COMMANDERS ACT

PRODUCT SHEET
Google Enhanced Conversions

Google Enhanced Conversions

Improve the accuracy of your conversions

Google Enhanced Conversions is a feature that allows you to complete your conversion tags by sending to Google the first party data following a conversion on your website while respecting confidentiality thanks to a hashing algorithm (SHA256).

Logged-in Google user views an Ads → User converts on your site → Collection of first party data (email, address, phone) → Conversion tag + SHA256 → *Sending hashed data* → Google

Benefits

- **Recover conversions** that could not be measured otherwise
- **Optimize bids** with quality data
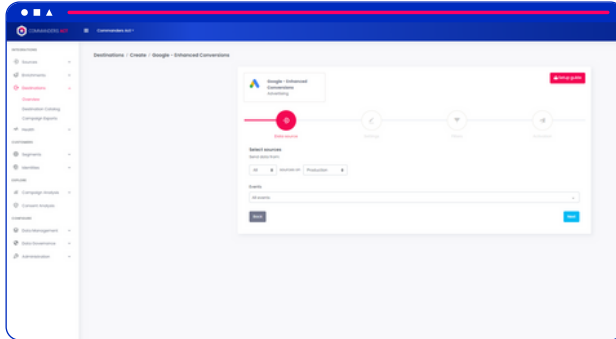- **Ensure privacy** of first-party customer data

Configuration Modes

- **Google Tag Manager:** you can manually configure GEC by slightly changing the existing configuration.
- **Google Tag:** if GEC is applied using Google tags (and not a third-party tool or iFrame), it is possible to configure the solution using tags with only minor changes to the configuration.
- **Google Ads API:** this solution allows more flexibility and control over the data.
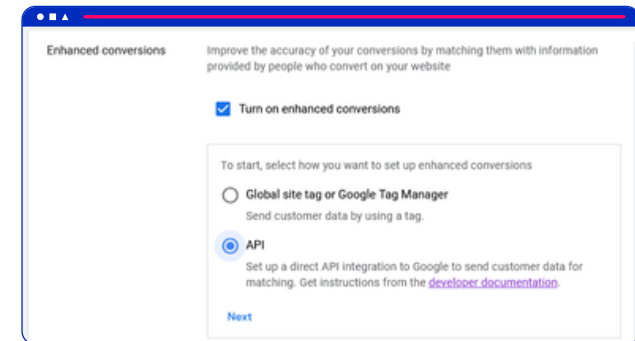
Google Enhanced Conversions x Commanders Act

Commanders Act allows you to collect and send first party data to Google through the Google Ads API, providing a better understanding of conversions.

In a few clicks, set up the sending of your first party customer data.

Configuration

Before adding your Google Enhanced Conversions destination to the Commanders Act X platform, you need to configure your settings.

You also need administrator rights to your Google Ads Manager account.

Benefits

Quick turnkey deployment with our connector

Easier and higher volume transmission of first-party data to Google

Improved and better understanding of conversion reports

Privacy protection through data encryption

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