

ValueTrack

Introduction and Implementation Instructions



ABOUT VALUETRACK

ValueTrack enables advertisers using third party tracking solutions to capture AdWords statistics that can be combined with their third party reporting to give them a more complete view of how their campaigns are performing.

Performance tracking made simple

If you are using a third party conversion tracking solution, you can more easily understand your AdWords campaign performance metrics with ValueTrack. This tracking tool gives you the ability to collect relevant information – via the destination URL – about both the ad and the site where your AdWords ads were served.

When implemented, ValueTrack helps you collect AdWords statistics such as clicks, impressions and cost, giving you increased visibility into how well your AdWords campaigns are performing.

ValueTrack implementation will vary, depending on what you'd like to track. Below is a list of tracking options, along with implementation instructions.

Option 1: Tracking search versus content metrics

Insert the following parameter into each tracking URL, allowing for a search click to use a different URL than a content click:

`{ifsearch:x}{ifcontent:y}`

x = code unique to the keyword to track for search
y = code unique to the keyword to track for content

Implementation:

`http://www.example.com/?sourceid={ifsearch:keywordcode}{ifcontent:adgroupcode}`

Note:

While ValueTrack does give the ability to track content conversions at the keyword level, we recommend you track your conversions at the ad group level since our system looks at the ad group as a whole, not individual keywords, when targeting ads to content pages.

Option 2: Tracking metrics from specific sites on the content network

Insert the following parameter into each tracking URL to better understand the performance of individual sites and ads:

`placement={placement}`

Makes it possible to track which sites referred a visitor

`creative={creative}`

* Makes it possible to track which ad referred a visitor

* The {creative} parameter is only available for placement-targeted and category-targeted campaigns

Implementation:

If you'd like to know what site delivered the visitor:
`http://www.example.com/?placement={placement}`

If you'd like to know which ad that was shown on the site:
`http://www.example.com/?creative={creative}`

You can also use the {placement} and {creative} parameters in the same URL:
`http://www.example.com/?creative={creative}&placement={placement}`

Option 3: Tracking metrics for specific keywords in your account

Insert the following parameter into your destination URL to see the keyword that referred a visitor:

```
keyword={keyword}
```

Implementation:

`http://www.example.com/?keyword={keyword}`

Note:

Although this parameter is functional for both search and content-targeted campaigns, we recommend you utilize this for search since our system looks at the ad group as a whole, not individual keywords, when targeting ads to content pages. If implement for content targeting, the parameter will record the best-matching keyword on the list.

Option 4: Tracking metrics for categories or placements targeted

Insert the following parameter into your destination URL to see the category or placement you've targeted in your campaign:

```
target={target}
```

Implementation:

`http://www.example.com/?target={target}`

You can also use the {target} and {placement} parameters in the same URL:

`http://www.example.com/?target={target}&placement={placement}`