



# Google Enhanced Conversions and Tealium

User expectations are rising, as people demand more transparency, choice and control over how their online data is used. Learn how Tealium and Google Enhanced Conversions can preserve advertising measurement by helping businesses leverage consented, first-party data from across their organization.

## POWERING PRIVACY-CENTRIC ADVERTISING IN A CHANGING LANDSCAPE

Digital marketing and analytics teams today are faced with new challenges in the way they collect customer data. Today, about 30% of all browser traffic is third-party cookie dependent and that number is expected to increase to around 80% by 2024. This, along with changing consumer behaviors and an increased focus on privacy, results in businesses having less customer insight to meaningfully advertise to potential customers and measure the impact of those efforts.

## WHAT DOES THIS MEAN FOR YOUR BUSINESS?

The way in which advertising is informed by data will continue to fundamentally change over the coming years. To power privacy-centric advertising in a world without third-party cookies businesses need to start delivering a first-party driven approach.

The combination of Tealium's Customer Data Hub and Google Enhanced Conversions can help preserve advertising measurement by helping businesses leverage consented, first-party data from across their organization.

### KEY BENEFITS

#### **Future proof your advertising measurement**

Alleviate the reliance on third-party cookies and move to a more durable solution

#### **Improve conversion measurement & targeting**

Recover conversions not observed today due to industry limiting factors to improve targeting, modeling, and bidding performance

#### **Gain a more holistic view of user behavior**

Allows you to leverage more first-party data to understand the entire spectrum of customer data in your advertising

## WHAT IS GOOGLE ENHANCED CONVERSIONS?

Google Enhanced Conversions is a conversion measurement feature in Google Ads that enables more accurate conversion measurement by increasing observable data and improving the overall quality of conversion modeling. It allows conversion tags to capture consented, hashed customer data advertisers collect on their conversion page (e.g. email addresses) and then matches it against Google logged-in data. Advertisers that implement enhanced conversions see a conversion rate improvement of 5% on Search and 17% on Youtube. This data also flows into all of Google's advertising products, improving bid management.

## THE TEALIUM AND GOOGLE ENHANCED CONVERSIONS

Tealium helps companies collect, organize and activate their first-party customer data in order to deliver great customer experiences. Tealium iQ clients can simply activate Enhanced Conversions via the tag configuration and benefit from better data quality almost immediately. Tealium EventStream API Hub provides server-side data collection and orchestration to reduce the impact of data drop-off due to technical issues, build a more complete view of the customer journey, and improve data control.

**Tealium EventStream API Hub provides a pre-built, turnkey connector for Google enhanced conversions.** This connector opens up new ways for our customers to improve the reliability of data sharing, leverage conversion data that a pixel might not capture and ultimately help increase return on ad spend across Google Search and YouTube.

