Bought to you by
Owen Prior

# Future-proof your marketing data with enhanced conversions and consent mode

# Why enhanced conversions are a data must-have

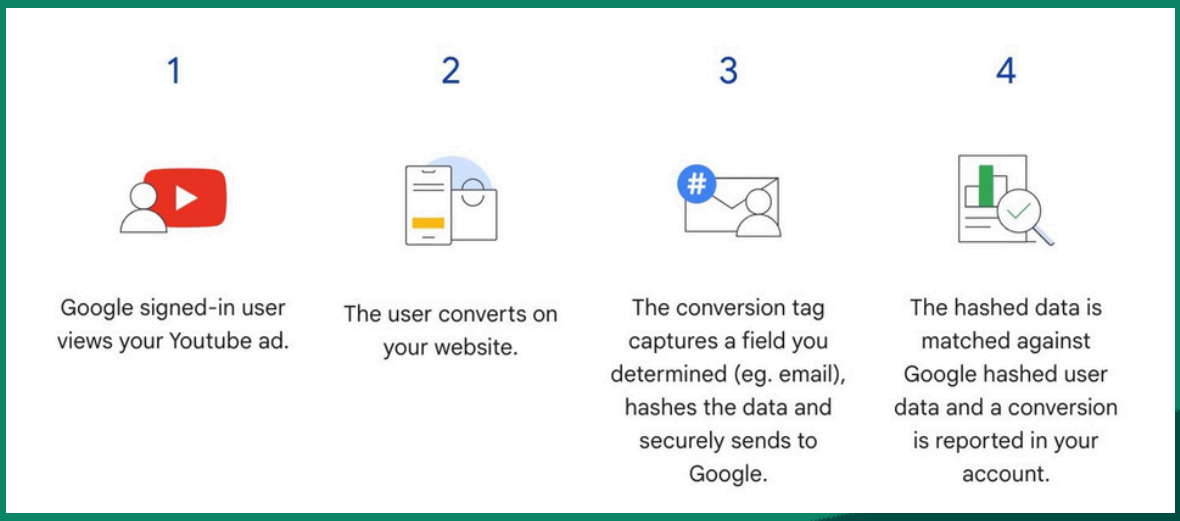
Enhanced conversions are a key means of gathering valuable customer data. They enable tracking of Google account holders who are out on the internet using various different websites and are logged in to their accounts at the time.

For example, the screenshot below starts with a logged in YouTube user (but it could be a Google Chrome account). The user then browses various different sites, views adverts, clicks on links, and eventually makes a purchase or gets in touch.

Even if that user has opted out of the cookie part of the site, as they're logged in to a Google account, Google has developed a method which is connecting those two interactions together. So from the original user login to Google Chrome to an eventual purchase.

Enhanced conversions enable you to:

- Recover conversions from opted out users
- Improved accuracy, keeping smart bidding smart
- Sends first-party conversion data from your website to Google in a privacy-safe way



# How to set up enhanced conversions

# Step 1 - ensure you‘re using Consent Mode v2

## What is Google Consent Mode V2?

Consent Mode v2 enables  you to control when cookies are used with the help of Google Tag Manager.

Benefits include:

- Greater privacy control and for users
- Improved measurement for marketers
- No longer relies on cookies to measure success

## Why do we need Consent Mode?

- It's illegal to collect data without consent
- Your analytics data could be compromised without it
- Your Google Ads may even stop working

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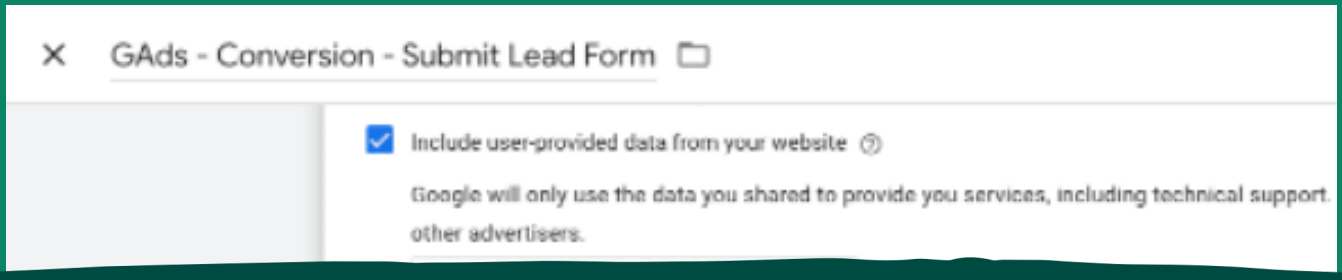
# Step 2 - Turn on enhanced conversions

