



## Creating a GTM for Enhanced Conversions

Enhanced conversions is a feature that can improve the accuracy of conversion measurement and unlock more powerful bidding in Google Ads. It supplements your existing conversion tags by sending hashed first party conversion data from your website to Google in a privacy safe way.

Currently, enhanced conversions can be configured utilizing a GTM. While our team is exploring other alternatives for enabling enhanced conversions, this is the only viable option at this time. Once your GTM is set up following the steps below, please open a support case requesting that it be placed on the website.

NOTE: Activating enhanced conversions requires pulling Personally Identifiable Information (PII) from users that is hashed and sent to Google.

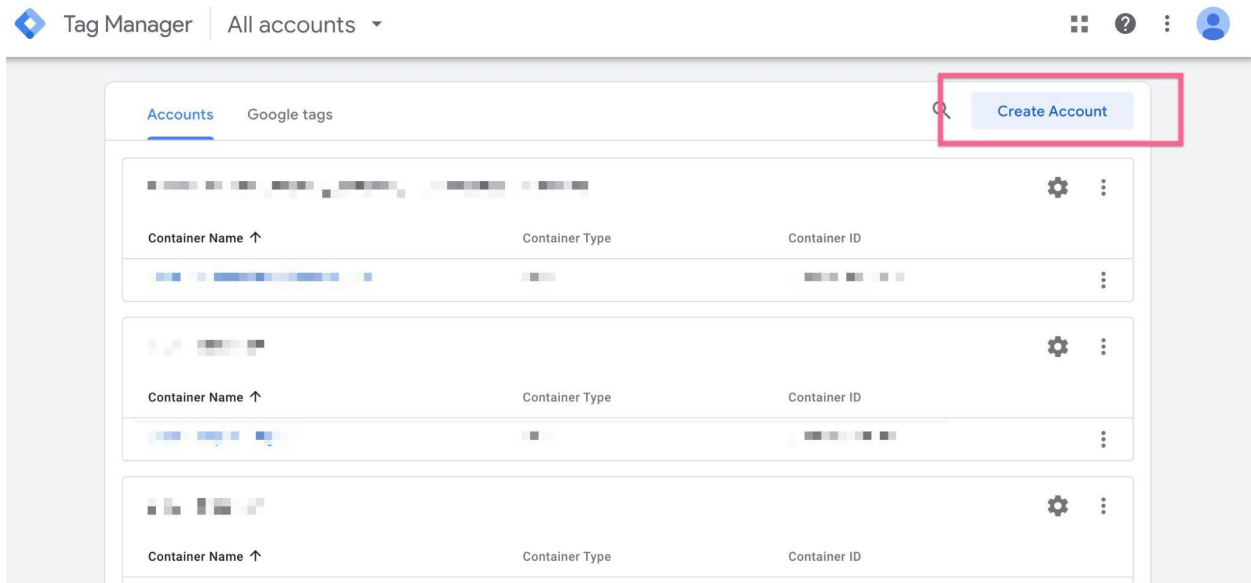
At this time, further research is needed to determine if other data collection will be impacted with the activation of Enhanced Conversions.

To open Google Tag Manager, click the following link:

<https://tagmanager.google.com/#/home>

### Create an Account:

- Click on “Create Account.”





## Account Setup:

1. Enter an account name

## Set Up a Container:

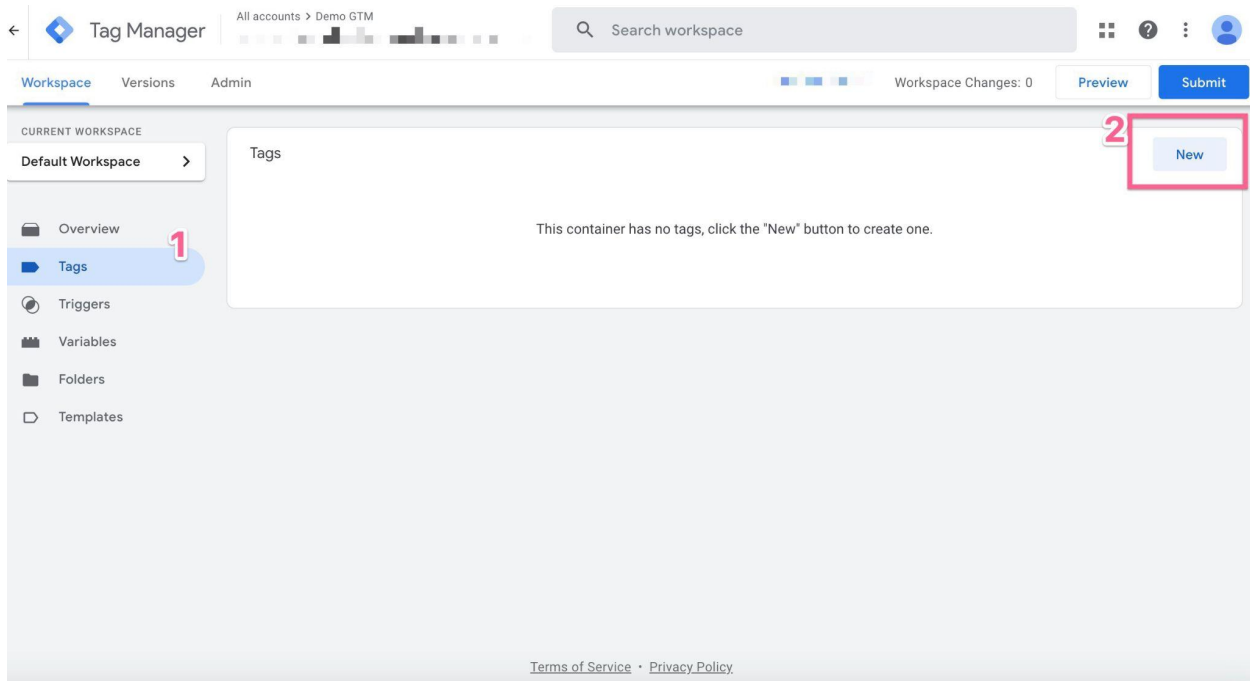
2. Enter a container name (your website's URL without the "https://").
3. Select 'Web'
4. Click "Create"

- Agree to "I also accept the Data Processing Terms as required by GDPR. Learn more" and click "Yes."

