



New Experience: Search Ads 360 Conversion Goals

Updated Terms and Definitions

New Term (Old Term): Functions

Conversion actions (Floodlights, Google Ads Conversion Trackers): actions advertisers use to measure against their campaigns. These actions can be primary (biddable) or secondary (reporting only, unless added to a Custom Goal)

Conversion Goals: a grouping of conversion actions that align with business objectives. Can be assigned as “campaign-level options” or “Account Level”

Account Default Goals (Default conversion goals): default goals for optimization, suggested during campaign creation

Custom Goals (Conversion Action Sets): Additional grouping of conversion actions. Users can mix secondary and primary conversion actions to create a custom goal, and both will be considered for bidding

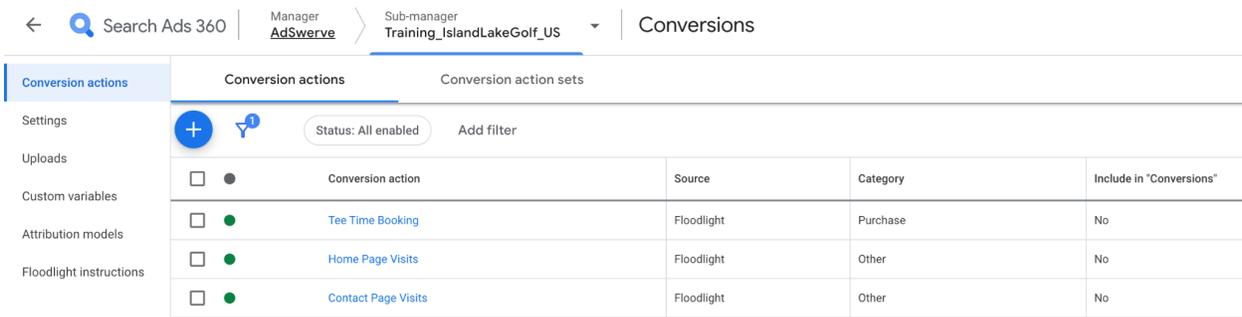
For more information regarding Conversion Goals, please see [this](#) help center article.

Before We Begin: Conversion Goals Migration

What your Conversions section looks like at the Sub-Manager level in the New SA360 depends on whether your account has gone through a Conversion Goals Migration. This migration is automatic and occurs without any alert in the system. If your sub-manager account has completed the conversion goals migration, your conversions section should look like this:



Your conversions section will default to the summary tab, with conversion actions grouped into sections by goal category. If your sub-manager account has NOT completed the conversion goals migration, your conversions section should look like this:



Instead of seeing the summary tab, you will default to the Conversion actions tab and still have the option to create Conversion action sets. If your sub-manager account level conversions section looks like the first screenshot, feel free to skip to the next section and continue reading.

Note: The conversions section at the Google Ads client account level should look very similar to the first screenshot regardless of your migration status.

If your sub-manager account level conversion section looks like the second screenshot, you will want to ensure your conversion actions and conversion action sets are configured properly for bidding and optimization when that migration takes place. Here is what to expect:

- **Conversion Actions**

- **Category:** This designation determines which Conversion Goal Category a conversion action will fall into after the Conversion Goals Migration. This designation can be changed prior to the migration, but Floodlight sales activities must be categorized into a sales category and Floodlight counter activities must be categorized into a leads category.
- **Include in "Conversions":** This designation, which can be set to Yes or No, will be used to determine which conversion actions are set to Primary and Secondary after the Conversion Goals Migration. Anything set to Yes will be set to Primary



and anything set to No will be set to Secondary. Continue reading this article to learn more about what those designations mean.

- **Conversion Action Sets**
 - These do not have any sort of categorization or “include in conversions” setting. Each conversion action set will become a Custom Goal after the Conversion Goals Migration.
- **Default Conversion Goal**
 - This setting is only present in the Legacy UI at the Advertiser level. Any conversion actions included in your Default Conversion Goal will be set to Primary after the Conversion Goals Migration. If any of these conversion actions are within a conversion goal category, that category will be set to an "Account-Default Goal" after the migration.

