New Experience: Search Ads 360 Custom Columns

In the New Experience, *custom conversion* and *formula columns* are now categorized as **Custom Columns.** These columns are solely meant for reporting data in the main data table and reports section, unlike the previous user interface. They can also be pulled into Looker Studio dashboards.

While many custom columns have been migrated automatically to the new Search Ads 360, there are some differences in how you create columns and formulas. The New Search Ads 360 has two types of custom columns:

- **Custom conversion columns** (previously, "Custom conversions"): Custom conversion columns allow you to report on specific conversion actions such as floodlights, Google Ads, and Google Analytics with additional filters and attribution modeling.

- **Custom formula columns** (previously, "Formula columns"): Custom formula columns allow you to leverage and access a wider variety of metrics. Within this column, you can layer in other custom columns as well as spreadsheet functions for a more technical approach.

How to Build a Custom Conversion Column

STEP 1: Column Creation
Navigate to a default reporting tab in the new SA360 and click on the "Columns" button located at the top right of the table. Scroll down to and expand the "Custom columns" dropdown. Select "+ Custom column" and choose "Custom conversion column"

STEP 2: Name and Ownership

Select a name for the new column and specify which hierarchy level should contain the customized column.

- For instance, Custom columns owned by the Manager (Agency) level can be accessed by all Sub-managers (Advertisers) under that account. However, columns owned by a sub-manager can only be used for that specific sub-manager account.

Note: Custom columns created within Google Ads will sync into SA360 and are usable at the sub-manager and client account levels.

STEP 3: Include Conversion Actions

Once you have chosen your ownership, you will be able to select the conversion actions you want to include in this column. This will allow you to personalize the way you report your conversion data by choosing specific actions from Floodlight, Google Ads, and/or Google Analytics.

STEP 4: Define Metrics

Next, select the metric in which you would like your conversion action data to be presented, for example:

Count of conversion	Cross-device conversions	Value per conversion
Conversion value	Cross-device conversion value	View through conversions

When selecting a metric, you may notice that some legacy metrics are not available within the new experience, however, many of the same functions still exist under different naming conventions.

- The previous metrics *"Trans" and "Actions"* have been replaced by the new metric **"Count of conversions"**.
- Similarly, the updated alternative for *"Revenue"* is **"Conversion Value"**.

These updated metrics will be visible in migrated columns when compared to their past configurations in the legacy UI.

STEP 5: Define Counting Methodology

While building a custom conversion column, you will also have the ability to choose your conversion counting methodology by selecting one of the following:

- **By Click Time**: Attribute your conversions based on the time each ad interaction occurred.

- **By Conversion Time**: Attribute your conversions based on the time the conversion occurred. *Conversion time data is only available after March 6, 2019.*

STEP 6 - OPTIONAL: Filter by Custom Variables
Add a Custom Variable, which allows you to filter for specific conversion attributes.

STEP 7: Select an Attribution Model
You will want to assign an attribution model by selecting either "Account & campaign level attribution models" or "Select an attribution model."

- **Account-level attribution models** are what is configured for each individual conversion action within the conversions section.
- **Campaign-level attribution models** can be configured in each campaign's settings for specific conversion actions, allowing users to override the attribution models assigned in the conversions section.

If you select a specific attribution model for your custom conversion column, it will override any account-level and campaign-level attribution model settings. *Please keep in mind, you can only select an attribution model that is compatible with the conversion actions you selected.*

How to Build a Custom Formula Column
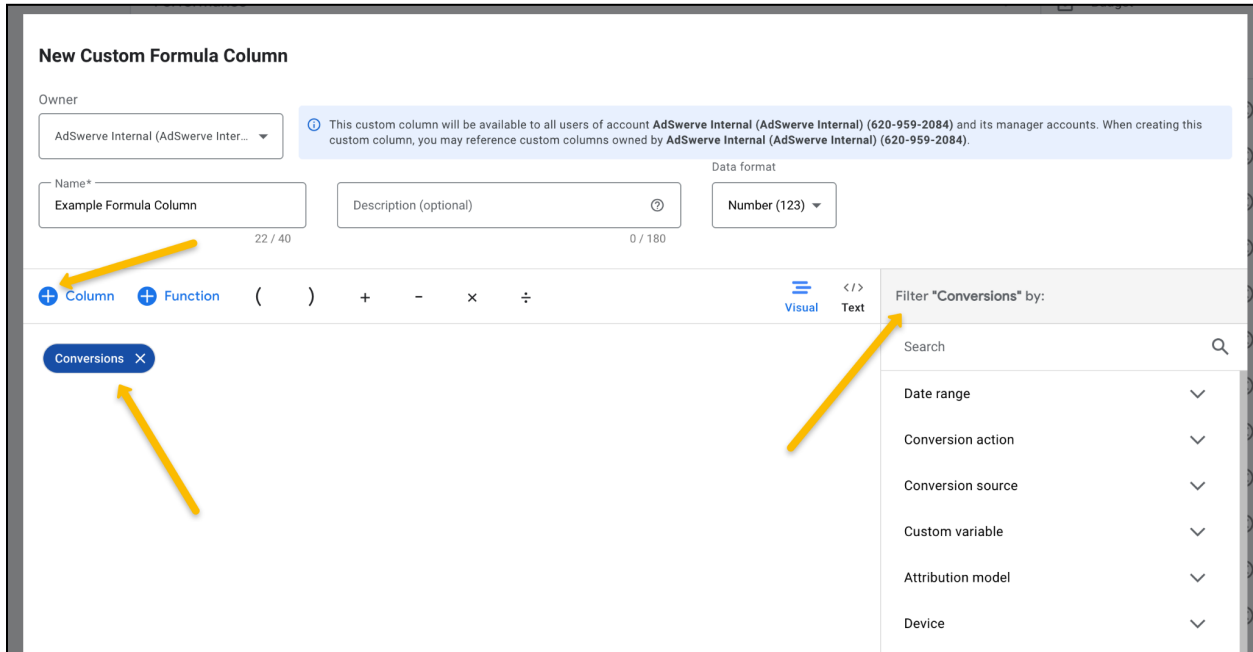
STEP 1: Column Creation
After selecting "+ Custom Column" choose the "Custom Formula column" option within the dropdown. Give your new column a name, choose its owner, and select a data format.

STEP 2: Select Workflow and Include Columns
Once that's complete, you can decide whether you want to use the visual editor or text editor to create your formula.

Both options can be used to achieve the same results, with the main difference being how filters are applied.
- Within the visual editor, add one or multiple columns by clicking on the blue, "+ Column" button, and then click on an added column to apply filters.

STEP 3 - Incorporate Advanced Functions - OPTIONAL

You can utilize formula column functions by clicking the blue "+ Function" button.

Once a function has been added, select the placeholder value(s) to choose from a limited selection of recommended columns, and add logic where necessary.

- If the column(s) you wish to include are not available within the recommendations, delete the placeholder value and select "+ Column'' to put any compatible column in its place.

*** *Not all SA360 columns are supported within Custom Formula Columns.*

For a list of supported columns, please review this help center article. You can also view supported filters and functions within the Search Ads 360 (new experience) Help Center. Whichever combination of columns, filters, and functions you use, be sure that your formula column's data format is compatible with your formula's output.