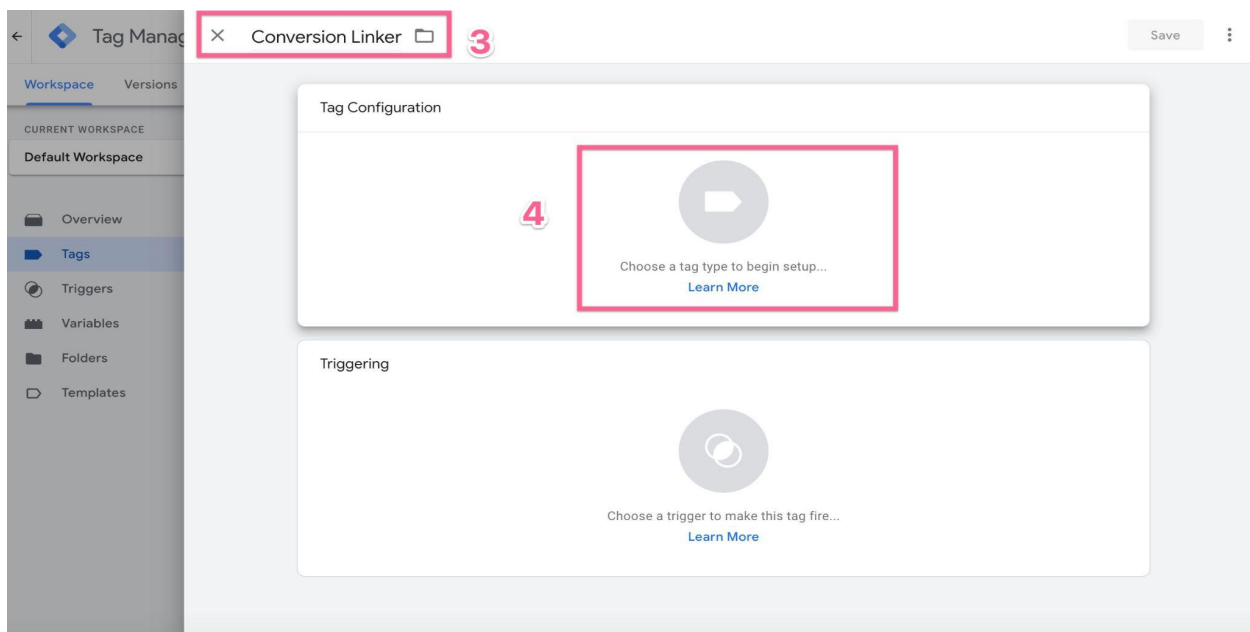


## Creating a Tag:

1. On the left hand side, click on 'Tags'
2. Then click on 'New'

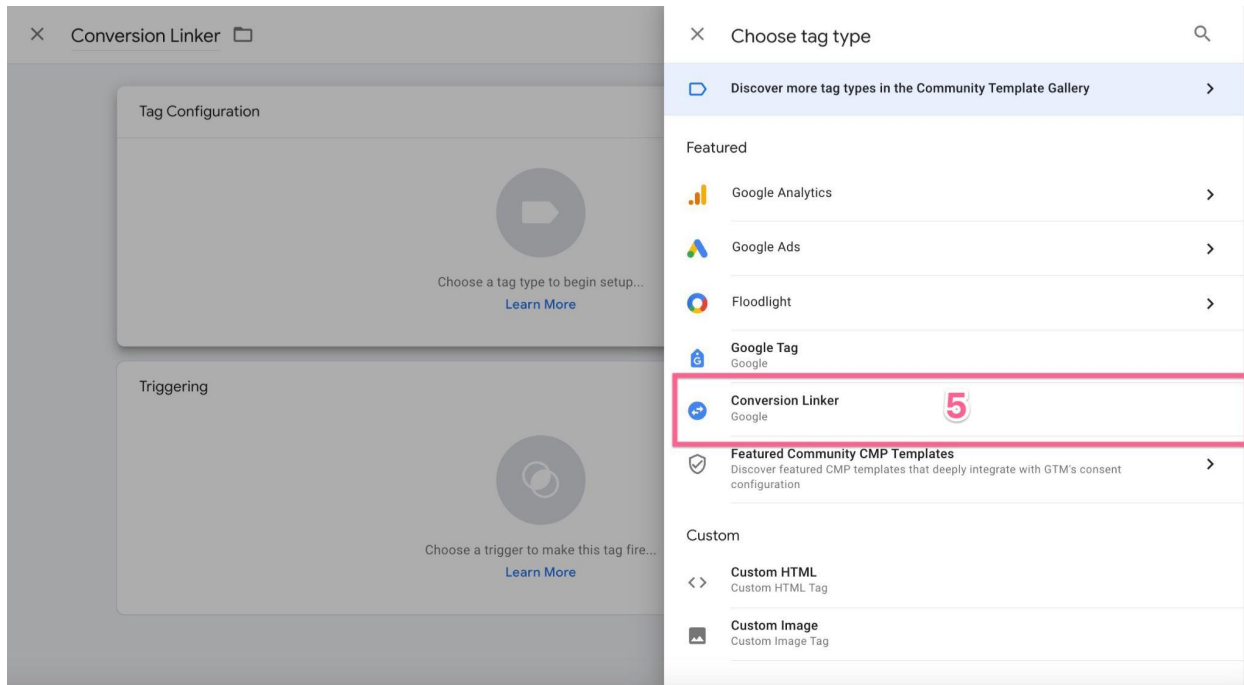


3. Name this Tag (Conversion Linker)
4. Click on the "Tag Configuration" section to select the type of tag you want to create.