Here's how to set up enhanced conversions:

1. Choose whether to set up in Google Tag Manager or GA4. We recommend Google Tag Manager (GTM) as there is more flexibility and you can you can see what is shared
2. Collect data automatically or manually from user provided data fields on your site. Manual means you can configure it to match the site output. Automatic leaves it to Google to scan the site to spot where user data like email and phone numbers are provided at a conversion. NB every site is different so it may not work on your site. Either option requires a variable to be made that looks for the user provided data and sends it encrypted back to Google Ads.
3. GA4 is the next step to share even more with your ads – think of the other events on your site that require a user email or details shared. Again automatic or manual – works just like GTM so apply the same setup.
4. Make sure GA4 and Google ads are linked together and each of the user data sharing options have been enabled – here you are acknowledging the site is meeting compliance requirements so make sure you're cookie compliant

## Google Tag Manager



# How to set up consent mode

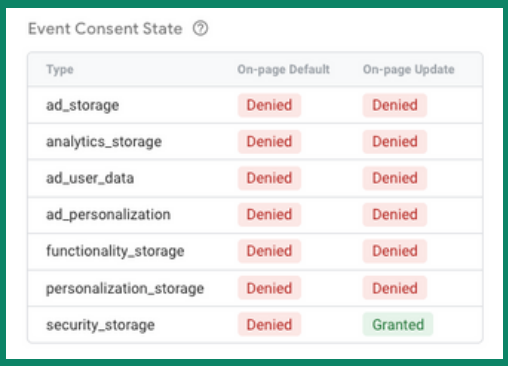
# Step 3 - check consent mode is working

If you're using GTM it's easy to check the consent mode setup:

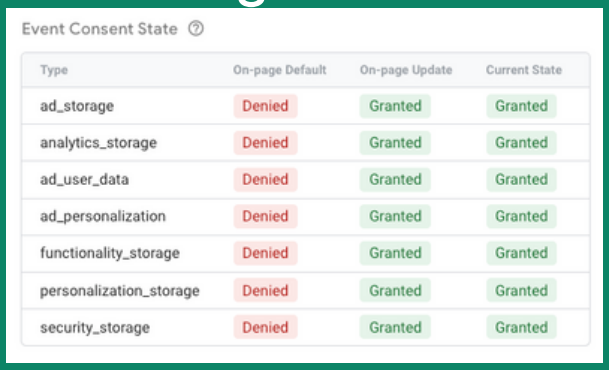
1. Enable consent overview in the admin section of GTM
2. Ensure a default consent state is being set before any tags load, by either the cookie management platform or a consent tag, we recommend using the SimoAhava consent mode tag.
3. Check that each of the consent mode V2 advertising and analytics consent parameters are captured
4. Check that GA4 events are recorded when cookies are denied, your GA4 is now able to collect data cookielessly!

## Check in GTM consent overview

### Consent denied

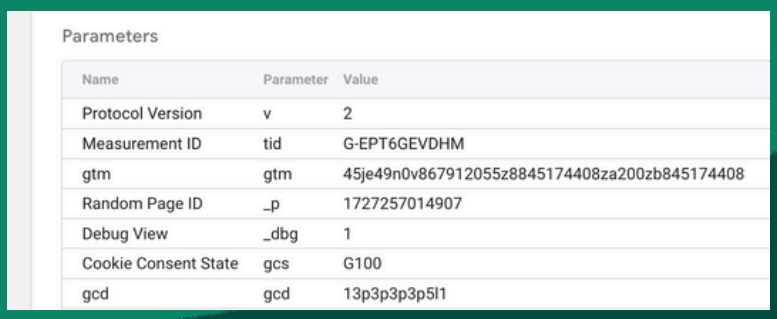



### Consent granted




## View the GA4 even parameters and look for the Cookie Consent State parameter;

111 = ads and analytics granted
101 analytics granted
100 = denied



# How to set up consent mode

## Step 4 - Microsoft consent mode setup

Microsoft Ads UET tag can now be configured for consent mode. To set this up follow these steps:

1. Switch Enable consent mode on in the UET tag
2. Use the Microsoft UET tag helper browser extension and look for the ASC parameter sent with each event. Alternatively inspect the site with your browser developer tools, view the console section and look for the UET GTM parameters.
3. Microsoft UET tag can now collect data cookielessly!

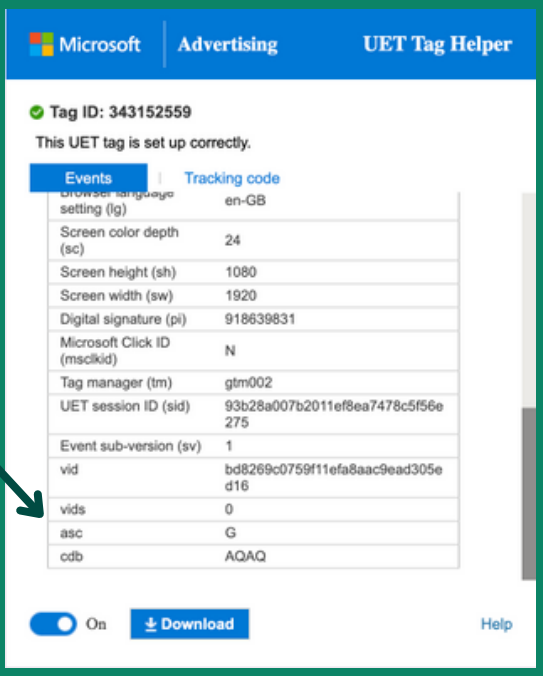
### Look for the asc event parameters in Microsoft UET Tag Helper

