



Quick Start Guide Google Adwords Integration

May 2018

telmetrics[®]

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About Telmetrics for Google AdWords Integration

Use this quick start guide to connect your Telmetrics account to your Google AdWords account. We will walk you through how to; create a call or text conversion within Google AdWords, authorize Telmetrics data transfer to Google AdWords and set up your call tracking numbers. Once you have completed the steps in this guide, your call and text data will start appearing in your Google AdWords account.

Our customer service and account management teams are ready and able to answer any questions, so feel free to get in touch at any time: call us at 1-800-242-1690 or email us at info@telmetrics.com.

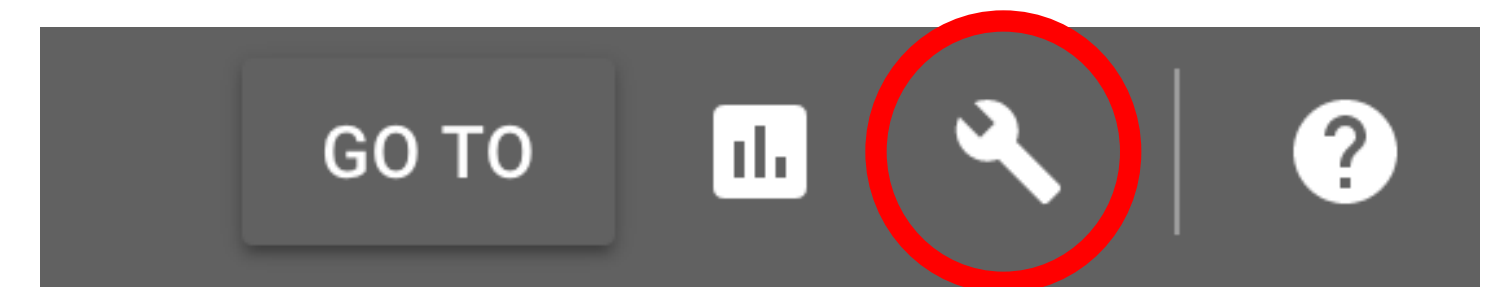
Our integration with Google AdWords allows you to view call and text data within your AdWords account.

Once you have set up the integration, your AdWords account will automatically update with Telmetrics call and text data.

Setting up Your Google AdWords Account to Receive Call and Text Data as Conversions

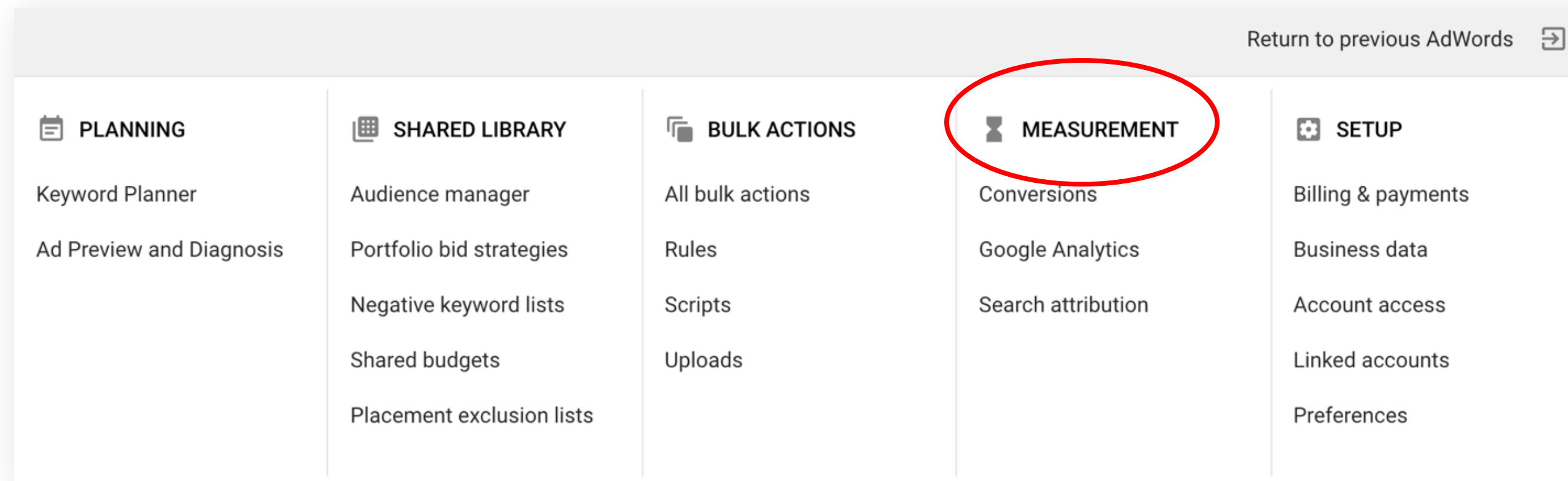
1

To get started log into your Google AdWords account. Once logged in, navigate to the conversions settings. You can access this area of AdWords by clicking the wrench icon in the upper left corner.