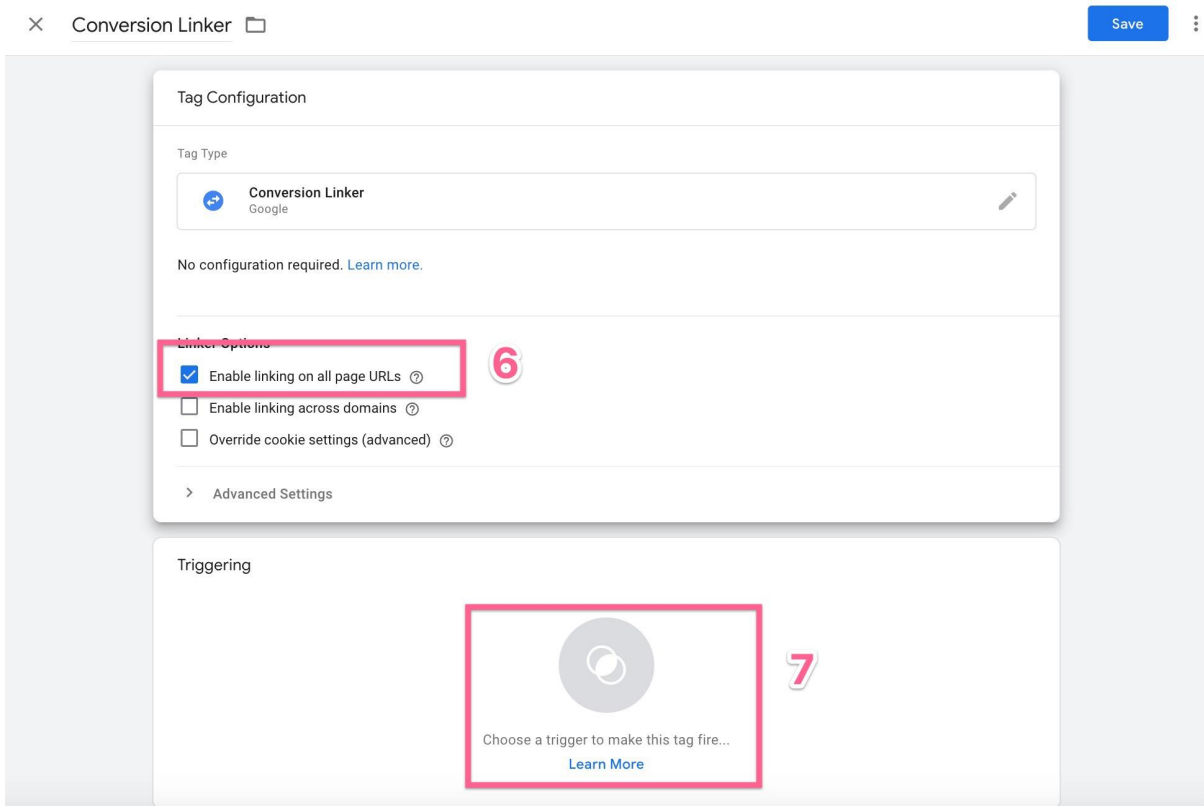


## 5. Select the Conversion Linker



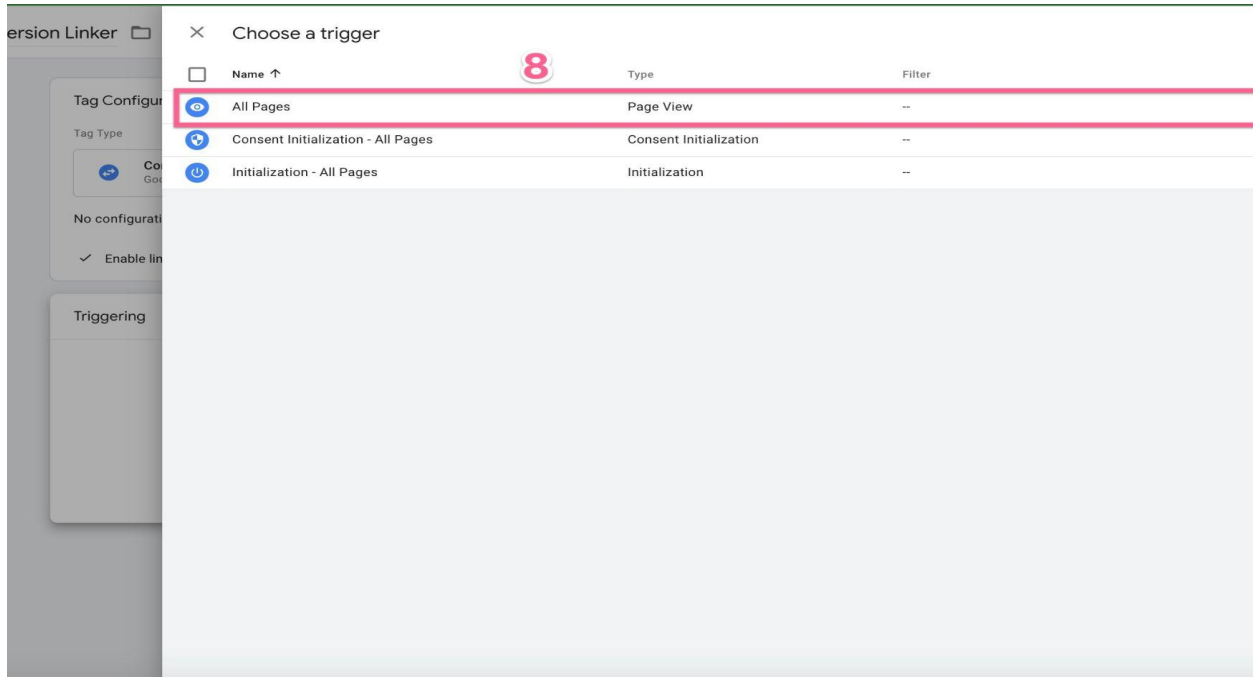
## 6. Name this Tag (Conversion Linker)

