



Good work – you're almost there

By using sitewide tagging, enhanced conversions for web, Consent Mode, and Google Analytics 4 together, your business is able to generate and use first-party data. This lets you accurately measure your ad campaign's performance and drive results.

Based on your results, you can take additional steps to improve your privacy-first ad strategy by implementing the following solutions:

1. Enable enhanced conversions for web

How you benefit

Enhanced conversions can improve the accuracy of your conversion measurement by increasing the amount of observable first-party data your Google tag can collect.

[Set up solution](#)



How it works

When a customer converts, the first-party data you collect is sent to Google in hashed form to be matched with signed-in Google Accounts. That way, those conversions can be attributed to ads in a privacy-centric way.

[Set up solution](#)

How to get started

You'll need admin access to your backend website, Google Ads, and Google Tag Manager (if you use it). Also, you should perform a test conversion to confirm that customer data is available on your conversion page.

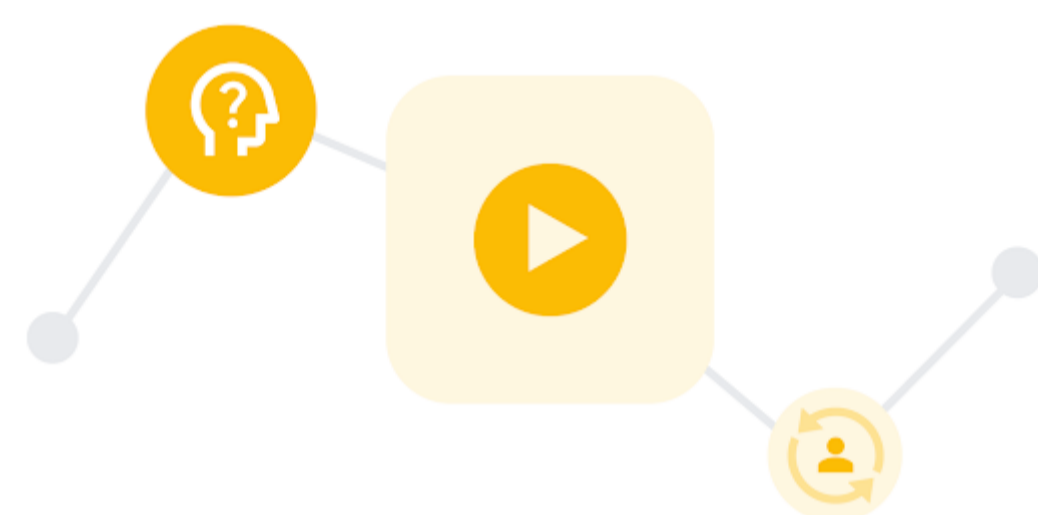
[Set up solution](#)



Watch a tutorial

Learn how to improve the accuracy of your conversion measurement by setting up enhanced conversions for web and tag implementation. Watch this Google Ads tutorial on YouTube to get started.

[Watch now](#)

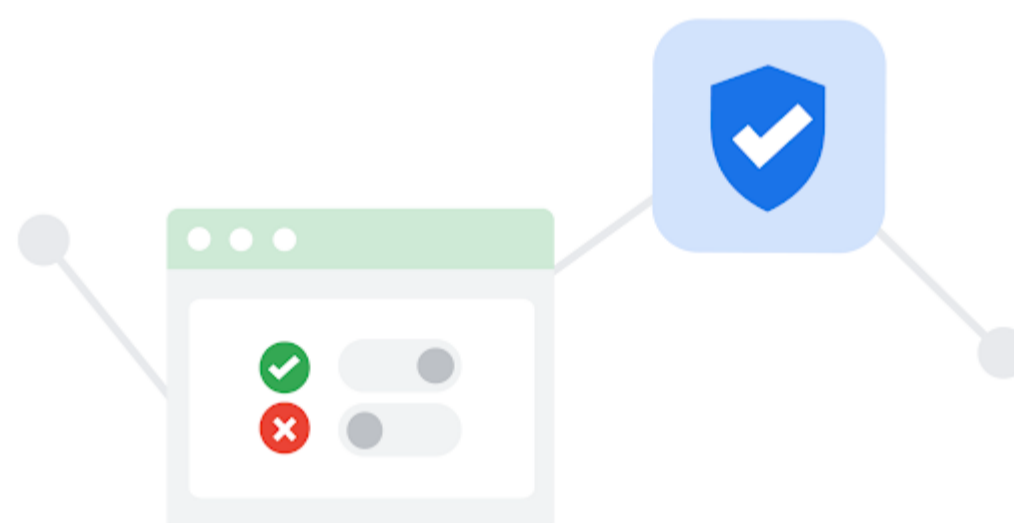


2. Set up Consent Mode

How you benefit

Consent Mode lets you adjust how your site's tags behave based on the consent status of your users, so you can recover lost conversions if consent for cookies isn't granted. This works with enhanced conversions to give you a complete picture of your ad campaign's performance.

[Set up solution](#)



How it works

If a customer chooses not to consent to cookies, Consent Mode recovers the conversion using modelling, so you can measure conversions while respecting your user's consent choice.

