

# Here's your custom plan to improve your measurement strategy

Based on your results, you can take additional steps to improve your ad campaign's measurement accuracy and drive results. To do so, implement the following solutions:

## 1. Start with sitewide tagging

### How you benefit

Tags lay the foundation for privacy-centric measurement. They ensure more accurate conversion tracking by specifying which interactions should be counted as Google Ads conversions.

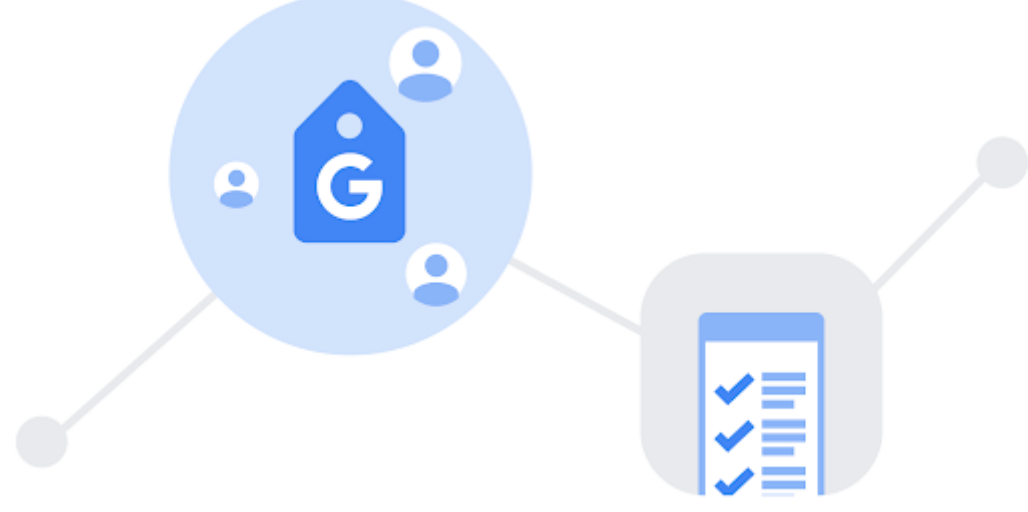
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### How it works

Sitewide tags place first-party cookies on your website. When a customer converts, the tag can read these cookies and record the conversion in your Google Ads account.

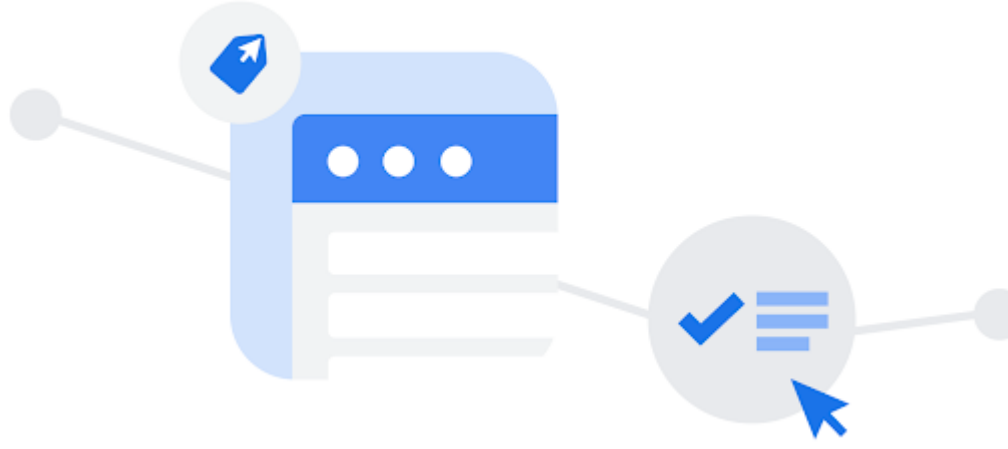
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### How to get started

You'll need admin access to your backend website, Google Ads, and Google Tag Manager (if you use it). You'll also need to turn on auto-tagging in your Google Ads account.

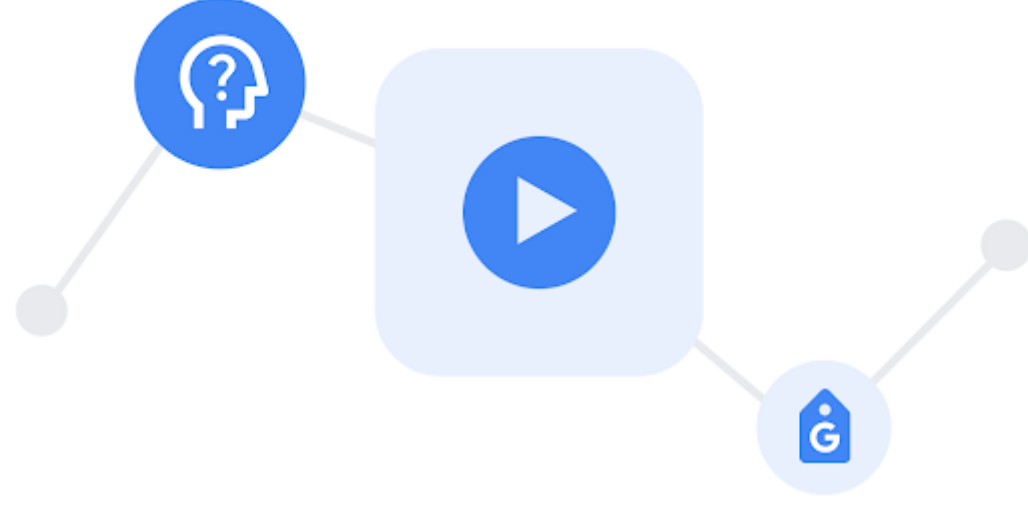
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### Watch a tutorial