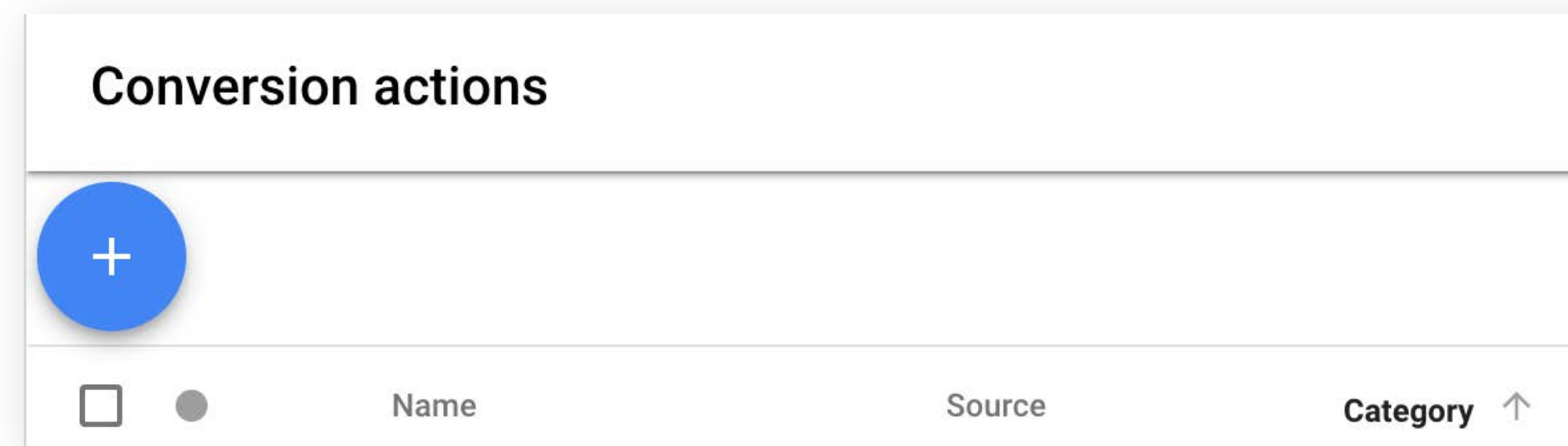
2

In the menu that is displayed, click the 'Conversions' link found under the 'Measurement' heading.



3

Clicking on this link will take you to the 'Conversion actions' page. Click on the + icon to create a new conversion.

