

# Google Conversion Tracking

Track ROI and make smarter online advertising decisions.

Google Custom Report from  
CAMPAIGNS: All | AD GROUPS: All | KEYWORDS: All | STATUS: | ADWORDS TYPE: All

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Keyword	Clicks	Conversions	Cost / Conversion	Transactions	Cost / Transaction	Total Value	Sales Count	Sales Value	Leads Count	Leads Value	Sign-ups Count	Sign-ups Value
Totals and Overall Averages:	40,903	1,578	\$13.92	5,560	\$3.95	7,307.00	623	852.00	1,644	2,330.00	3,293	4,125.00
SAO	171	17	\$2.47	23	\$1.82	23.00	4	4.00	10	10.00	9	9.00
Total - content targeting	1,934	25	\$49.03	109	\$11.25	109.00	7	7.00	32	32.00	70	70.00
adler shoes	24	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
alex shoes	23	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
bailey shoes	22	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
baron shoes	3	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
baxter shoes	28	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
becker shoes	1	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
best men's shoes	11	1	\$8.49	7	\$1.21	7.00	1	1.00	1	1.00	5	5.00
big men's shoes	132	1	\$95.89	3	\$31.96	3.00	0	0.00	0	0.00	3	3.00
big mens shoes	26	1	\$21.63	1	\$21.63	1.00	0	0.00	0	0.00	1	1.00
black leather shoes	47	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
black remix shoes	0	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
boot business	1	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00
boot casual	55	0	\$0.00	0	\$0.00	0.00	0	0.00	0	0.00	0	0.00

## How does it work?

- Tool tracks users who click on your AdWords ad and records a conversion when that user reaches your conversion page

## Benefits for Marketers

- Correlate ad clicks to **custom conversion metrics**
- **Easily set up** tracking for sales, sign-ups, leads, page-view, demo plays and more
- **Measure conversion value** of campaigns, ad groups and/or keywords and optimise bids accordingly
- Track Google and non-Google ads from one interface