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

Create an Account:

- H 🛛 : 👤 🔷 Tag Manager 🛛 All accounts 🝷 Create Account Accounts Google tags a second s Ċ. : Container Name ↑ Container Type Container ID THE REPORT OF A 10.00 NUMBER OF STREET :: 1. A. 1997 (P. Ċ. : Container Name ↑ Container Type Container ID AND DESCRIPTION OF 100000000000000 ... e de l'Alternet ¢. : Container Name ↑ Container Type Container ID
- 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"

| ÷ | Add a New Account |
|---|---|
| | Account Setup |
| و | Account Name k.g. My Company |
| | United States 🔹 |
| | Share data anonymously with Google and others 💿 |
| | |
| | Container Setup |
| 2 | e.g. www.mysite.com |
| 3 | Web For use on desktop and mobile web pages |
| | Image: Solution of the second seco |
| | Android For use in Android apps |
| | AMP For use in Accelerated Mobile Pages |
| | Server For server-side instrumentation and measurement |
| 4 | Create Cancel |

 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'

| ← 🔷 Tag Manager | All accounts > Demo GTM | Q Search workspace | | :: | 0 i 🙎 |
|--|-------------------------|-------------------------------------|-----------------------------|---------|--------|
| Workspace Versions Adu | min | | Workspace Changes: 0 | Preview | Submit |
| CURRENT WORKSPACE Default Workspace | Tags | | | 2 | New |
| OverviewTags | τī | is container has no tags, click the | "New" button to create one. | | |
| TriggersVariables | | | | | |
| FoldersTemplates | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | Ter | ms of Service • Privacy Policy | | | |

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

| 🗧 🔷 Tag Manaç 🛛 | Conversion Linker 🗅 3 | 'e : |
|---|--|-------------|
| Workspace Versions CURRENT WORKSPACE Default Workspace Overview Tags Triggers | Tag Configuration 4 Choose a tag type to begin setup Learn More | |
| Variables Folders Templates | Triggering Choose a trigger to make this tag fire Learn More | |





5. Select the Conversion Linker

| × Conversion Linker 🗅 | | × | Choose tag type | Q |
|-----------------------|--|-------|---|---|
| Tag Configuration | | D | Discover more tag types in the Community Template Gallery | > |
| | | Featu | ıred | |
| | | al | Google Analytics | > |
| | | ۸ | Google Ads | > |
| | Choose a tag type to begin setup Learn More | 0 | Floodlight | > |
| | | Ĝ | Google Tag Google | |
| Triggering | | • | Conversion Linker 5 | |
| | | Ø | Featured Community CMP Templates Discover featured CMP templates that deeply integrate with GTM's consent configuration | > |
| | Choose a trigger to make this tag fire | Custo | om | |
| | Learn More | <> | Custom HTML Custom HTML Tag | |
| | | | Custom Image Custom Image Tag | |
| | | | | |

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

| × Conver | sion Linker 🗅 | Save | : |
|----------|--|------|---|
| | Tag Configuration | | |
| | Тад Туре | | |
| | Conversion Linker | | |
| | No configuration required. Learn more. | | |
| | Linker Options ✓ Enable linking on all page URLs ⑦ □ Enable linking across domains ⑦ □ Override cookie settings (advanced) ⑦ | | |
| | > Advanced Settings | | |
| | Triggering | | |
| | Choose a trigger to make this tag fire Learn More | | |





8. Select 'All Pages'

| ersion l | Linker 🗖 | × | Choose a trigger | | | |
|----------|----------------|---|------------------------------------|---|------------------------|--------|
| | 120 | | Name 个 | 8 | Туре | Filter |
| | Tag Configur | 0 | All Pages | | Page View | - |
| | Тад Туре | 0 | Consent Initialization - All Pages | | Consent Initialization | - |
| | Gor Gor | 0 | Initialization - All Pages | | Initialization | - |
| | No configurati | | | | | |
| | 🗸 Enable lin | | | | | |
| | Triggering | | | | | |
| | | | | | | |
| | | | | | | |

9. Click Save

| Tag Manager WV X Conversion | n Linker 🗖 | Save |
|---|--|------|
| Workspace Versions Admin CUBRENT WORKSPACE Default Workspace Ta Overview Tags Trages Triggers | Tag Configuration Tag Type Conversion Linker Google No configuration required. Learn more. Constraint of the second secon | |
| Variables Folders Templates | Triggering Firing Triggers All Pages Page View | • |
| | Add Exception | |



