

Mobile Ads

Tracking

Q: What do you need before you can track call conversions from ads or websites?

Q: What do you need before you can track call conversions from ads or websites?

A: You need to add a call extension or call-only ad.

Q: An iOS app conversion tracking can be set up using what?

Q: An iOS app conversion tracking can be set up using what?

A: A lightweight SDK for Android and iOS apps. A server-to-server API option to notify AdWords of Android and iOS conversions and remarketing events from your analytics systems. A comprehensive implementation checklist for third-party trackers.

Q: What is iOS App
Install confirmation?

Q: What is iOS App
Install confirmation?

A: It is a feedback mechanism which enables customers to receive confirmation from Google whenever an iOS app install can be

Q: Can an install confirmation
feedback set an iOS app conversion
tracking?

Q: Can an install confirmation feedback set an iOS app conversion tracking?

A: Yes.

Q: Can a codeless conversion tracking set an iOS app conversion tracking?

Q: Can a codeless conversion tracking set an iOS app conversion tracking?

A: No.

Q: Can you track app conversions with Javascript snippets to your website?

Q: Can you track app conversions with Javascript snippets to your website?

A: No.

Q: Why should the colds conversion tracking solution be used for app downloads on Android OS over SDK or server to server?

Q: Why should the colds conversion tracking solution be used for app downloads on Android OS over SDK or server to server?

A: It is faster and is easy to implement.

Q: When you track conversions in your app, you use the SDK... what does SDK state for?

Q: When you track conversions in your app, you use the SDK... what does SDK stand for?

A: software
development kit

Q: For what reasons would you use server to server app conversion tracking over a SDK?

Q: For what reasons would you use server to server app conversion tracking over a SDK?

G: “The AdWords Conversion Tracking SDK is a lightweight SDK with two main purposes. First, it allows you to measure the effectiveness of your AdWords app promotion campaigns.”

Q: Do upgraded URLs help
advertisers with 3rd Party
conversions?

Q: Do upgraded URLs help
advertisers with 3rd Party
conversions?

A: Yes.

Q: How do upgraded URLs help
advertisers with 3rd Party
conversions?

Q: How do upgraded URLs help advertisers with 3rd Party conversions?

A: It allows you to manage a single tracking URL at the campaign, ad group or ad level. This URL will be separated from the landing page URL.

Q: How are App
Downloads tracked?

Q: How are App Downloads tracked?

A: They are tracked when a user downloads or installs a mobile application for the first time.

Q: Why would an app advertiser want to use a 3rd party company?

Q: Why would an app advertiser want to use a 3rd party company?

G: “An important aspect to mobile conversion is how to set up your apps so that you are tracking all conversion including signing up for purchases, phone calls, app downloads, newsletter sign-ups, and more.