Learn how to make the most of your first-party data by implementing a robust tagging infrastructure. Watch this Google Ads Tutorial on YouTube to get started.

[Watch now](#)



## 2. 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.

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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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### 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.

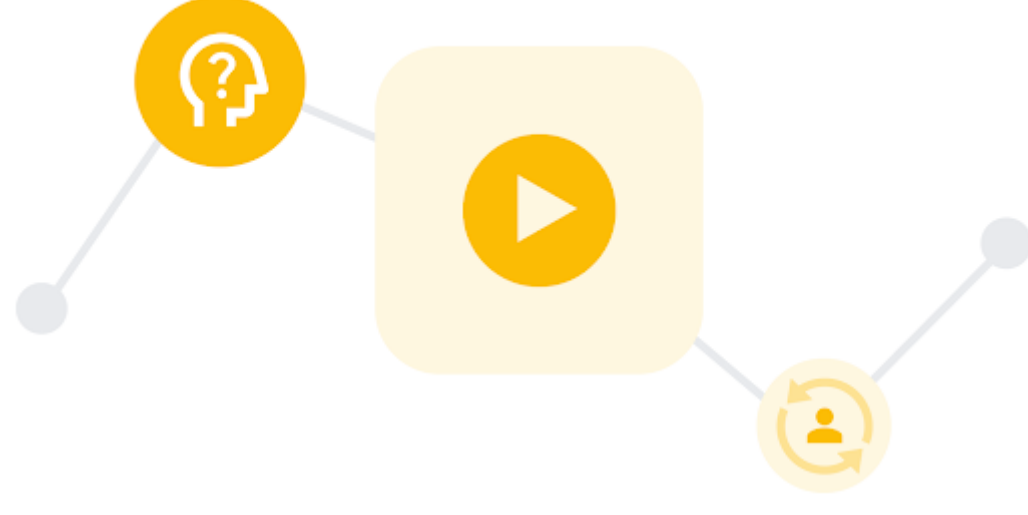
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### Watch a tutorial

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.

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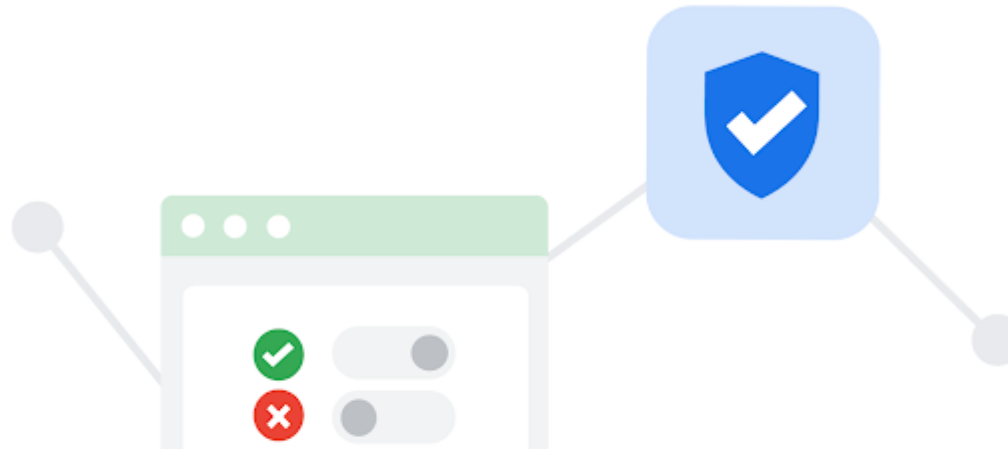


