



Google Ads Direct Connect

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Welcome



TODD FISHER

Co-founder, CEO



JESSICA MICHAELS

Product Coach

Agenda

EXPLORE WHAT'S NEW

- Agency Level Connection
- True Bi-Directional Communication
- Trigger Based Conversions
- Diagnostic Reports & Logs

LIVE DEMO

BEST PRACTICES

Q&A

The Value of Google Ads Direct Connect



By integrating Google Ads with CTM's call tracking and ROI reporting, marketers can truly see the entire length of the sales funnel.

The result is a more data-driven marketing strategy that creates **better leads, more conversions**, and **higher revenue**.

Our new direct integration allows you to **seamlessly optimize campaigns** around conversions, such as calls, form fills, sales, and appointments, within one platform.

What's New



BENEFITS OF GOOGLE ADS DIRECT CONNECT

- ✓ No Analytics middleman!
- ✓ Trigger-based conversions!
- ✓ Conversions for click-to-calls!
- ✓ Connect on the agency level!



Agency Level Connection

Agency Connect

<https://app.calltrackingmetrics.com/agency/googleads>

The screenshot shows the 'Agency Connect' interface for Google Ads. The top navigation bar includes 'Numbers', 'Reporting', 'Calls', 'Texts', 'Cocoa Loco', 'Help', 'Settings', and a user icon. The breadcrumb trail is 'Settings > Integrations > Google Ads'. The left sidebar has 'Manager Account', 'Customer Mapping', and 'Summary Reports'. The main content area is divided into two sections: 'Manager Account' and 'Customer Mapping'.

Manager Account Manager Account Link

You are linked with [jessicakhahn@gmail.com](#) [Switch User](#)

Google Ads Manager Account

SRSC Google Manager Account ▾

[Update Manager Account](#) [Link Another Manager Account ?](#) [Unlink Manager Account...](#)

Customer Mapping Map CallTrackingMetrics accounts to existing Google Ad accounts [Automatic Match ?](#)

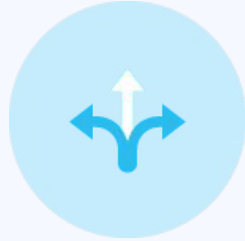
Viewing 100 ▾ Search:

Google Ads Customer Account ▲	Google Ads Customer Id	CallTrackingMetrics Account	Attribution	Conversions	Page Checks
Cocoa Loco	4459887290	Cocoa Loco – 158532	✓ ⓘ	Edit Trigger Log Diagnostics	
Severn River Supper Club	6699315505	Severn River Supper Club – 126362	✓ ⓘ	Edit Trigger Log Diagnostics	
SRSC Google Manager Account	1940476796	(click to assign)			

Agency Connect

- Connect at the Ads Manager account level
- Map and connect multiple sub-accounts with one click with automatic match
- Set attribution preferences
- Add admins to weekly report





True Bi-Directional Communication

True Bi-Directional Communication

Direct communication with Google Ads API, no need for Analytics to chaperone the transaction

GOOGLE ADS SCRIPT (LEGACY VERSION)

- Pings Ads hourly for calls data that Google Ads has tracked.
 - If a match is found, Google passes us campaign attribution.
 - CTM does not influence the conversion.
- Cannot automate callsale conversions for ad extensions.

NEW! GOOGLE ADS DIRECT CONNECT



- Pings Ads directly for both GCLID and call extension campaign attribution.
- Controls conversions sent for both sources.
- Can automate call sales for both sources.



Trigger Based Conversions



Conversion Triggers



If all of the following rules match:


If	Talk Time	is greater than or equal	60	
And	Type	is	Inbound Call	

[+ Add Rule](#)


Then perform the following actions:

 Google Ads Conversion 


Online Conversion 

Calls from CTM - account: 4459887290

After clicking on a paid ad and landing on your website the phone call has a click id 





Call Only Conversion

Call Only Call Tracking - account: 4459887290

A user directly dialed a Google Ads phone number Call Only - no click id 

Value

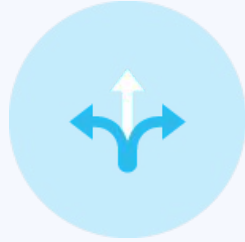
1

 Activity  Quality  Enhanced  eCommerce or enter a numeric value

Conversion Triggers



- Pre-set Triggers
- Auto-creates 2 conversion actions in Ads
 - No need for Analytics to micro-manage the conversions!
- The entire process is built in CTM
- Additional conversion actions available in dropdown menu



Diagnostic Reports & Logs

Diagnostic Reports & Logs

CallTrackingMetrics

NumbersReportingCallsTexts

AccountNameHelpSettings

Settings > Integrations > Google Ads > AccountName, AccountNumber

Edit Query ParametersCheck Ad URLs

URL ReportLast 30 days

Call Through Rate5.55%

Cost Per Call\$ 42.00

Tracking Numbers42

Target Numbers1

Pages Checked42

Pages Errors0

Search

123...6768 Records

Landing Url	Source Name	Errors	Clicks	Calls	Call Through Rate	Cost	Cost Per Call	Estimate Numbers	Observation Time
/awesome-landing-page/ www.website.com	Google Ads		4	8	15	\$16	\$23	42	2019-10-23 2:30:00 PM
/example-page/ www.anothercoolwebsite.com	Google Ads		4	8	15	\$16	\$23	42	2019-10-23 2:30:00 PM
/page		• Tracking Code Not Installed	0	0		\$555.55		0	2019-10-23 2:30:00 PM

Diagnostic Reports & Logs



IDENTIFY ADS ACCOUNT-WIDE KEY METRICS:

- ✓ Call through rate
- ✓ Cost per Call
- ✓ Number of Tracking Numbers assigned
- ✓ Number of Target Numbers recognized
- ✓ Landing pages checked
- ✓ Pages with errors

Diagnostic Reports & Logs



IDENTIFY LANDING PAGE KEY METRICS:

- ✓ Source Name
- ✓ Clicks
- ✓ Calls & Call through rate
- ✓ Cost & Cost per Call
- ✓ Errors found on page:
 - No Tracking Number Displayed
 - Missing Tracking Code
 - New Target Number Detected

Logs

- ✓ Conversion Name & Value
- ✓ Conversion Time
- ✓ Call ID & GCLID
- ✓ Processed Time
- ✓ Status Message





Live Demo

Best Practices



- ✓ Keep all previously configured “Googly” integrations
- ✓ Remove the imported Google Analytics conversion from Google Ads
- ✓ Or set each call extension conversion to “none.”
- ✓ Create a second conversion trigger for CallSales. (If you’re doing this, create new conversion actions to map to in Google Ads)

Plans and Pricing

Business

Get started with call tracking and automation

\$39

Marketing

A digital marketer or agency's secret weapon

\$99

Contact Center

Power your workforce communications

\$299

Professional Services

Our consultants work with you to understand your goals, then take on the work needed to set your account up for success.

Custom plans available to support new and existing customers.

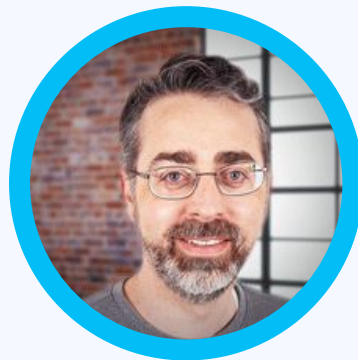
Contact

sales@calltrackingmetrics.com to learn more!



Questions?

Thank you!



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