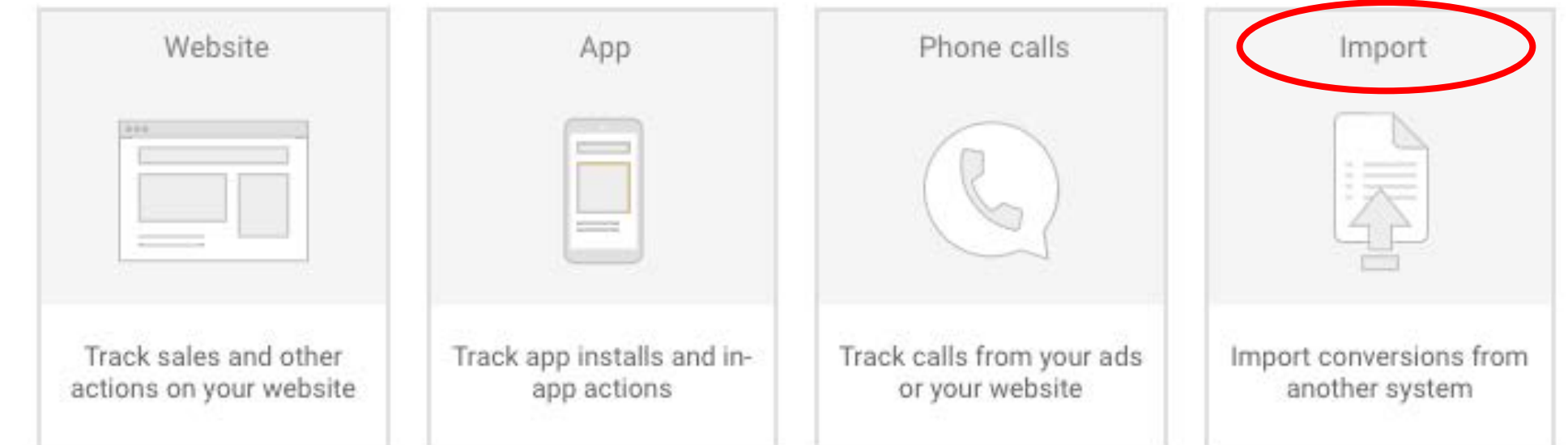


4

After clicking the + icon, you'll need to choose the 'Import' conversion.

From the list of choices, select the option 'Other data sources or CRMs'. Then make sure you select 'Track conversions from clicks' and click 'Continue'

Select the kind of conversions you want to track. [Learn more](#)



Select the kind of conversions you want to track. [Learn more](#)

A screenshot of the Google Ads 'Import' conversion setup screen. At the top, there are four tabs: 'Website', 'App', 'Phone calls', and 'Import'. The 'Import' tab is selected and highlighted in blue. Below the tabs, the main content area is titled 'Select what you want to import:'. It contains a list of radio button options: 'Google Analytics', 'Firebase', 'Third-party app analytics', 'Salesforce', 'Other data sources or CRMs' (which is selected), and under 'Other data sources or CRMs', there are two sub-options: 'Track conversions from clicks' (selected) and 'Track conversions from calls'. To the right of these options, a note states 'Requires editing your website code to capture Google Click IDs.' with a [Learn more](#) link. At the bottom left, there are two buttons: 'CONTINUE' (in blue) and 'CANCEL'.

5

Setting up conversion tracking in Google AdWords

On the Conversion creation screen you'll be prompted to enter your settings:

Conversion Name – Choose a descriptive name for your conversion, so you can readily identify conversions. This name will be used by Telmetrics when uploading a conversion and will appear in your Google AdWords reporting. E.g. Telmetrics Calls or Telmetrics SMS Messages

Category – Choose a category from a list of available options that best describes what a phone call or SMS messages means to your business (Sale, Sign-up, Lead, or Other)

Value – Enter the dollar value that you would like to associate with a phone call or text message. The value you select will be used within Google AdWords reporting when performing 'Cost Per Lead' or 'Cost of Acquisition' calculations.

Count – For the purposes of phone call and SMS conversions, set your conversion count per click to 'One.'

Continue to next page →

Conversion Window –

Conversions from phone calls and SMS conversations will appear in AdWords within 1-2 business days. **Choose a minimum of 30 days to ensure that attribution is not lost.**

Include in Conversions –

Select “Yes” to include these conversions in your “Conversions” column. If you use AdWords Smart Bidding, your bid strategies will be optimized for these conversions.

Attribution Model –

Select ‘Last Click’ for your attribution model to mark the phone call or text message as the consumer interaction responsible for the conversion.

Create your conversion action to upload conversions from clicks

Use the settings below to determine how your conversions are tracked. [Learn more](#)

Conversion name	Enter a name for this action 0 / 100	^
Category	Select the category that best describes this conversion action ? Select ▼	^
Value	Select how to track the value of each conversion <input type="radio"/> Use the same value for each conversion <input type="radio"/> Use different values for each conversion <input type="radio"/> Don't use a value	The value setting lets you track how much these conversions are worth to your business. Learn more
Count	Select how many conversions to count per click or interaction <input type="radio"/> Every <input checked="" type="radio"/> One	"Every" is recommended for purchases, where every conversion adds value. Example: If someone clicks your ad, then makes 3 purchases, AdWords will count 3 conversions. Learn more
Conversion window	30 days	▼
Include in "Conversions"	Yes	▼
Attribution model	Last click	▼

[CREATE AND CONTINUE](#) [CANCEL](#)

