



Your measurement strategy is almost complete

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 by implementing the following solution:

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 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.

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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.

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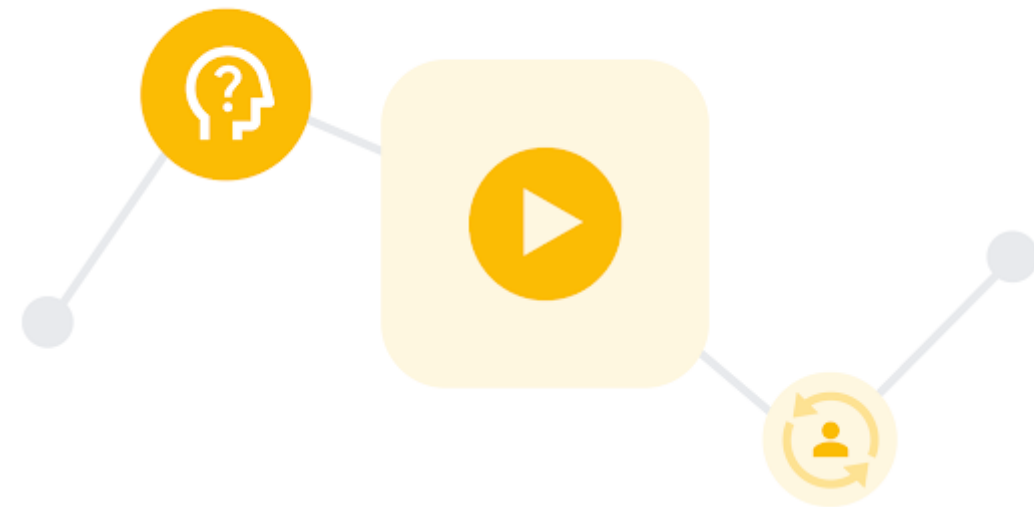
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Watch a tutorial

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](#)

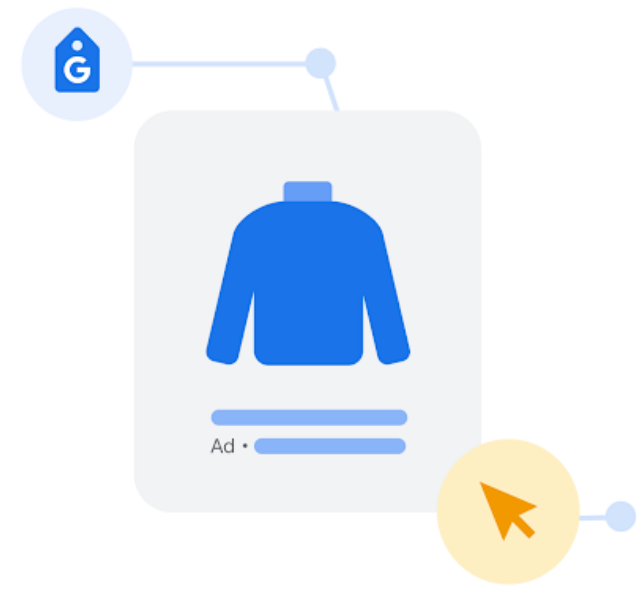


How Ads Privacy solutions work together

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.

