

Lesson no. 15: Google Adwords- PPC Advertising

TRACKING PERFORMANCE/CONVERSION

I. WHAT IS CONVERSION TRACKING

Conversion tracking is a free tool that shows you what happens *after* a customer interacts with your ads -- whether they purchased a product, signed up for your newsletter, called your business, or downloaded your app. When a customer completes an action that you've defined as valuable, these customer actions are called **conversions**.

Below is a basic scenario to illustrate how conversion tracking works.

Step 1: You create a campaign in mMedia with an App Tracking ID aiming to drive downloads of your application.

In this scenario, you have already integrated our conversion tracking tools into your application and have created an App Tracking ID. Your goal is to drive app downloads.

Step 2: Someone sees and clicks on your ad.

A user navigates to a mobile site on his or her device and sees your banner ad. The user is intrigued, and clicks on the ad.

Step 3: The conversion event begins.

Our system will recognize that click and make a note of that click in our system.

Step 4: The user downloads your mobile application and launches it for the first time.

The user decides to download your app. After they have downloaded the app and it launches for the first time, a trigger in your mobile app will notify us that the app has been launched by the user.

Step 5: We match the click to the conversion.

When we are notified that there has been a download, we will match that download event to the click based on the user ID.

Once the match is made, a “completed event” is recorded in our system.

II. WHY IS IT IMPORTANT

When you see what turns a marketing technique into a valuable conversion, you can repeat that scenario over and over again. For instance, if certain keywords seem to work well to create conversions, you can generate more content with the same keywords for SEO purposes, thus expanding your chances of bringing new people to your site, and creating more conversions.

It is also important to track this data so you can see what your cost per conversion is. If you are spending too much on converting customers, it may be time to change your tactics to something more cost effective.

Improving your conversions can be as simple as making your site more accessible and easy to navigate, creating a new digital marketing technique that helps your company stick out in people's minds, or working on your search engine optimization tactics to ensure that your company appears high on search engine results pages.

Once you have gotten into conversion tracking, you should be able to see what is working for you and what needs improvement. Then you can direct your resources toward bettering your conversion rate.