Authorizing Telmetrics to Post Conversions to Google AdWords

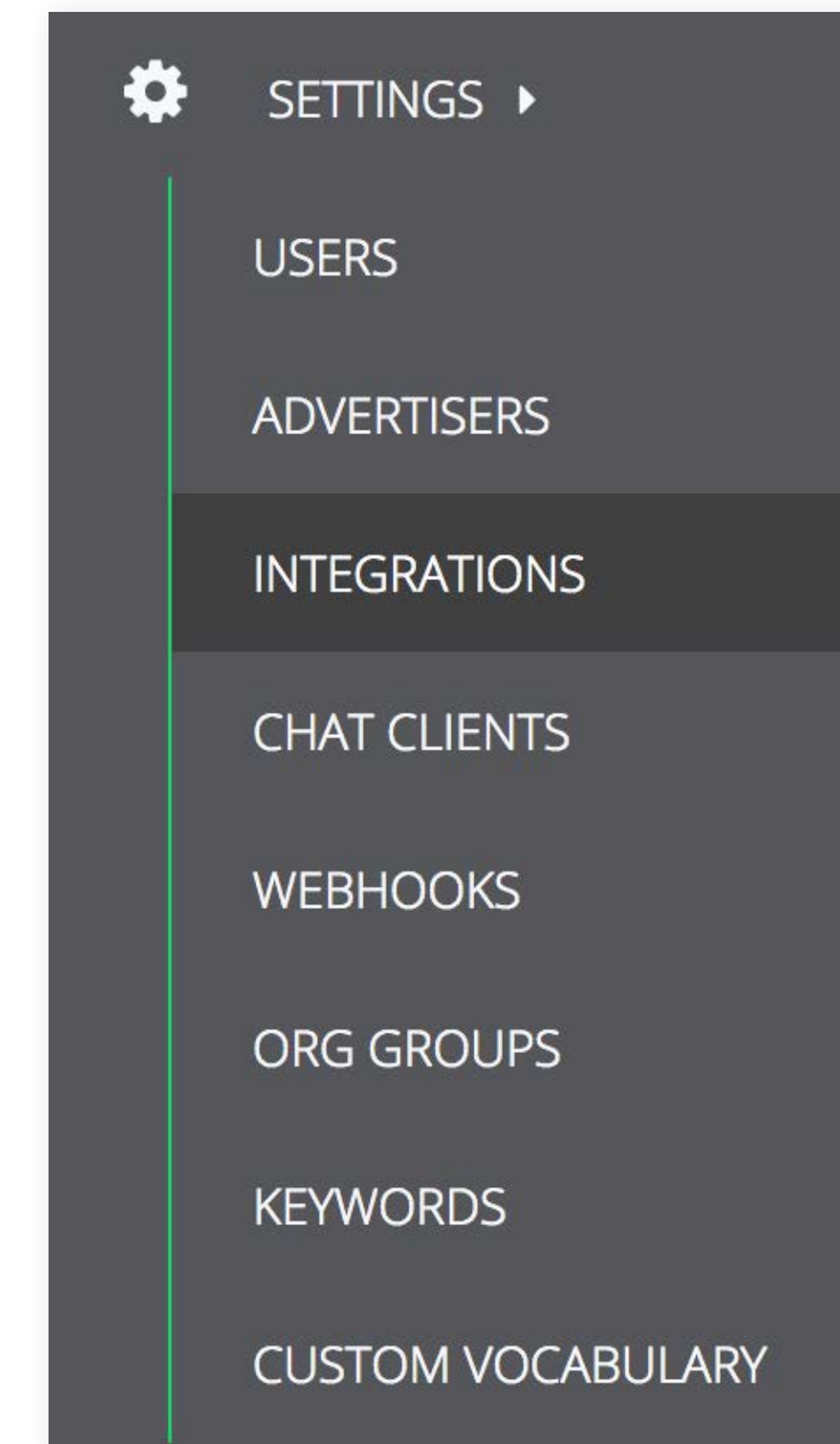
1

Before configuring an ad to post phone call and SMS conversions to Google AdWords, you'll need to set up the integration within your Telmetrics account.

First, you will need to log into your Telmetrics account.

2

Once logged in, go to 'Settings' in the left-side navigation and click on the **'Integrations'** option.



3

On the integrations page, click the **'Not Connected'** button in the 'Google Adwords' section.



Track each call or text made that was the result of your AdWords ad. Measure conversions to the keyword, ad group or campaign level.

