# Enhanced Conversions for Web

Objective:

We are looking to pass first-party data through a Google Conversion tag that is placed on a chosen conversion event on the advertiser's website – via Google Tag Manager to improve attribution accuracy for digital paid media campaigns measured in SA360. Enhanced Conversions supplements your existing conversion tags by sending hashed first-party conversion data from your website to Google in a privacy safe way.

Google Conversion Tag Systems:

Google Ads   Google Analytics 4   CM360 Floodlight
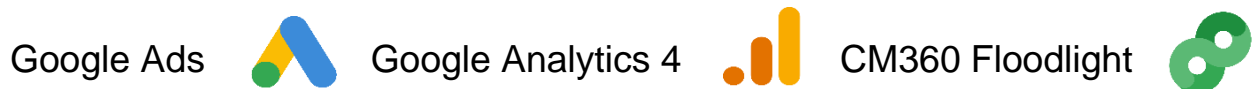
First-party data collected if enabled:

➢ Email address
➢ Phone number
➢ Home address
➢ Name

Benefits:

➢ Recover conversions that otherwise wouldn't have been measured
➢ Improve bidding optimization through better data
➢ Privacy safe with hashing of first-party customer data

Customer data options for enhanced conversions for web

Preferred	Encouraged	Encouraged
Email address	**Phone number**	**Name & home address**
Emails should be provided in a generally acceptable format (for example, email@gmail.com).	Phone number must be in E.164 format, which means it must be 11 to 15 digits including a plus sign (+) prefix and country code with no dashes, parentheses, or spaces.	Using name and home address requires to provide all four fields for a successful match: country, first name, last name and postal code.
NEW: Gmail and non-gmail (associated with a Google account) matching is supported.		

★ Enhanced conversions will only work for conversion types where customer data is present like subscriptions, sign-ups, and purchases.
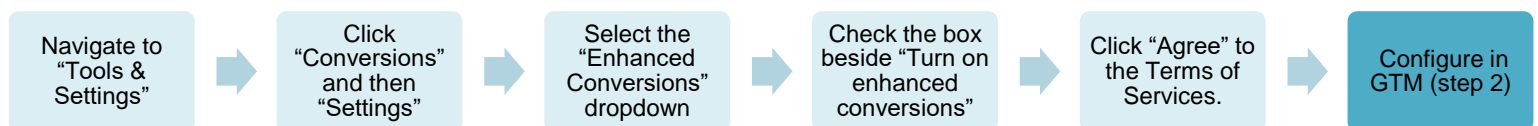
Pre-configuration Checklist:

- ☐ Horizon Search team initiates contact with the client marketing team on the:
  - ➢ Need to deploy Enhanced Conversions
  - ➢ The value to the client of ingesting user PII
  - ➢ Request for email approval from the client's Legal and Privacy teams
- ☐ With the client marketing team on board, Horizon Search and AdOps teams will work concurrently with Liz Rowe, SVP Data Governance, to confirm Horizon has proper data protections in place.
  - ➢ If necessary, she will pull in Horizon Legal for confirmation
- ☐ Horizon Search team receives official email approval from the client and forwards to AdOps.
- ☐ Horizon Search team communicates to AdOps:
  1. Which platform they intend to enable EC for: Google Ads, GA4, and/or CM360.
     - ➢ If AdOps does not already have access to the required platforms (including the GTM container) Search must attain access from the client on their behalf.
     - ➢ For GTM, AdOps will need to specify the email address to be granted access, the minimum required role: EDIT, and the container ID which can be found on the site using dev tools or a debugger extension.
  2. The exact conversion event(s) they wish to enable EC on.
     - ➢ If the event(s) is already tagged, Search needs to provide the name(s) of the Google Ads conversion action / GA4 key event / CM360 Floodlight.
     - ➢ If the event(s) is not yet tagged with a floodlight, AdOps will create the conversion tag(s) in the appropriate platform and communicate the name(s) to Search.
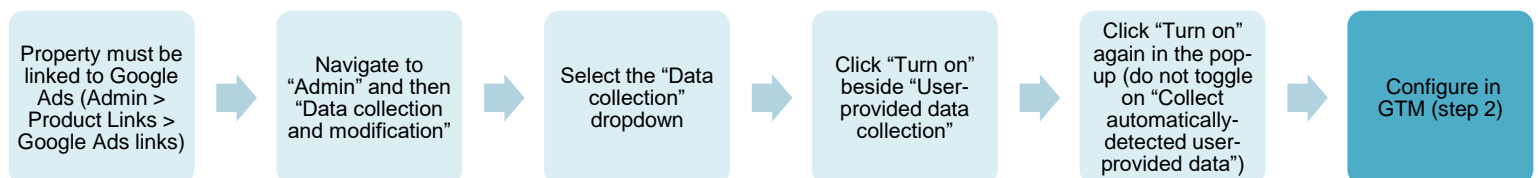
Configuration Steps:

