

Mobile Ads

Conversion

Q: What tool shows you what happens after a customer clicks on your ad?  
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A: Conversion tracker shows what happens after a customer clicks on your ad: did they make a purchase, did they download the

Q: What are the only types of conversion for YouTube on mobile?

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A: Conversions and view-through conversions.

Q: What should you do if conversion data shows that mobile drives more value to your business?

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A: You should raise your mobile bid.

Q: What should you do if conversion data shows that desktop drives more value to your business?



Q: What should you do if conversion data shows that desktop drives more value to your business?

A: You should lower your mobile bid

Q: What are cross-device conversions?

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A: They are a way to attribute your conversions. They help you track conversions that wouldn't ordinarily be

Q: What do Call  
Conversions help you do?

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A: They help you understand the  
value that calls from ads provide.

Q: What is one option you can set up for Call Conversions?

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A: You can set a minimum duration for the call to count as a conversion.

Q: What is a Google Forwarding number?



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A: A unique phone number from Google that you can use in your ads to help track calls to your business.

Q: What does the Conversion  
Optimizer for apps do?

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A: It takes into account dozens of signals and adjusts bids accordingly across both search and display inventory.