## 7. Click on the "Tag Configuration" section to select the type of tag you want to create.

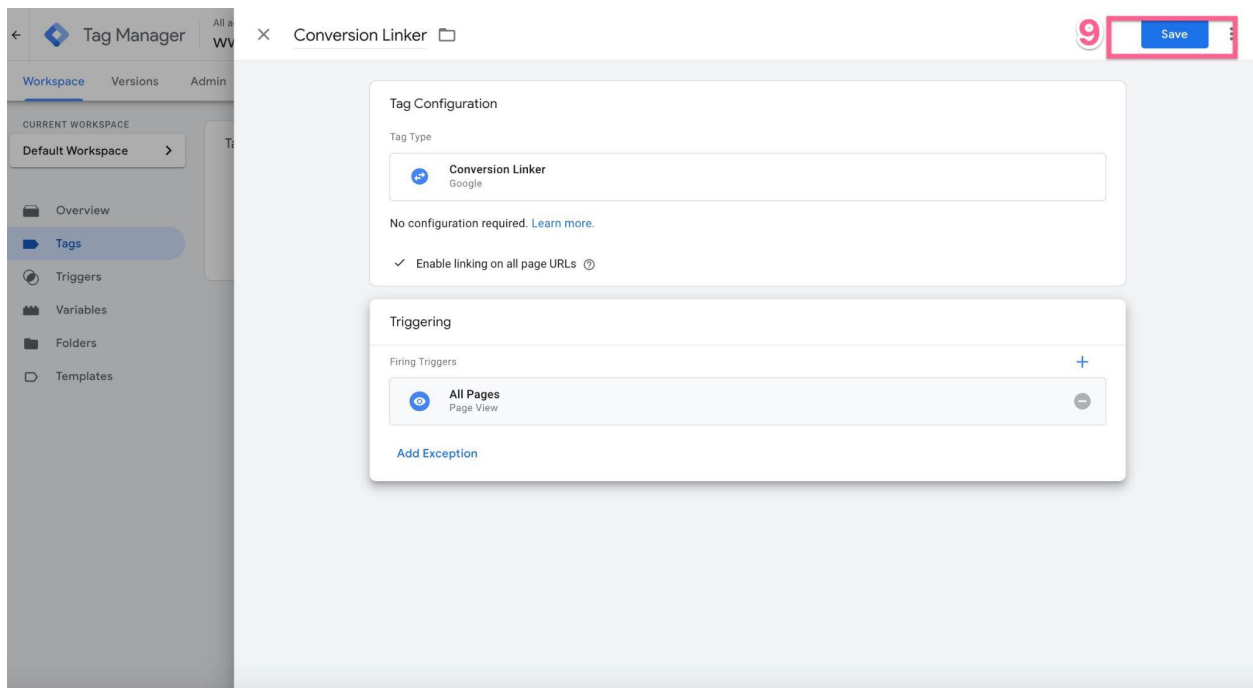




## 8. Select 'All Pages'



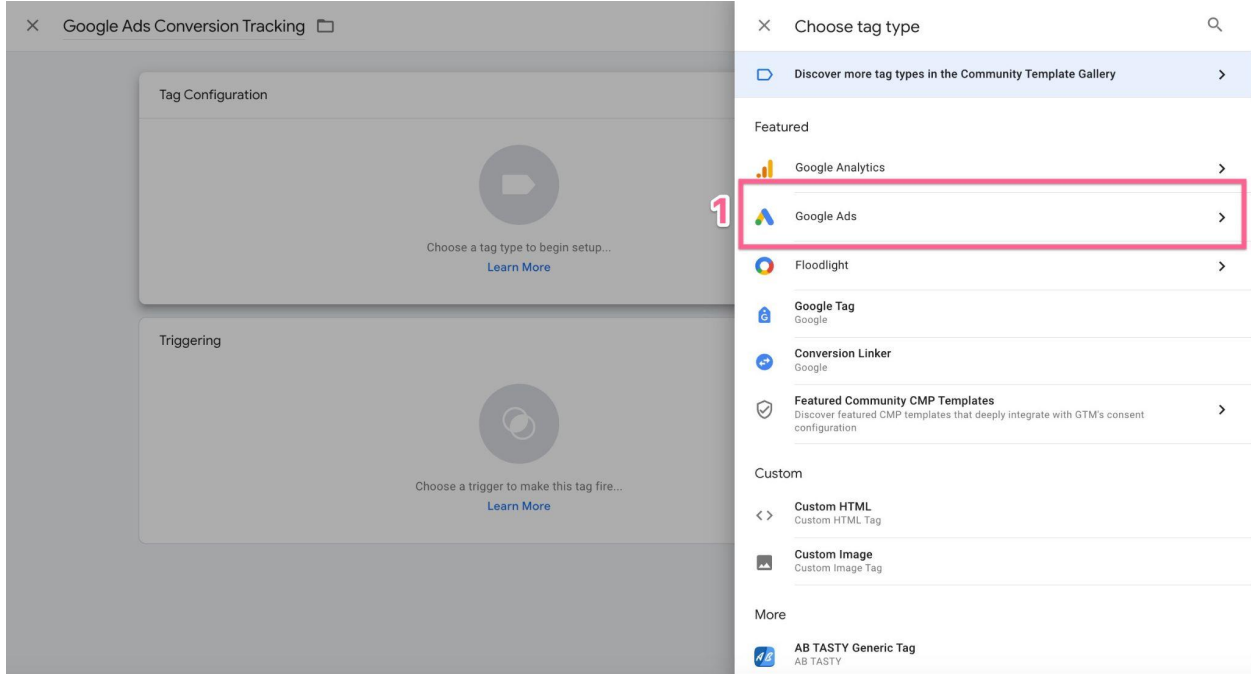
## 9. Click Save



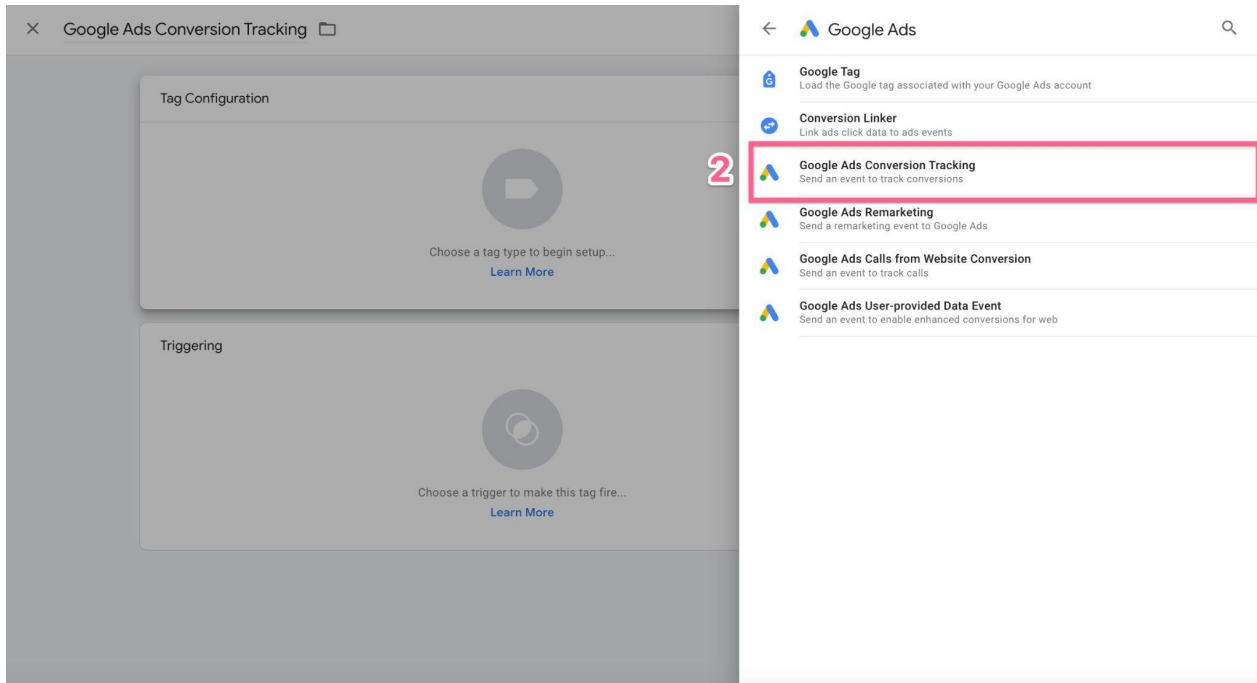


## Creating the 'Google Ads Conversion Tracking' Tag

Repeat steps 2-4 for creating a Tag and name the Tag 'Google Ads Conversion Tracking'

