	"2012-08-14 13:00:00+0500"
yyyy-MM-ddTHH:mm:ss+z	"2012-08-14T13:00:00-0100"
yyyy-MM-dd HH:mm:ss zzzz	"2012-08-14 13:00:00 America/Los_Angeles"
yyyy-MM-ddTHH:mm:ss zzzz	"2012-08-14T13:00:00 America/Los_Angeles"

Setting Up the Upload

Setting Up an Upload with Google Sheets

Preview before upload

Preview

Your file hasn't been applied yet. The preview has completed. You can apply the changes.

Changes	Successful	Errors
3	2	1

Details ∧

Change	Status
EAIaIQobChMIIIypk4TN4wIVEarsCh2JqQZQEAAYASAAEgJ3SPD_BwE purchase2 Jul 24, 2019 3:00:00 PM UTC-08:00 200.00	✓ Successful
EAIaIQobChMIIIypk4TN4wIVEarsCh2JqQZQEAAYASAAEgJ3SPD_Bw purchase2 Jul 24, 2019 5:24:00 PM UTC-08:00 200.00	⊘ We are unable to import a conversion for this click since the provided GCLID has been altered
EAIaIQobChMIIIypk4TN4wIVEarsCh2JqQZQEAAYASAAEgJ3SPD_BwE purchase2	✓ Successful

CLOSE   APPLY FILE

You can still troubleshoot errors after preview and then re-upload your file

Once you have finished with the preview you can choose to APPLY FILE

Duplicate entries are avoided as Google Ads won't re-upload a conversion that has the same combination of GCLID, Date/Time and Conversion Name

Quick recap: what has happened so far...

1

✓ User clicked the ad.
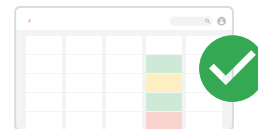
✓ Your website captured & stored the GCLID.

2

✓ User filled out lead form with their details.

✓ "Hidden" form field captured and then passed GCLID with lead info to CRM.

3

✓ Sales rep receives the lead's details with GCLID in the CRM.

✓ Lead is contacted to qualify or pitch.

4

✓ Lead status is changed in the CRM if conversion event has been reached.

✓ GCLID, Conversion name and timestamp extracted from CRM and imported into Google Ads.