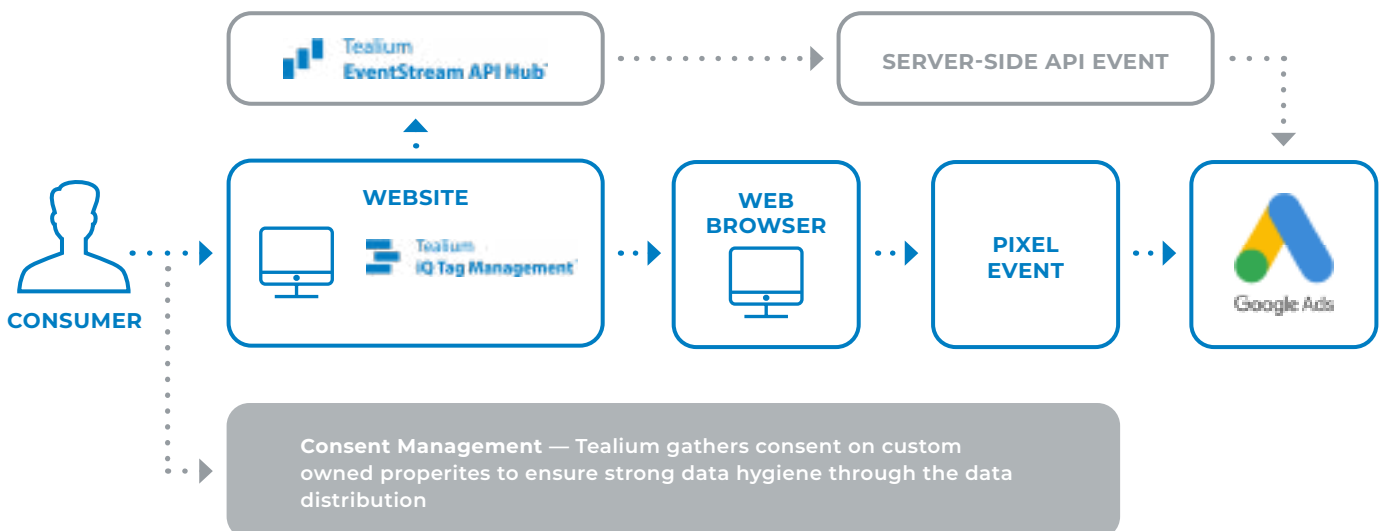
### KEY USE CASES

#### More Reliable Website Tracking

Use Tealium to send web events to Google Ads using both the pixel and Google's Enhanced Conversions API, where server-side events complement conversions not captured through Google Ads client tags due to technical or privacy limitations.

#### New Additional Events

There may be key events that you only track server-side, or additional events that happen somewhere else lower in the funnel (e.g., In-app, CRM, Support, etc.). With Tealium you can simply stream these server-side events over to Google Ads for conversion modeling and measurement.



OPTIMIZE  
INTEGRATION  
COSTS

IMPROVE  
MEASURED

INCREASE  
OBSERVABILITY  
OF DATA

LEVERAGE  
DATA IN  
REAL-TIME

## HOW DO I GET STARTED?

In Google Ads, you or your advertising team will need to accept the Google Ads Terms of Service in the Google Ads UI, enable the conversion event for Enhanced Conversions, and select the right method of implementation for your set up: Global Site Tag or API. Advertisers should select Global Site Tag if setting up the tag-only implementation, and API if setting up the hybrid tag and connector implementation.

For tag-based implementations, you would then update the Google Ads Conversion Tracking and Remarketing tag template to the latest version, in the configuration section of the tag Enhanced Conversions will also need to be toggled On. Enhanced Conversions only work when PII is sent along with the event. The Google Ads Conversion Tracking and Remarketing tag hashes PII, you will need to map the unhashed PII variables in the Tag Mappings.

For API implementations via EventStream, you will find the Google Ads Enhanced Conversion For Web (online conversions) and Google Ads Enhanced Conversion For Leads (offline conversions) in the vendor marketplace in EventStream. Documentation is available to walk you through the process. Be sure the client-side tag template has been updated to the latest version, that no PII is mapped, and Enhanced Conversions is toggled off.

### Requirements

1. Advertiser must be willing to use `gtag.js` in the Tealium container tag to enable passing order IDs through the tag (currently Floodlight / Google Analytics tags are not compatible)
2. Customer data submitted on the page (typically associated with deep conversions, e.g. purchases).

## We Connect Data So You Can Connect With Your Customers

Tag Management • API Hub • Customer Data Platform and Machine Learning • Data Management

Tealium connects customer data—spanning web, mobile, offline, and IoT devices—so brands can connect with their customers. Tealium's turnkey integration ecosystem supports over 1,300 client-side and server-side vendors and technologies, empowering brands to create a unified, real-time customer data infrastructure. The Tealium Customer Data Hub encompasses tag management, an API hub, a customer data platform with machine learning, and data management solutions that make customer data more valuable, actionable, and secure. More than 1,000 businesses worldwide trust Tealium to power their customer data strategies.

For more information, visit [www.tealium.com](http://www.tealium.com).