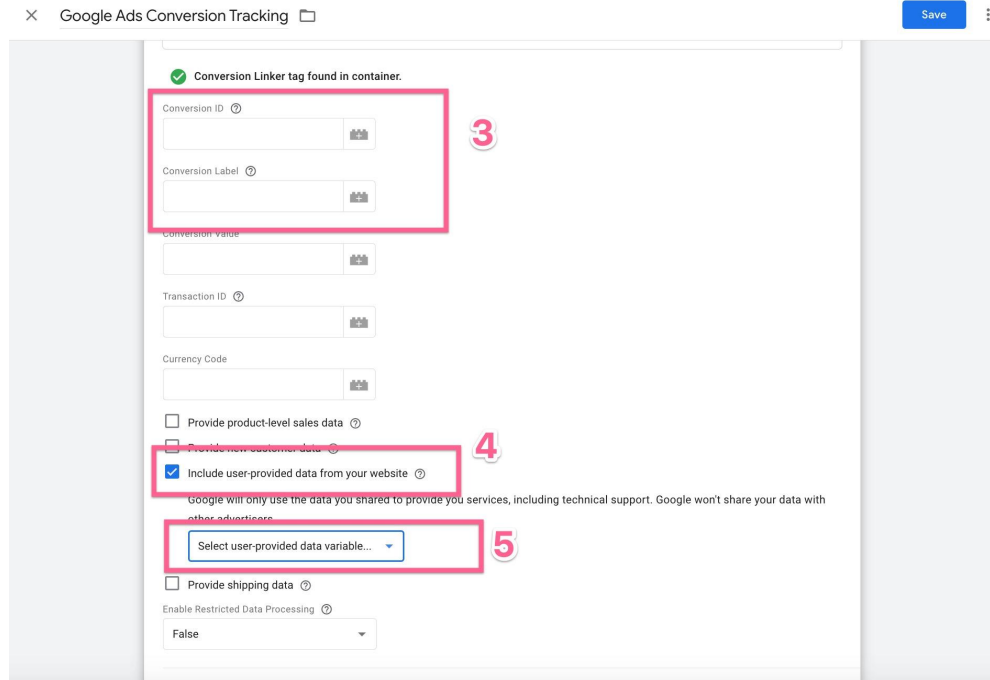


2. Select 'Google Ads Conversion Tracking'

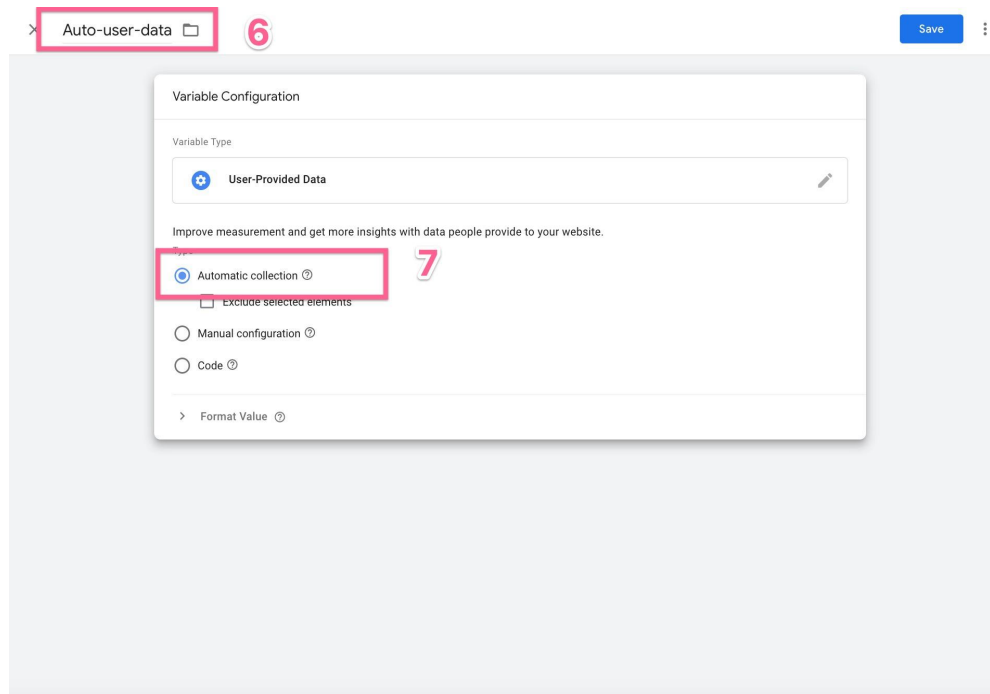




3. Add the Conversion ID
4. Check box 'Include user-provided data from your website'
5. Click the dropdown and select 'New Variable...'

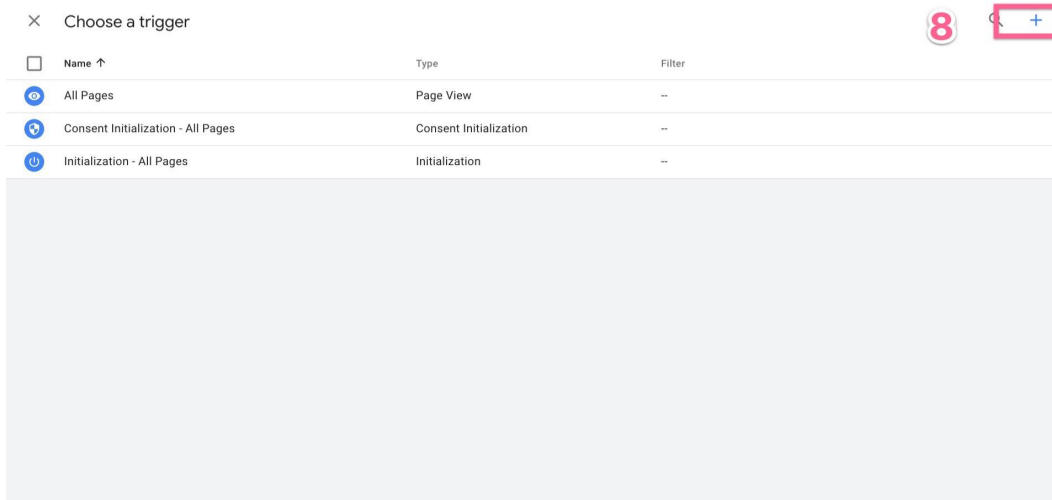


6. Name the New Variable 'Auto-user-data'
7. Select 'Automatic collection' and click 'Save'





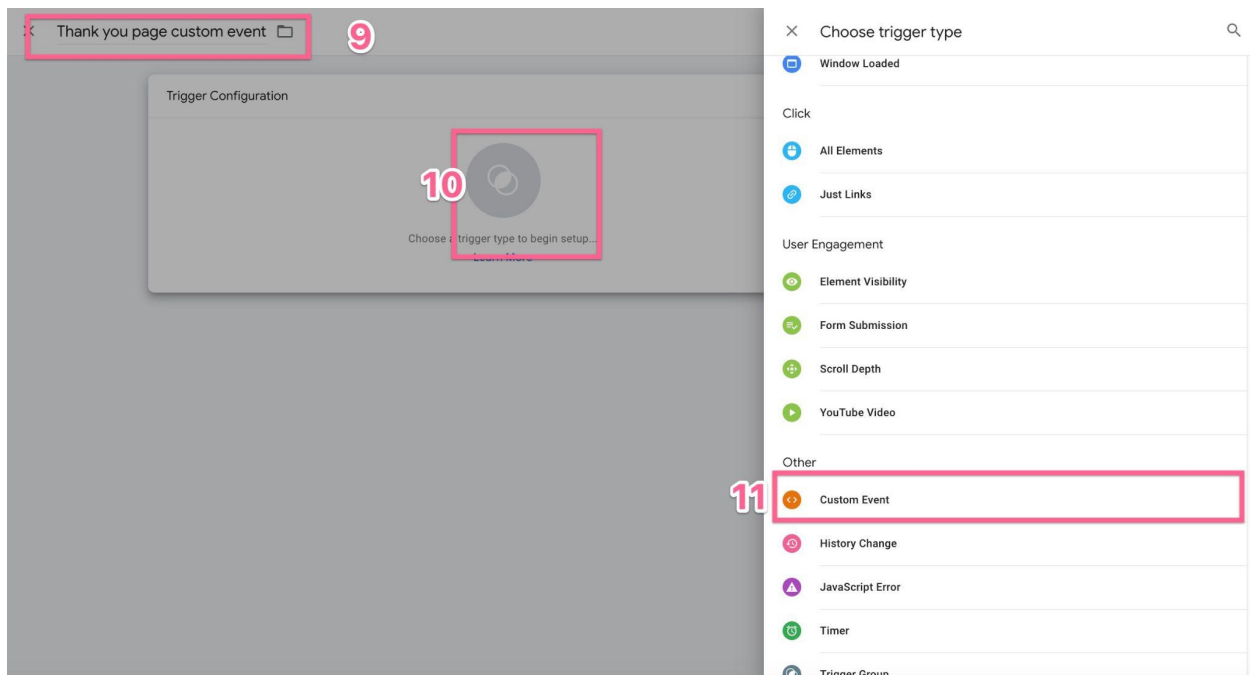
8. Click into the Trigger configuration and click the '+' to create a new Trigger



