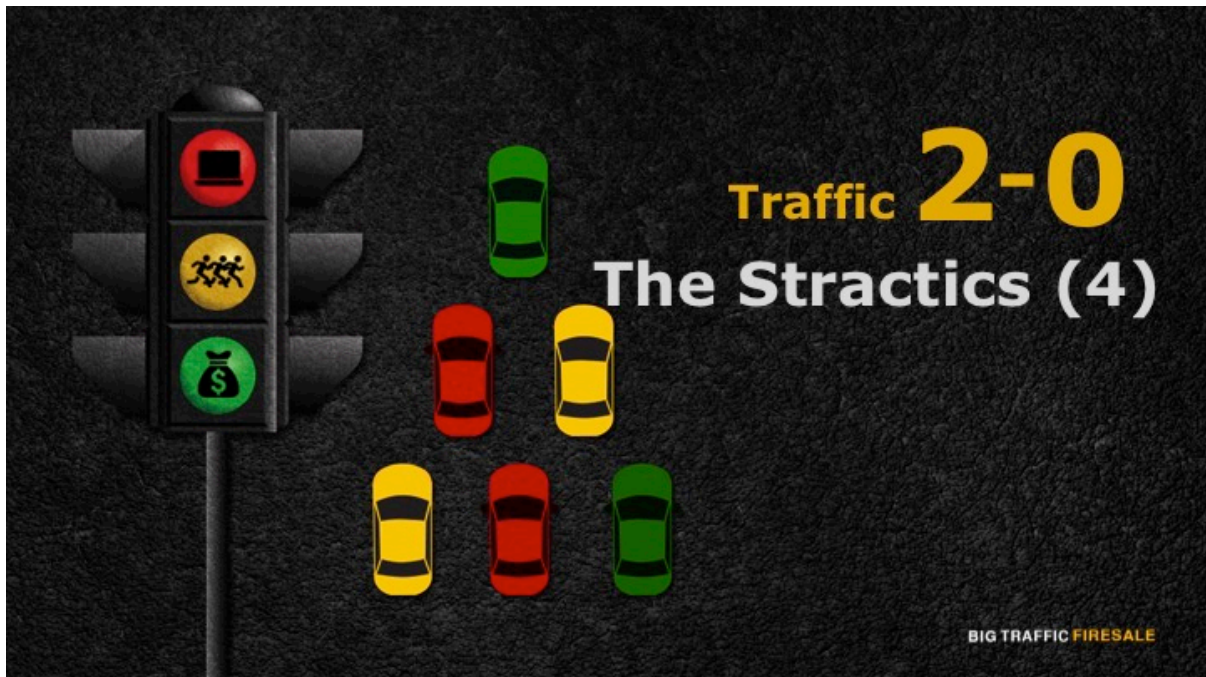


2-6 – The Stractics (Strategies And Tactics) In Using Google Adwords Effectively (Part 4)



S1: Welcome back to another module of Google Adwords. In this module we will be focusing on the final important stractic to get your Adwords campaign running smoothly, which is tracking your conversions.

Tracking Your Conversions

- ▶ Conversion tracking is a free tool provided by Google Adwords.
- ▶ It shows you what happens exactly after the audience have clicked on your ads.
- ▶ The actions that they may take includes purchasing a product from your website, signed up for a newsletter, calling to know more about your business or downloading your app.

BIG TRAFFIC FIRESALE

S2: Conversion tracking is a free tool provided by Google Adwords which

shows you exactly what happens after a customer views or clicks your ads. A conversion can be defined as an action made by a customer after they have viewed or clicked on your ads. This may include purchasing a product from your website, signed-up for your newsletter, called to get to know more of what you're business is about, as well as downloading your app.

Why Track Conversions?

- ▶ It tracks your keywords and ads progress.
- ▶ If you skip this process, you'll never have an idea on which keywords, ads and ad group campaigns are generating money and which are pulling your resources down.

BIG TRAFFIC FIRESALE

S3: Why use conversion tracking? Conversion tracking tracks your keywords and ads progress. If you skip this step you'll never have an idea on which keywords, ads, ad groups and campaigns are generating money and which one is only pulling your resources down.

In another sense, you would not be able to optimize your campaign once it's up and running.