### Consent denied

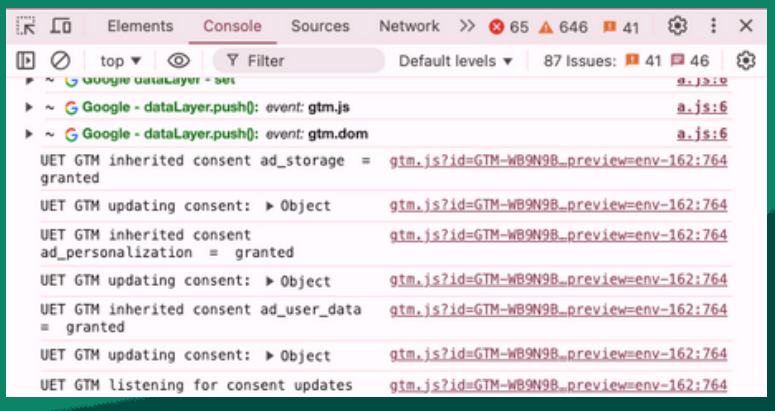
| asc | D |
|---|---|

### Consent granted

| asc | G |
|---|---|




### Check for the UET GTM consent parameters in the inspect console

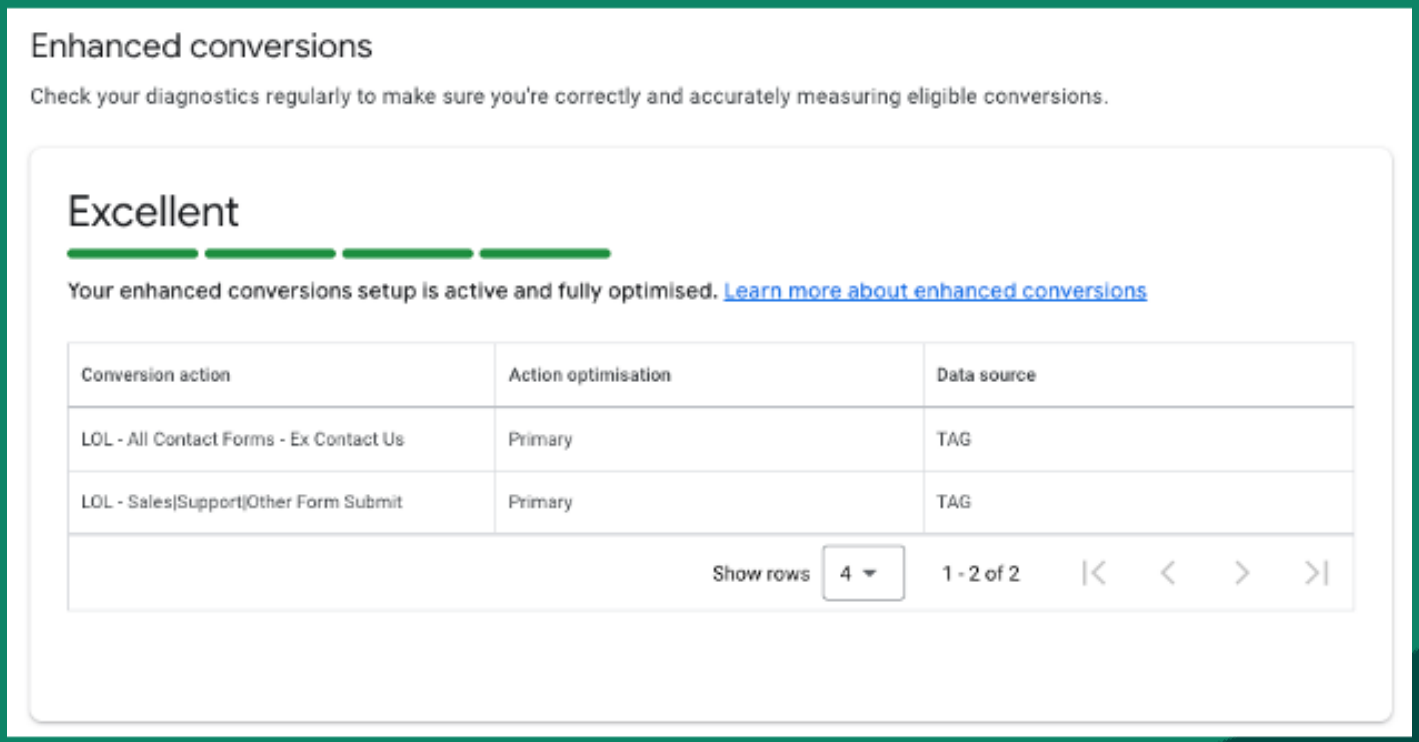


# How to set up enhanced conversions

## Step 5 - check enhanced conversions are working

Here's how to check enhanced conversions are working:

1. If you're using GTM check that data is received when you make a purchase or send a form.
2. Once Enhanced Conversions is setup in Google ads and data is collected - check the diagnostics tab in the conversions section of the account. Here a rating will be given on optimisation, or a 'needs attention' flag provided if there's a problem
3. Watch this space as we expect to see the section improve with more info on the impact Enhanced Conversions is having on your ads.



# Top tip from Owen:

“Always stay on top of the alerts that are being shown to you within Google Ads.

“You've got to make sure that you look at it, learn more from it, because it will usually provide you with information important to keeping the account going.”

# Modelling on GA4 and Google Ads

One of the advantages of setting up consent mode correctly on GA4 and Google Ads is that it allows for ‘modelling’. This means even if a website user has toggled all the features on the cookie banner, the modelling side activated and data collection is active.

How does this work? Effectively, Google uses its own power and knowledge to re-inform itself.  In the absence of cookies, it calls upon its advanced machine learning technology to create a modelling behaviour of what a user may or may not be doing on the website. It bases this on information it has already gathered about previous website users.

With modelling in place you’ll collect data on users whom you wouldn't have seen if it wasn't for consent mode.

This can prevent you making decisions for your marketing strategy which are built on flawed data.

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# Bonus tips for setting up enhanced conversions

## Be mindful of how you label conversions

If you've got too many conversions set up as primary conversions, you won't be keeping the smart bidding smart. You're labelling a 'get directions' conversion in the same way as a major purchase.