[Set up solution](#)

How to get started

You'll need admin access to your backend website, Google Ads, and Google Analytics 4. Also, check if you are using a consent management platform, and if your consent banner allows for cookie blocking.

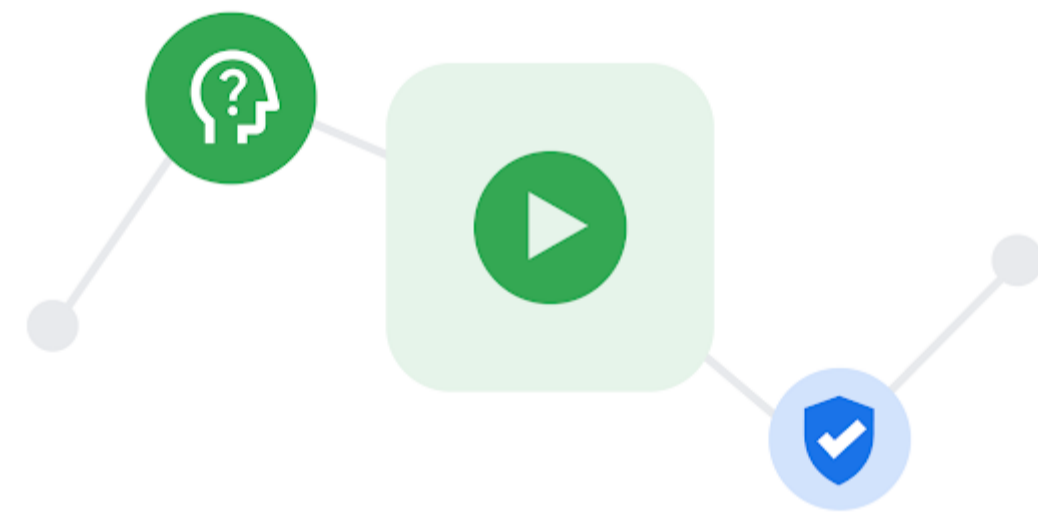
[Set up solution](#)



Watch a tutorial

Learn how to implement Consent mode to build your privacy-centric measurement strategy. Watch this Google Ads tutorial on YouTube to get started.

[Watch now](#)

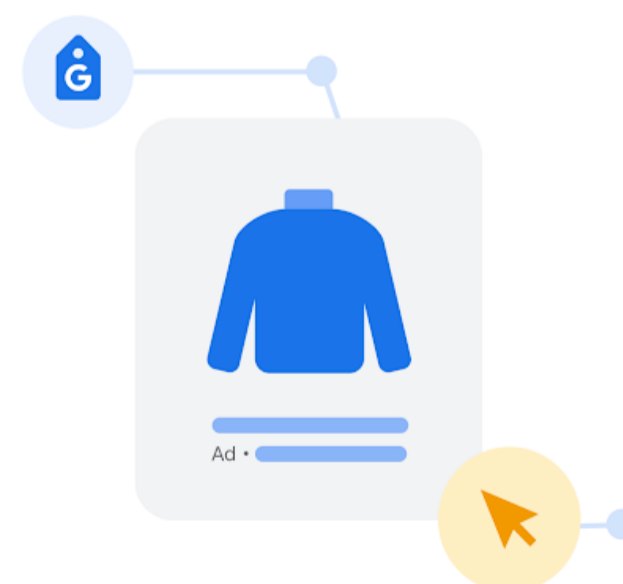


How Ads Privacy solutions work together

By working in sync to generate and use first-party data, these solutions allow you to optimise ad performance.

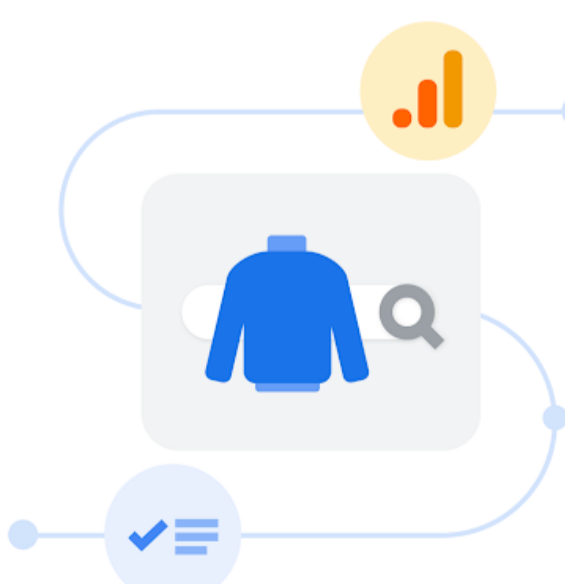
A customer clicks on your ad

Sitewide tagging sets first-party cookies on your site to measure engagement and observable conversions, so you can see which keywords, ads, ad groups, and campaigns are driving customer activity.



They browse your website

Google Analytics 4 gives you a complete view of the customer journey and uses Google AI to surface customer insights to help you improve your marketing.



They make a purchase

Enhanced conversions for web fills in the gaps to improve the accuracy of your conversions, and Consent Mode solves for unknowns if your customer didn't consent to cookies. Together, you get the most robust understanding of your ad campaign's performance.