Creating the 'Google Ads Conversion Tracking' Tag

| × Google Ac | Is Conversion Tracking | × | Choose tag type | Q |
|-------------|--|------|---|---|
| | Tao Configuration | D | Discover more tag types in the Community Template Gallery | > |
| | | | ured | |
| | | | Google Analytics | > |
| | 1 | ۸ | Google Ads | > |
| | Choose a tag type to begin setup Learn More | 0 | Floodlight | > |
| | | 6 | Google Tag Google | |
| | Triggering | • | Conversion Linker Google | |
| | | Ø | Featured Community CMP Templates Discover featured CMP templates that deeply integrate with GTM's consent configuration | > |
| | Choose a trigger to make this tag fire | Cust | om | |
| | Learn More | <> | Custom HTML Custom HTML Tag | |
| | | | Custom Image Custom Image Tag | |
| | | More | 3 | |
| | | AB | AB TASTY Generic Tag AB TASTY | |

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

2. Select 'Google Ads Conversion Tracking'

| × Google Ac | is Conversion Tracking 🛅 | ÷ | 🔥 Google Ads | Q |
|-------------|---|---|--|---|
| × Google Ac | Is Conversion Tracking Tag Configuration | | Coogle Ads Conversion Linker Linka de click on de events Coogle Ads Conversion Tracking Band an event to track conversions Coogle Ads Calls from Website Conversion Send an event to track calls Google Ads User-provided Data Event Send an event to enable enhanced conversions for web | Q |
| | | | | |



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

| × | Google Ads Conversion Tracking 🗖 | Save | : |
|---|---|------|---|
| | Conversion Linker tag found in container. | | |
| | Conversion ID ③ | | |
| | e 3 | | |
| | Conversion Label Ø | | |
| | | | |
| | | | |
| | | | |
| | Transaction ID (0) | | |
| | | | |
| | | | |
| | Currency Load | | |
| | | | |
| | Provide product-level sales data ⑦ | | |
| | ✓ Include user-provided data from your website ⑦ | | |
| | Google will only use the data you shared to provide you services, including technical support. Google won't share your data wit | h | |
| | ather advarticare | | |
| | Select user-provided data variable 👻 | | |
| | Provide shipping data ③ | | |
| | Enable Restricted Data Processing ③ | | |
| | False | | |
| | | - | |

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

| Variable Type | - Drovided Data | | |
|---------------------|---|--------------------------|--|
| Improve measu | rement and get more insights with data people | provide to your website. | |
| Automatic Exclu | collection () | | |
| O Manual co | nfiguration \odot | | |
| > Format V | alue | | |
| | | | |
| | | | |
| | | | |



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

| × | Choose a trigger | | | 8 | < + |
|---|------------------------------------|------------------------|--------|---|-----|
| | Name 个 | Туре | Filter | 0 | |
| 0 | All Pages | Page View | - | | |
| 0 | Consent Initialization - All Pages | Consent Initialization | | | |
| 0 | Initialization - All Pages | Initialization | - | | |
| | | | | | |
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- 9. Name this Trigger 'Thank you page custom event'
- 10. Click into the Trigger configuration
- 11. Select 'Custom Event'

| C Thank you page custom event 🗖 🧕 🧕 | × | Choose trigger type | |
|-------------------------------------|------|---------------------|--|
| Triager Configuration | Θ | Window Loaded | |
| | Clic | < | |
| | Θ | All Elements | |
| 10 0 | 0 | Just Links | |
| Choose trigger type to begin setup | Use | Engagement | |
| | 0 | Element Visibility | |
| | • | Form Submission | |
| | 0 | Scroll Depth | |
| | 0 | YouTube Video | |
| | Oth | er | |
| 1 | 10 | Custom Event | |
| | 0 | History Change | |
| | 0 | JavaScript Error | |
| | Ø | Timer | |
| | 0 | Trigger Group | |





12. Type 'asc_form_submission' in the Event Name field

| × Thank you pag | ge custom event 🗖 | Save | : |
|-----------------|--|------|---|
| | Trigger Configuration | | |
| | Trigger Type | | |
| | Custom Event | | |
| 12 | Event name asc_form_submission Us 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





| | | Save |
|----------|---|------|
| | Tag Configuration | |
| | Тад Туре | |
| | ▲ Google Ads Remarketing Google Ads | |
| | Conversion Linker tag found in container. | |
| | Conversion ID | |
| 2 | #28 | |
| | Conversion Label (Optional) | |
| | 628 | |
| | Send dynamic remarketing event data | |
| | Enable Restricted Data Processing 🔞 | |
| | False | |
| | Custom Parameters | |
| 2 | () None | |
| U | Use Data Layer ③ Data Layer ③ | |
| | ((Auto-user-data)) | |
| | | |
| | O Manually Specify ® | |
| | User ID 💿 | |
| | Not set | |
| | > Conversion Linking | |
| | Advanced Settings | |
| | Triggering | |
| | choose trigger to make this tag fir | |