NOT CONNECTED

4

A Google AdWords pop-up will appear and will prompt you to select an account. **Choose the account that is linked to your Google AdWords account.**



Choose an account

to continue to telmetrics.com

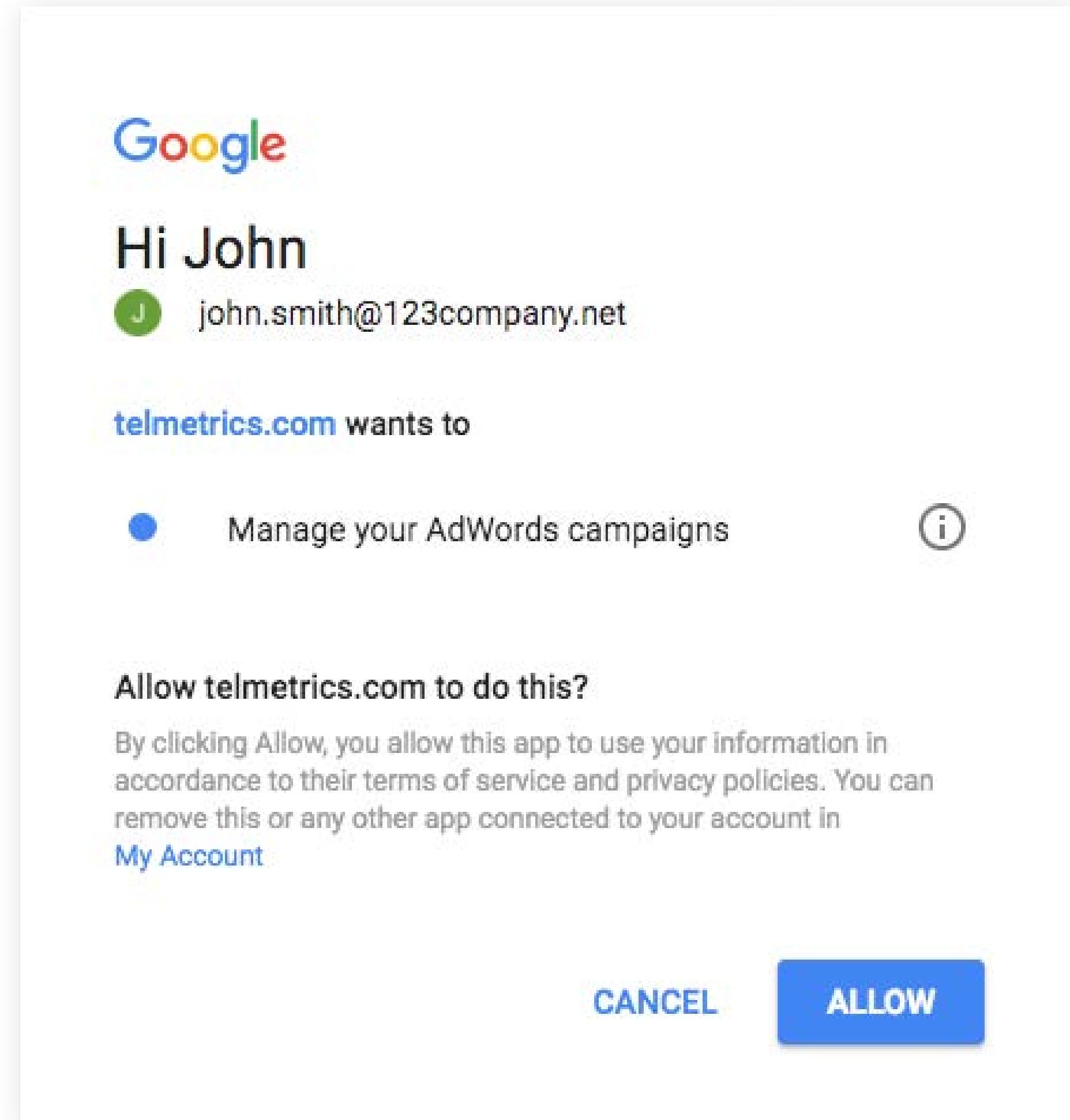


John Smith
john.smith@123company.net

5

After you have selected an account, you will be prompted to authorize Telmetrics to manage your AdWords campaigns.