9. Name this Trigger 'Thank you page custom event'

10. Click into the Trigger configuration

11. Select 'Custom Event'







12. Type 'asc\_form\_submission' in the Event Name field

Trigger Configuration

Thank you page custom event Save

Trigger Type

Custom Event

Event name

asc\_form\_submission  Use regex matching

This trigger fires on

All Custom Events  Some Custom Events

13. Click Save

## OPTIONAL: Creating the 'Remarketing' Tag

This Tag assists in targeting the same consumer with another relevant ad

Repeat steps 1 and 2 for creating the 'Google Ads Conversion Tracking' Tag and select Tag type of 'Google Ads Remarketing'

1. Name this Tag 'Remarketing'
2. Add the Conversion ID
3. Select 'Use Data Layer'
4. Click into the Trigger configuration



1 Remarketing

2 Conversion ID

3 Use Data Layer

4 Triggering

Save

### Tag Configuration

Tag Type

Google Ads Remarketing

Conversion Linker tag found in container.

Conversion ID

Conversion Label (Optional)

Send dynamic remarketing event data

Enable Restricted Data Processing

False

Custom Parameters

None

Use Data Layer

Data Layer Variable

{{Auto-user-data}}

Manually Specify

User ID

Not set

Conversion Linking

Advanced Settings

### Triggering

Choose trigger to make this tag fire

Learn more

5. Select 'All Pages'
6. Click Save

6 Save

### Tag Configuration

Tag Type

Google Ads Remarketing

Conversion Linker tag found in container.