- 5. Select 'All Pages'
- 6. Click Save

| × | Remarketir | ing 🗅 👩 🗌 | Save |
|---|------------|---|------|
| | | Tag Configuration Tag Type Coogle Ads Remarketing Coogle Ads Conversion Linker tag found in container. Custom Parameters Use Data Layer Data Layer Variable ((Auto-user-data)) () | |
| | 5 | Triggering Firing Triggers Image: Page View | |
| | | | |





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

| kspace Versions | Admin | | Workspace Workspace | e Changes: 5 Preview Submi |
|-----------------------------------|--------------------------------|--------------------------------|-------------------------------|----------------------------|
| RENT WORKSPACE | Tana | | | |
| ault Workspace | Tags | | | < New |
| | □ Name ↑ | Туре | Firing Triggers | Last Edited |
| Overview | Conversion Linker | Conversion Linker | All Pages | a day ago |
| Tags | Google Ads Conversion Tracking | Google Ads Conversion Tracking | O Thank you page custom event | 23 minutes ago |
| Triggers | Remarketing | Google Ads Remarketing | All Pages | a few seconds ago |
| | | | | |
| Variables | | | | |
| Variables Folders | | | | |
| Variables Folders Templates | | | | |

× Submit Changes

Publish

| Submission Configuration | | | | | |
|--|----------|--------|--------------------------------------|---------------------------------|----|
| Publish and Create Version Push changes to your sites | | | Create Version Save changes and c | reate a new version | |
| Version Name Add a descriptive name | | | | | |
| Version Description Add a detailed description of the chang | jes | | | | |
| | | | | | li |
| Publish to Environment | | | | | |
| Workspace Changes | | | | | |
| Name 个 | Туре | Change | Last Edited | User | |
| Auto-user-data | Variable | Added | a day ago | ga4-analytics@dealerinspire.com | : |
| Conversion Linker | Tag | 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.

| ← 🔷 Tag Manager | All accounts & Damo GTM | Q. Search workspace | | | | : (2) |
|--------------------|-------------------------|--|-------------------|-----------------------|-------------------|--------|
| Workspace Versions | Admin | | GTM-V | V orkspace Changes: 5 | Preview | Submit |
| CURRENT WORKSPACE | Tags | Install Google Tag Manager | × | | ٩ | New |
| | □ Name ↑ | Copy the code below and paste it onto every page of your website. | | | Last Edited | |
| Overview | Conversion Lini | 1. Paste this code as high in the <head></head> of the page as possible: | _ | | a day ago | |
| Tags | Google Ads Cor | <pre><!-- Google Tag Manager--> <cretity-f(motion(w,d,s,l,i)(w[1]=w[1])![]:w[1].push({'gtm.start': date().gettime(),event:'gtm.js'}):var="" f="d.getElementsByTagName(s)[0],</pre" new=""></cretity-f(motion(w,d,s,l,i)(w[1]=w[1])![]:w[1].push({'gtm.start':></pre> | 10 | | 23 minutes ago | |
| Triggers | Remarketing | <pre>j=d.createSiment(s),di=li='datalayer'?'&i='tl:''j.async=truej.src= 'https://www.googletagmanager.com/gtm_jSid='tidl;f.parentNode.insertBefore(')(window,document,'script','datalayer','GTM-W'); 'd'are Google Google Google Google Construction (');</pre> | j,f); | | a few seconds ago | |
| 📫 Variables | | <pre><i= end="" google="" lag="" manager=""></i=></pre> | | | | |
| Folders | | Paste this code immediately after the opening <body> tag:</body> | | | | |
| D Templates | | cl Google Tay Manager (toorcipt) ->> cl-sciptical and ac-way of the start of the st | , [] pt> | | | |
| | | 3. Test your website (optional): | | | | |
| | | e.g. https://example.com | 🛞 Test | | | |
| | | For more information about installing the Google Tag Manager snippet, visit our Quick St | art Guide . OK | | | |

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