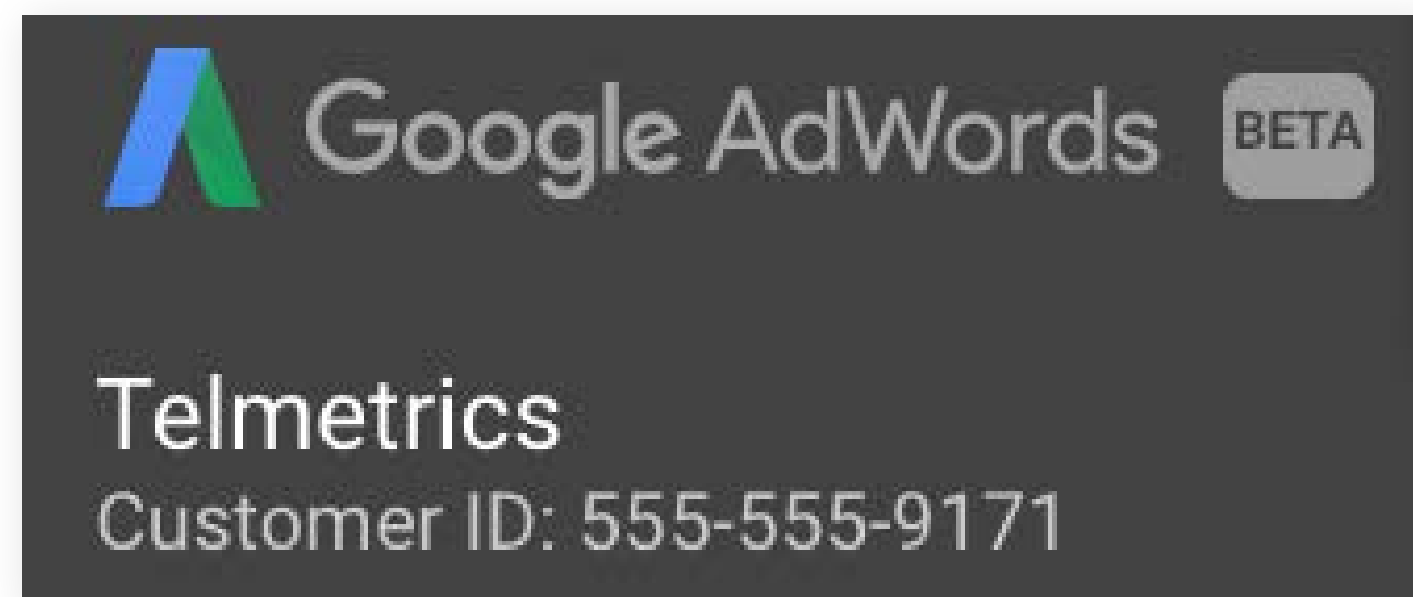
Telmetrics will only use this access to post conversion details for phone calls and SMS conversations.



Setting up Your Tracking Lines for Google AdWords

To set up phone calls and SMS conversations to appear as conversions in Google AdWords, you will need to edit your ad and fill out the following information in your Telmetrics dashboard:

AdWords Customer Id – Your AdWords Customer Id is in the upper left corner in your AdWords Dashboard. Take special care to ensure that the selected account is set up for a phone call or SMS conversion (see Step 1 for additional details).



After providing your AdWords Customer Id, click the 'VALIDATE' button to ensure your configuration has been setup successfully.

Phone Call Conversion Name – Your conversion name helps you to find the call data within your Google AdWords Account. Call data will only be uploaded to AdWords if they are associated with a click on an ad with a tracking number. You can set the name for conversions within the conversions page in your Google AdWords account. (see Step 1 for additional details)

This field will be dynamically populated with conversions of the type "Import from Clicks"

Phone Call Conversion Value – This is the dollar amount that you can assign to a phone call.

SMS/Text Conversion Name – Your conversion name helps you to find the text data within your Google AdWords Account. Text data will only be uploaded to AdWords if they are associated with a click on an ad with a tracking number. You can set the name for conversions within the conversions page in your Google AdWords account. (see Step 1 for additional details)

This field will be dynamically populated with conversions of the type “Import from Clicks”

☒ **GOOGLE ADWORDS INTEGRATION**

Google Adwords Configuration

Google AdWords Account

AdWords Customer Id

220-804-9171

VALIDATE

☒ Track Calls

☐ Track SMS

Phone Call Conversion Name

Telmetrics Phone Call

SMS/Text Conversion Name

Select a Conversion

Phone Call Conversion Value

1

SMS/Text Conversion Value

5

Conversion Currency Code

USD

☒ Request Geographical Coordinates

SMS/Text Conversion Value – This is the dollar amount that you can assign to an SMS conversation.