## 3. Set up Consent Mode

### 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.

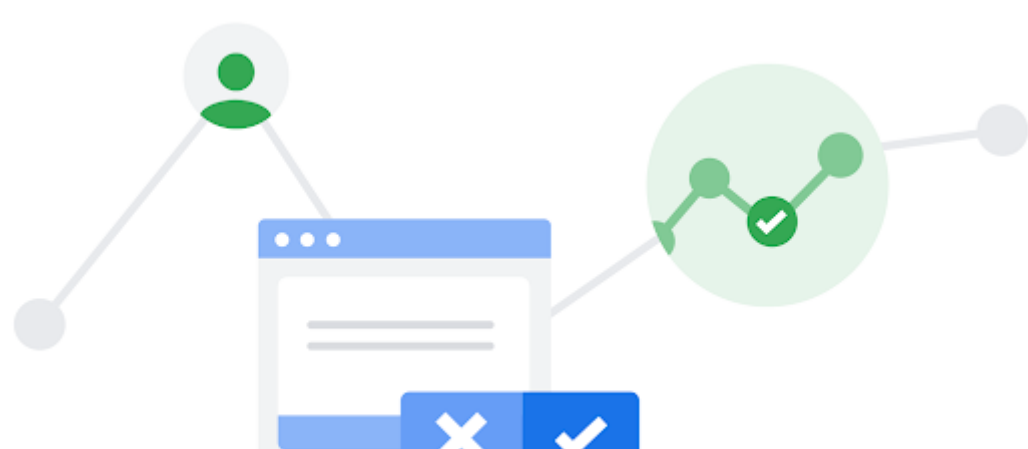
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### How it works

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.

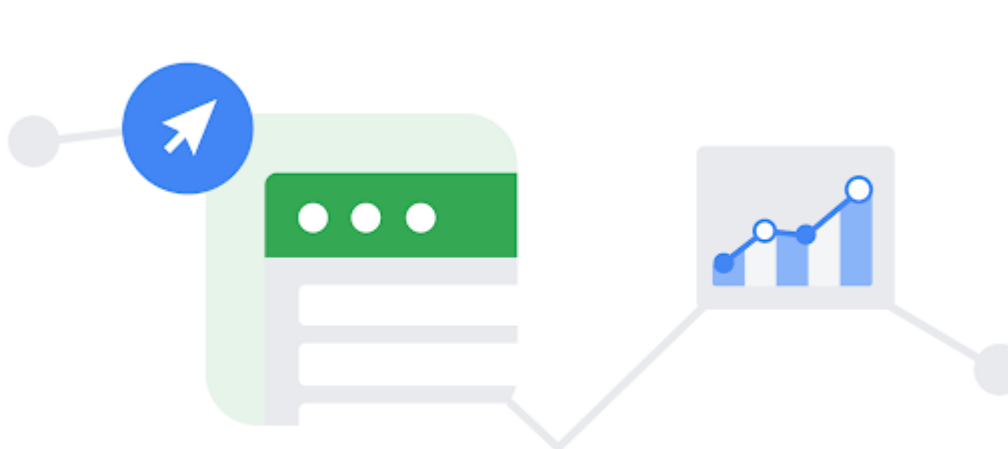
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### How to get started

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.

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### 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.

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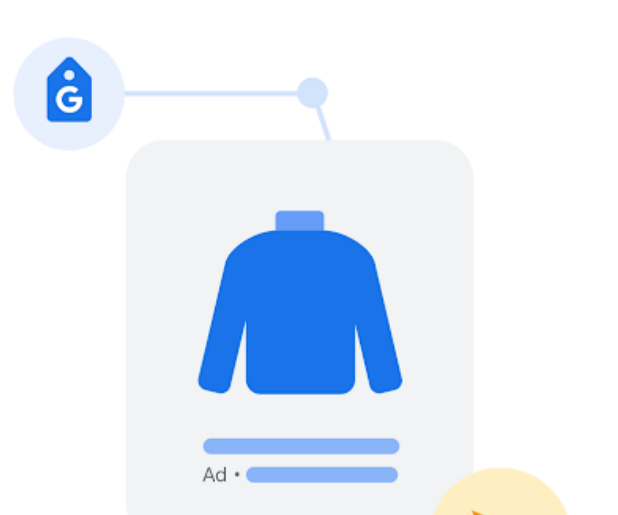


## How Ads Privacy solutions work together

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

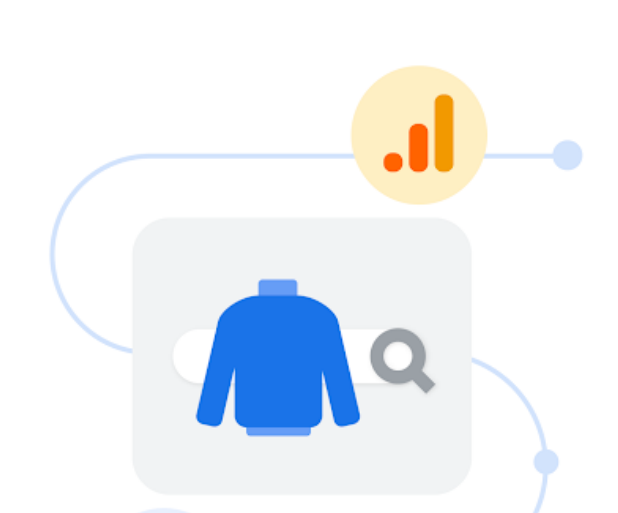
### A customer clicks on your ad

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.