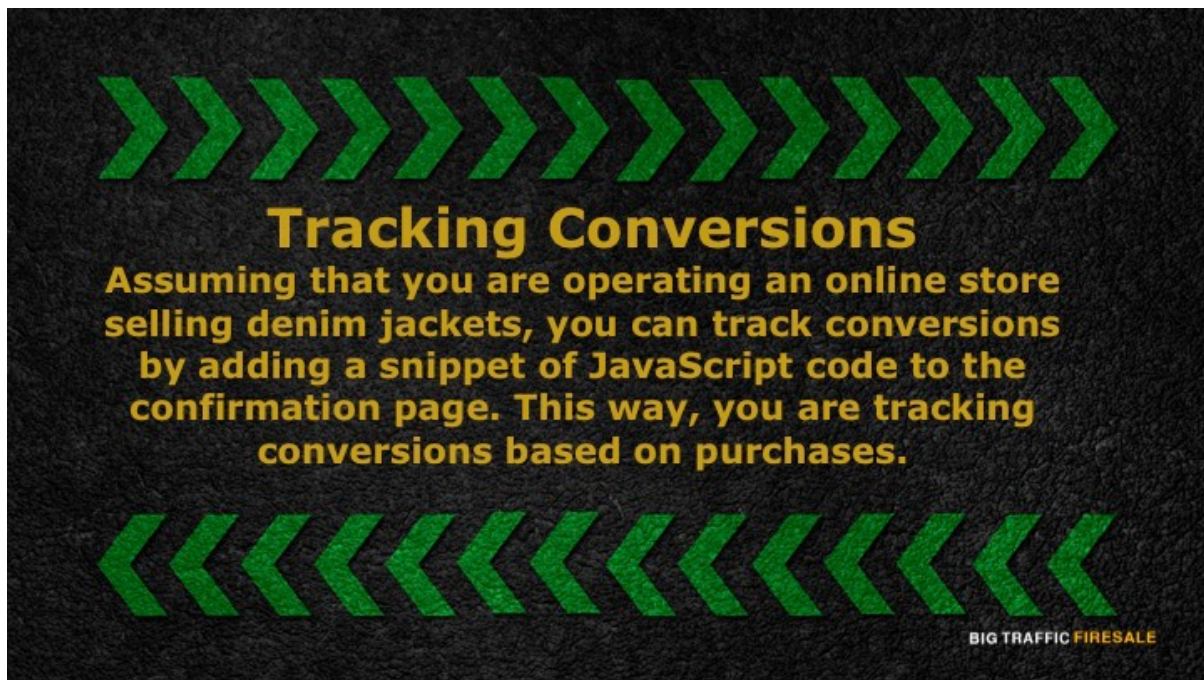
How To Track Conversions?

- ▶ How you track conversions are all dependent on your business goals.
- ▶ Popular ways to track conversions:
 1. Online sales
 2. Phone calls
 3. App downloads
 4. In-app actions
 5. New leads
 6. In-store purchases

BIG TRAFFIC FIRESALE

S4: There are quite a few ways to track conversions, and it all depends on your business goals. Some of the popular ways to track your conversions are as follows:

- Online sales
- Phone calls
- App downloads
- In-app actions
- New leads
- In-store purchases



S5: Let's illustrate an example on how you can track your conversions. For example via online sales. Assuming that you are operating an online boutique specializing in denim jackets. To track conversions, you add a single snippet of JavaScript code to the confirmation page where your users will view after they have paid for their purchase. In this case, you will be tracking clicks on your Adwords campaign that converts into purchases.

Let's say that you make \$40 on each denim jacket you sell. With the aid of conversion tracking, you can identify how much you spend on advertising your goods. In this context, let's say you spend about \$10 for each purchase your ad generates. As a result, your Return On Investment (ROI) is \$30. This shows that your business is generating a positive value as you are gaining more than what you have spent.

Conversion Tracking For Multiple Businesses

- ▶ Using conversion tracking, you are able to compare and contrast between your different businesses.
- ▶ You can evaluate which Adwords Campaign is working better for you in terms of conversions.
- ▶ Therefore, you are able to make adjustments and boost your profit.

BIG TRAFFIC FIRESALE

: The example illustrated above shows how you can easily optimize your business with the help of conversion tracking. How about if you have multiple businesses to take care of? Well, it will surely come in handy too. By using conversion tracking, you can compare and contrast between the two businesses and see which Adwords campaign is working better for you in terms of conversions.

If you track that your business in A is converting relatively better than your Business B, you can decide on the ways to improve by allocating more of your advertising budget to Business B. Or, you can make adjustments to your Adwords campaign to boost your profit in Business B even more.

Conversion Tracking Data:

- **Helps you understand your advertising campaigns and business goals.**
- **Provides space to tweak your strategies and aligning your budget.**

BIG TRAFFIC FIRESALE

S7: Having your conversion tracking data is very useful as it helps you understand how your advertising campaigns help you achieve your business goals. It also provides you space to tweak your strategies and aligning your budget.