Conversion Currency Code – Choose the currency for reporting that you prefer. This is usually the currency in which you do business.

Installing the AdWords Integration on Your Website

Before you can track calls and texts back to your AdWords campaigns, you need to insert our tracking JavaScript on your landing pages. Each ad within the Telmetrics ordering portal has a unique tracking JavaScript. It can be found on the 'View Ad' page within the Telmetrics Ordering portal.

JavaScript Snippet:

[Copy to clipboard](#)

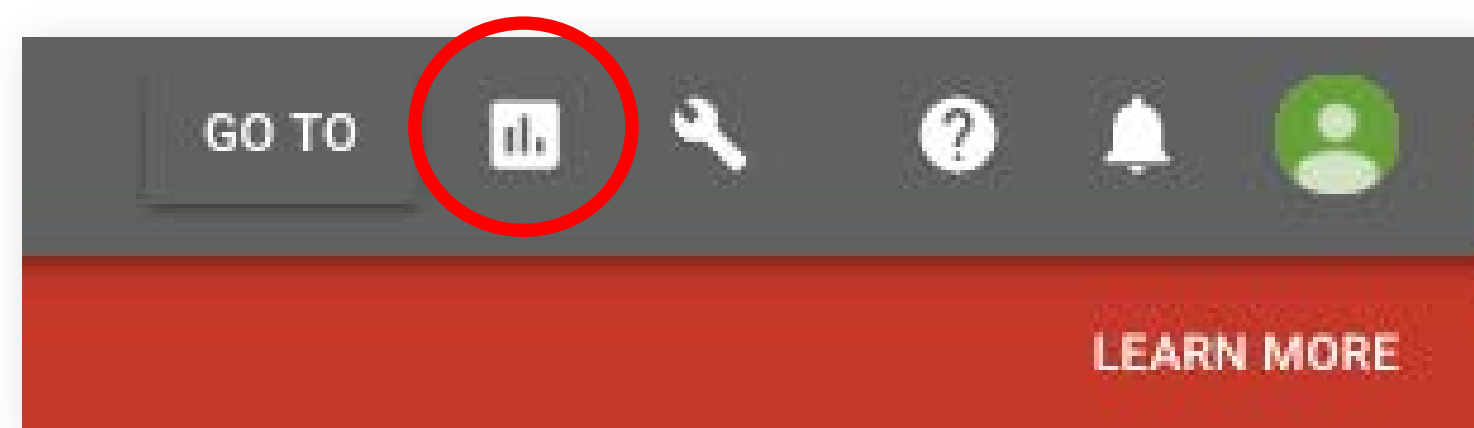
```
<script type="text/javascript" src="//web-2-tel.com/sdk?identifier=74b9dd6edf58406da055887dcd4b2113" async>  
</script>
```

This JavaScript snippet will need to be embedded within the <head> tag of your website and on each page where you need to replace a phone number with a call tracking number.