Where to Locate Conversion Goals

To locate the conversion section in the new experience, please follow the below steps:

- Select the “Tools and Settings” tab in the top right of the UI
- Under “Measurements” select “Conversions”
- Under the “Settings” tab in the left-hand column, you will see your conversion actions separated into Account Default Goals
- To view “Custom Goals”, scroll to the very bottom

How Conversion Goals Work

When setting up Conversion Tracking using Conversion Goals, you will need to select if your conversion action is “Primary” or “Secondary” according to the below definitions:

Primary actions are conversion actions reported in the “Conversions” column and are used for bidding as long as the Conversion goal they are part of is configured for bidding.

Secondary actions are conversion actions that are for observation only. They can be viewed in reporting under the “All conversions” column, but are not taken into consideration for bidding, even if the conversion goal they are a part of is configured for bidding. The only exception to this is if the secondary action is part of a custom goal, in which case the secondary action will be used for bidding.



What This Looks Like...



	Campaign Name	Optimization Settings	Selected Goals	Floodlights Optimized to
Campaign 1	Pmax Brand Engagement	Campaign-Specific Goal Settings	Submit Lead Form	Only conversion goals set to primary within the Submit Lead Form Goal
Campaign 2	Brand	Account Default Goals	No Changes	Account Default Goals that are set to primary
Campaign 3	Conquesting	Campaign-Specific Goal Settings	Custom Goal & Submit Lead Form Goal	All conversion actions set to Primary in the Submit Lead Form Goal and all conversions in the Custom Goal

How to Create Custom Goals

- Locate the “Custom Goals” section of the Conversions Settings tab
- Click “Add custom goal”
- Specify a name for your custom goal
- Select the conversion actions you want to add to your custom goal
- Click “Save”

How to Configure Campaigns with Account-Default Conversion Goals

- Sign in to your new Search Ads 360



- Navigate to your sub-manager account (advertiser) or a client account
- Select “Campaigns” in the left-hand rail
- Click on the specific campaign you want
- In the left-hand rail, click “Settings”
- Click “Conversion Goals”
- Select the set of conversion goals you want to use. Note that not all options are available for all campaign types:
 - Search Ads 360
 - Search Ads 360 and Google Ads (Google Ads campaigns only)
 - Google Ads (Google Ads campaigns only)
- Select “Search Ads 360”
- Click “Save”

How to Apply Campaign-Specific Conversion Goals for a Single Campaign or in Bulk

- Sign in to your new Search Ads 360
- Navigate to a client account
- On the “Campaigns” page, click the campaign you want to work with
- In the page menu, click “Settings”
- Click “Conversion Goals”
- In the drop-down list Select "Use campaign specific goals"
- Click “+ Add goals” and choose a specific Conversion Goal. Note that not all goals are available for all campaign types
- Click “Save” once on the current screen and once on the next screen

To Complete this in Bulk

- Navigate to the "Campaigns" tab in the left-hand rail
- Select the campaigns you want to edit
- Click “Edit”
- Select “Change conversion settings” from the drop-down menu
- Make your changes, and then click Preview to review
- Click “Apply”

How Your Conversion Settings Affect Reporting

The specific column you're using for reporting as well as your conversion action settings will determine which conversions are included in the count:



- **Conversion Columns**

- **Conversions:** Includes conversion actions with their Action Optimization set to Primary.
 - When a conversion action is set to Primary, relevant conversions will only be counted within the Conversions column moving forward (not retroactive).
- **All Conversions:** Includes all conversion actions, regardless of their Action Optimization setting.
- **Custom Columns:** Include conversions from any of the conversion actions added to the column, regardless of their Action Optimization setting. This includes Custom Formula Columns.