

CONVERSION TRACKING CHECKLIST

This checklist will help you begin tracking conversions effectively and make sure all the tracking is implemented before going live.

- Create Google Analytics, Google Tag Manager and Advertising platform accounts (Google Ads, Facebook Ads Manager, Others if applicable)
- Link Google Ads and Google Analytics + Import Google Analytics Data
- Create Google Ads Remarketing tag in Google Ads Shared Library
- Add Google Ads Remarketing tag to Google Tag Manager - All pages
- Create Audiences in Google Ads Shared Library
- Link Audiences to Remarketing and RLSA Campaigns
- Create a Facebook Pixel in the Facebook Ads Manager
- Create a tag with the Facebook Pixel code in Google Tag Manager - All pages
- Create Audiences in Facebook Ads Manager
- Link Audiences to Facebook Campaigns
- Create measurement plan - Which actions are we going to track and why?
- Set measurable Goals for each desired KPIs

- Activate all useful Built-in variables from Google Tag Manager
- Create a click listener (all click trigger) inside of Google Tag Manager
- Create Google Analytics event tags in Google Tag Manager
- Create Google Analytics Goals from the events created in GTM
- Create Google Ads conversions inside the Google Ads > Conversions UI
- Create Google Ads conversion tags and triggers in Google Tag Manager
- Create Facebook conversion tags and triggers in Google Tag Manager
- If your Facebook tags include non-standard conversions, create “custom conversions” inside the Facebook Ads UI.
- Modify tags to include a purchase value variable if you have an eCommerce website and are tracking variable revenue
- Preview & Debug - Test all tags to make sure they fire correctly.

Can we help you?

If you need additional help, you can get your campaign reviewed by our experts or request a business proposal.

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