You can still set up enhanced conversions for smaller events where user-provided data is shared, just be mindful of which you choose.

If for example a user is after a discount code and shares their email address, this can be a great opportunity to inform the Google Ads bidding strategy. There's a user on the website who is interested and enhanced conversions is the way of collecting that data in a compliant way, even if they're opted out.

## Opportunities for micro conversions

Micro conversions may include downloadable guides, or ask an expert. Combine this with a look at the customer journey to an eventual purchase.

If it's a potential three or four month conversion journey or customer cycle, then make sure those micro conversions are in there. Your ads are going to work better if you feed that in through enhanced conversions.

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# Helpful resources

## Watch: webinar on why and how to set up enhanced conversions feat. Owen Prior.

If you're more of a visual learner, Owen talks through how to set up enhanced conversions in this 30 minute Learn with Launch tutorial.

## Watch: the definitive guide to cookies and data privacy for marketing teams.

Webinar featuring Launch's Head of Analytics, Ian Lewis, and legal expert Ryan Lisk.

## White Paper: The definitive guide to cookies and data privacy for digital marketing teams

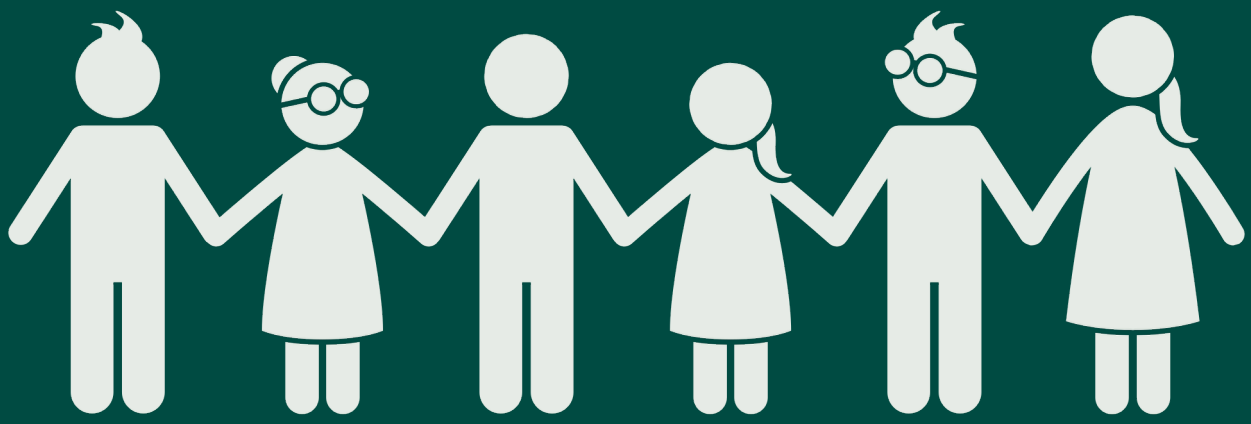
Does what it says on the tin! A comprehensive guide to navigating data privacy laws and protecting data integrity as Google prepares for a cookie phaseout.

## White Paper: Mastering Measurement

This PDF download breaks down the actions you need to take to achieve clean data that fuels success in your digital activity.

## Blog series: Navigating the Data Revolution: Your Guide to Third-Party Cookies, Consent Mode, and Data Privacy in 2024

This three part blog series guides you through a time of flux in data privacy and analytics.



# Need a hand?

Our dedicated team of analysts and strategists can help you demystify data.

They sit alongside our in-house experts in PPC, paid social and conversion optimisation – so if you think you should be getting better results, we can help.

Get the conversation started today by dropping us a line:

launchonline.co.uk/contact

Data hygiene audits Analytics setup Bespoke tracking Cookie compliance Advanced reporting

Best Small PPC Agency
European Search Awards 2022

Best Use of Data
UK Paid Media Awards 2022
UK Digital Growth Awards 2022

PPC Agency of the Year
UK Agency Awards 2022
UK Digital Growth Awards 2022

Most Innovative PPC Campaign
UK Search Awards 2022

# Launch

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