Custom Parameters

Use Data Layer

Data Layer Variable

{{Auto-user-data}}

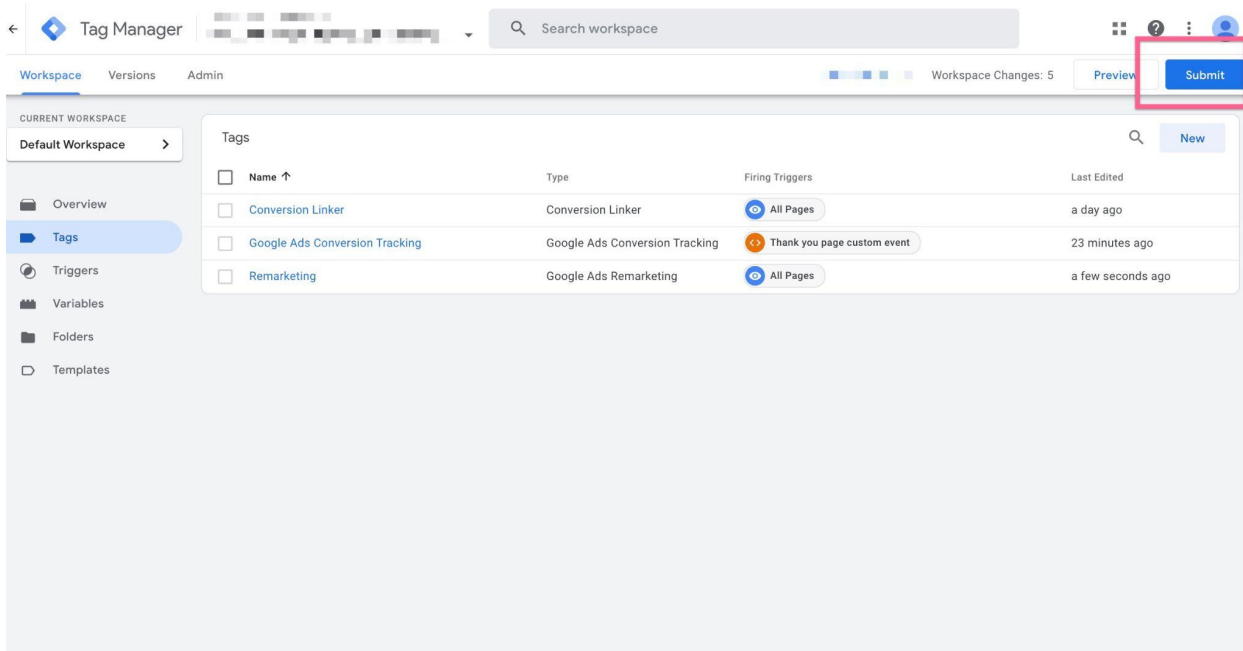
### Triggering

Firing Triggers

5 All Pages

Page View

Once done, click save, add a name to the 'Version Name' field and click publish



Workspace Versions Admin

Search workspace

Workspace Changes: 5 Preview Submit

CURRENT WORKSPACE

Default Workspace

Overview

Tags

Triggers

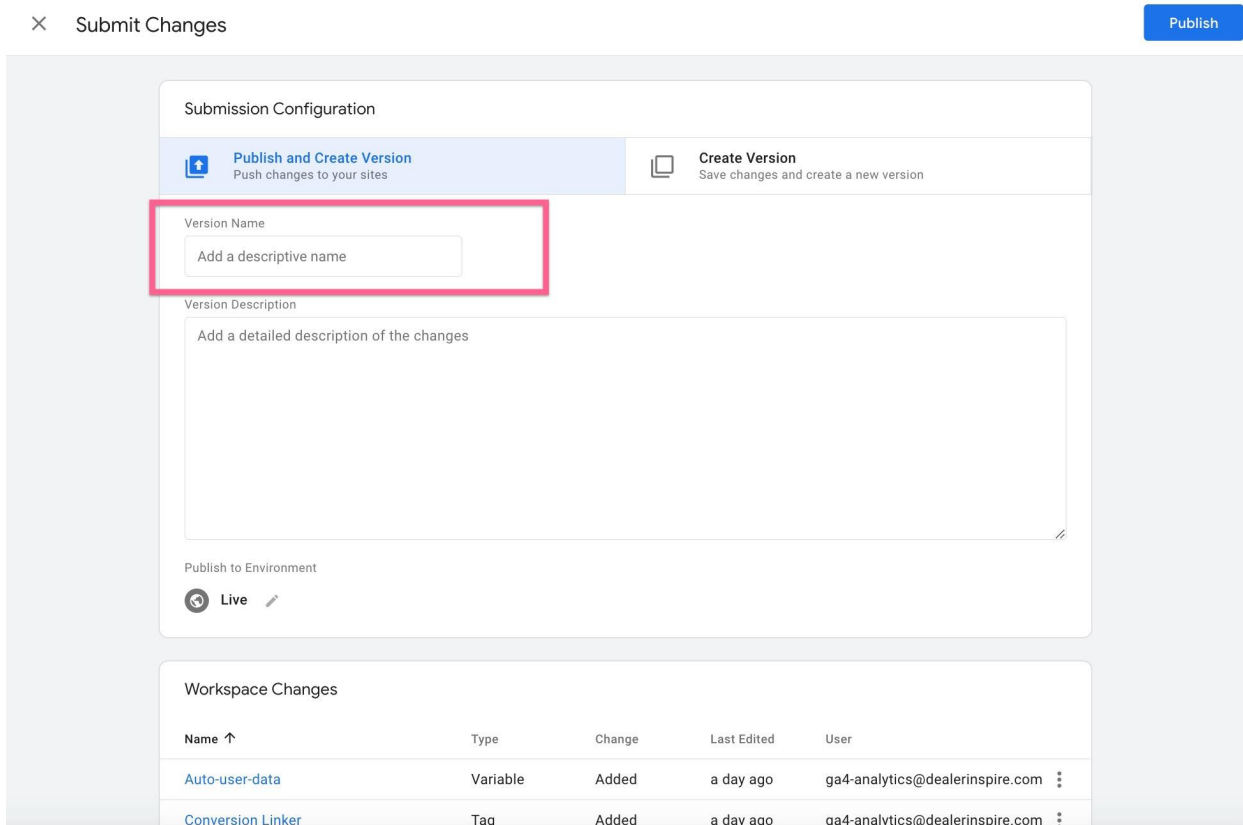
Variables

Folders

Templates

Tags

Name ↑	Type	Firing Triggers	Last Edited
<input type="checkbox"/> Conversion Linker	Conversion Linker	All Pages	a day ago
<input type="checkbox"/> Google Ads Conversion Tracking	Google Ads Conversion Tracking	Thank you page custom event	23 minutes ago
<input type="checkbox"/> Remarketing	Google Ads Remarketing	All Pages	a few seconds ago



Submit Changes Publish