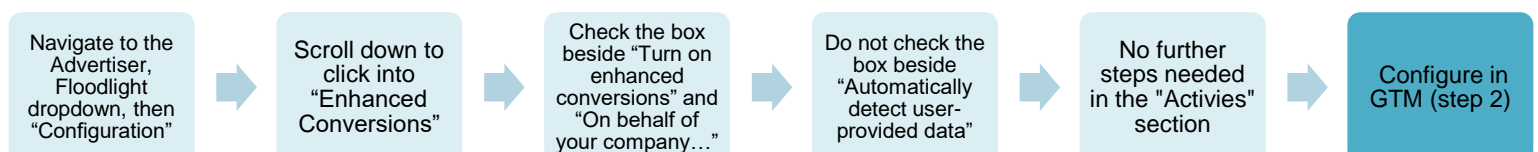1. **Enable Enhanced Conversions within the requested GMP platform (Google Ads, GA4, CM360):**

Google Ads:

Navigate to "Tools & Settings" → Click "Conversions" and then "Settings" → Select the "Enhanced Conversions" dropdown → Check the box beside "Turn on enhanced conversions" → Click "Agree" to the Terms of Services. → Configure in GTM (step 2)

GA4:

Property must be linked to Google Ads (Admin > Product Links > Google Ads links) → Navigate to "Admin" and then "Data collection and modification" → Select the "Data collection" dropdown → Click "Turn on" beside "User-provided data collection" → Click "Turn on" again in the pop-up (do not toggle on "Collect automatically-detected user-provided data") → Configure in GTM (step 2)

CM360:

Navigate to the Advertiser, Floodlight dropdown, then "Configuration" → Scroll down to click into "Enhanced Conversions" → Check the box beside "Turn on enhanced conversions" and "On behalf of your company…" → Do not check the box beside "Automatically detect user-provided data" → No further steps needed in the "Activies" section → Configure in GTM (step 2)

2. Configure Enhanced Conversions within Google Tag Manager:

☐ In preview mode, perform the conversion action and confirm the user-provided data (usually email) is being exposed in the data layer.
    ★ If it is not, stop the configuration process and inform the Search team, as a request will need to be submitted to the client's web dev team to expose the value in the data layer.
☐ Build a new user-defined variable (type: **Data Layer Variable**) to capture the user-provided data from the data layer.
☐ Build a new user-defined variable (type: **User-Provided Data**) and populate the appropriate fields with the data layer variable(s) built just before.
☐ In the conversion tag (**Google Ads conversion action / GA4 Event / CM360 Floodlight**), click into the tag configuration box and check the box beside "Include user-provided data from your website" and select the User-Provided Data variable from the User Data dropdown.
☐ If this tag is not already triggered, apply a trigger to fire on the conversion event.
☐ Enter Preview Mode once more and perform the conversion action again to confirm the conversion tag is successfully ingesting the user-provided data.
☐ If allowed by the client, publish the container. Otherwise, reach out to the client to do so.

> 🔧 More resources: [Set up enhanced conversions for web using GTM](#)

Checklist (condensed version):	
☐	Do we have client agreement in writing?
☐	Do we have Horizon legal approval (Liz Rowe)?
☐	Do we have the name(s) of the floodlight(s) as they exist in CM360?
☐	Do we have the name(s) of the floodlight(s) as they exist in GTM?
☐	Has EC been enabled in the advertiser's CM360 Floodlight configuration?
☐	Is the user email exposed in the data layer during the conversion event?
☐	Has a GTM Data Layer Variable been created to ingest the email?
☐	Has a GTM User-Provided Data variable been created to hash the value of the DL variable?
☐	Has the UPD variable been added to the UPD section of the floodlight template(s)?