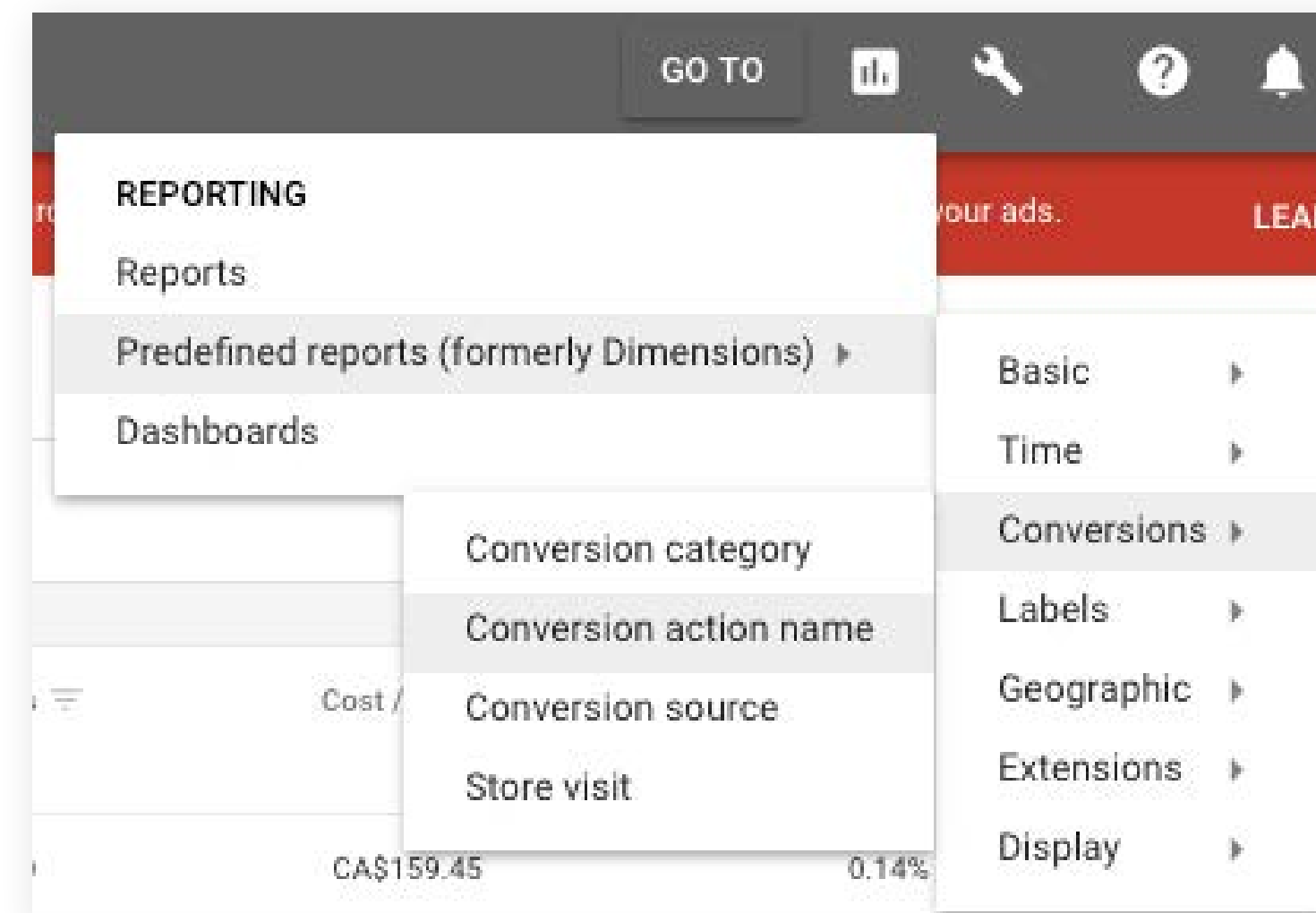
Accessing Conversion Data in Google AdWords

You will be able to view the phone calls and text conversions that your Google AdWords Campaign has generated via the AdWords reporting interface.

1. Log into your AdWords account
2. Click the chart icon in the upper right corner



3. From the menu, select 'Predefined reports (formerly Dimensions)' -> Conversions -> Conversion action name



Continue to next page →

4. The resulting report will include all conversions for your all of your AdWords campaigns for the specified date range. Use the 'Conversion action name' filter icon to show only the conversions resulting from phone calls and text conversations.

Table

All time
Feb1, 2018 – Feb 13, 2018

Conversion action name	Conversions	Cost / conv.	Conv. rate	View-through conv.
includes Telmetrics Phone Call				
Telmetrics Phone Call	24.00	US\$159.45	0.14%	0

Show rows: 50

1 - 1 of 1

Additional Resources

Using this guide to set up your AdWords integration will get you up and running with more streamlined data analysis in a short time.

After integrating your call and text data with your paid campaign reports, you will begin seeing the opportunities that call and text analytics open up for your marketing. We have a number of additional resources to help you use the Telmetrics platform to your fullest advantage.



Official Website: [Telmetrics.com](https://telmetrics.com)

Full list of integrations and partners: [Integrations](#)

Resources: [Telmetrics Insights](#)

Full API Documentation: developer.telmetrics.com

Ebooks:

[‘The Ultimate Guide to Lead Attribution’](#)

[‘A Digital Marketer’s Guide: How to Use SmartNumber™ to Drive more Calls and Texts’](#)

Quick Start Guides:

[Creating Ads: Quick Start Guide](#)

[Ordering Tracking Numbers: Quick Start Guide](#)

[Dynamic Number Insertion: Quick Start Guide](#)

[SmartNumber™: Quick Start Guide](#)

Best Practices: [‘Dynamic Number Insertion: Best Practices’](#)

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