Submission Configuration

**Publish and Create Version**  
Push changes to your sites

Create Version  
Save changes and create a new version

Version Name  
Add a descriptive name

Version Description  
Add a detailed description of the changes

Publish to Environment

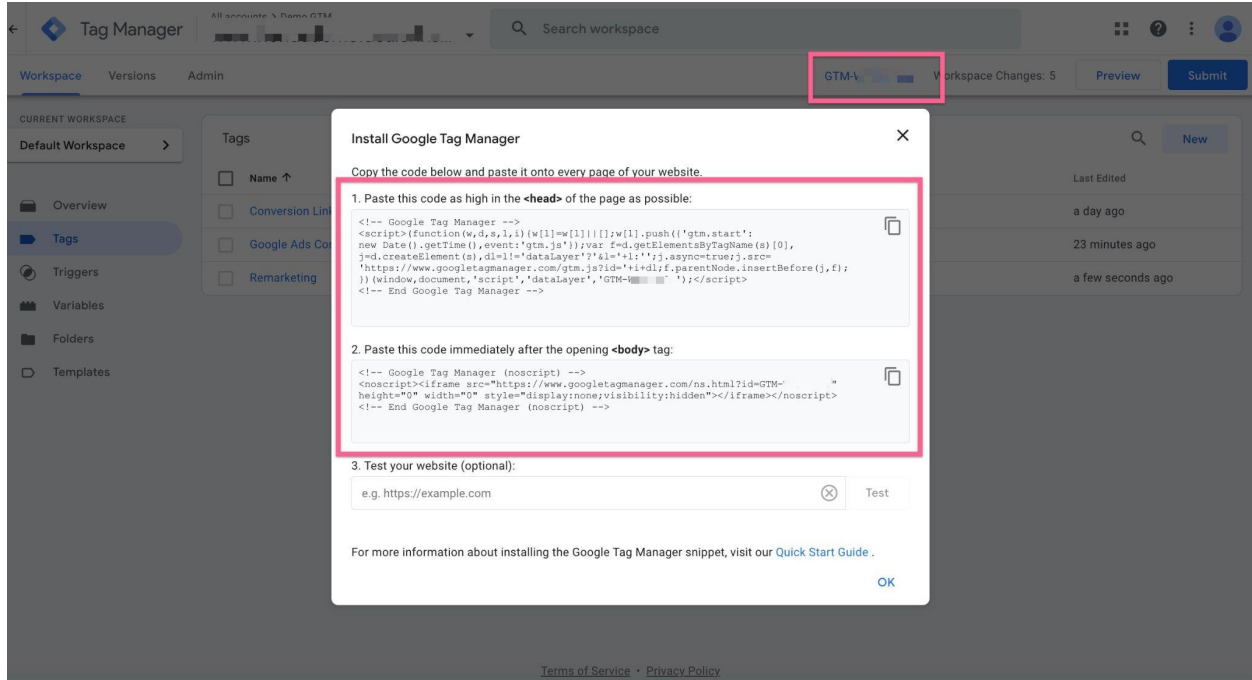
Live

Workspace Changes

Name ↑	Type	Change	Last Edited	User
Auto-user-data	Variable	Added	a day ago	ga4-analytics@dealerinspire.com
Conversion Linker	Taq	Added	a day ago	ga4-analytics@dealerinspire.com



After creating this GTM, open, copy and send Part 1 and 2 to Support at Dealer Inspire to install on the site by emailing [support@dealerinspire.com](mailto:support@dealerinspire.com).



To learn more about Enhanced Conversions, please visit the resources provided by Google here: <https://support.google.com/google-ads/answer/9888656?hl=en>