



# **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).



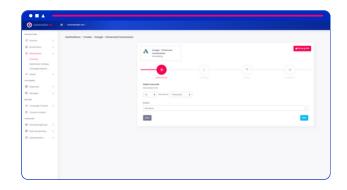
## **Benefits**

- 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.

# Enhanced conversions Improve the accuracy of your conversions by matching them with information provided by people who convert on your website Turn on enhanced conversions To start, select how you want to set up enhanced conversions Global site tag or Google Tag Manager Send customer data by using a tag. API Set up a direct API integration to Google to send customer data for matching. Get instructions from the developer documentation. Next

### **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





WWW.COMMANDERSACT.COM
PARIS | MILAN | MUNICH | MADRID

This brochure is for informational purposes. Commanders Act makes no warranties, expressed or implied, in this document. Commanders Act is a registered trademark in the United States and other countries. Various products and service names mentioned herein may be trademarks of Commanders Act. All other products and service names mentioned may be trademarks of their respective owners. Copyright © 2023 Commanders Act - All rights reserved.