

Tracking AdRoll Return on Ad Spend

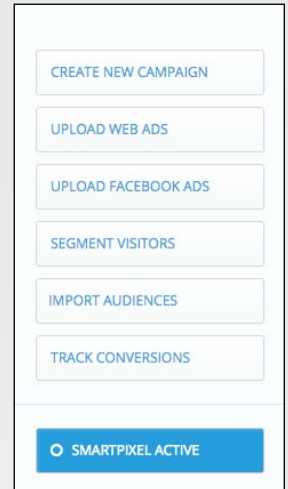
First, make sure your Adroll SmartPixel is active.

What is a SmartPixel?

A SmartPixel is an event tracker that captures any necessary information and sends that data back to the original source as well as Google Analytics. Since a SmartPixel can cookie a visitor, even if they navigate away from your site and return at a later date (within the window you have set up) AdRoll will correctly receive credit for a conversion.

If your SmartPixel is not active, place the code before the `</body>` tag across all pages of your website.

Click [here](#) for more information on the AdRoll SmartPixel.



Manually Tagging AdRoll Ads

As a second layer of tracking, you should tag each of your ads with the correct UTM parameters.

Getting Started

Either upload a new ad, or go to *Ads > Edit*. Where it says *URL*, you should enter a URL that has the UTM source as AdRoll. The medium will depend on your company's tagging etiquette. Some common examples for medium are: "paidadvertising," "remarketing," or "ad." Remember to keep spaces out of your tags!

Example of a Correctly Tagged URL

https://glew.io/?utm_source=adroll&utm_medium=paidadvertising&utm_campaign=remarketing

Click [here](#) for a refresher on how to correctly tag a URL.

Understanding Conversions

It is always a good idea to double-check what an advertising platform counts as a conversion. Each advertising platform wants to inflate the value they bring to your business so that you will keep spending money.

Where to Find Conversion Calculations in AdRoll

Click on the gear in the upper right hand corner and click *Attribution Settings > Advanced*.

A screenshot of a help center page titled "How do we calculate your retargeting performance numbers?". It explains that a conversion occurs when someone completes a desired action, such as a purchase or form fill, within a specified time frame after seeing or clicking on an AdRoll ad. It then provides the formula for Total Conversions: Total Conversions = View through conversions (VTC) + Click through conversions (CTC). Below this, it states that total conversions are used to calculate Cost per Acquisition (CPA), with the formula: Cost per Acquisition = Total Spend / Total Conversions. At the bottom, it asks "Still have questions?" and provides a link to "Learn more in our help center".



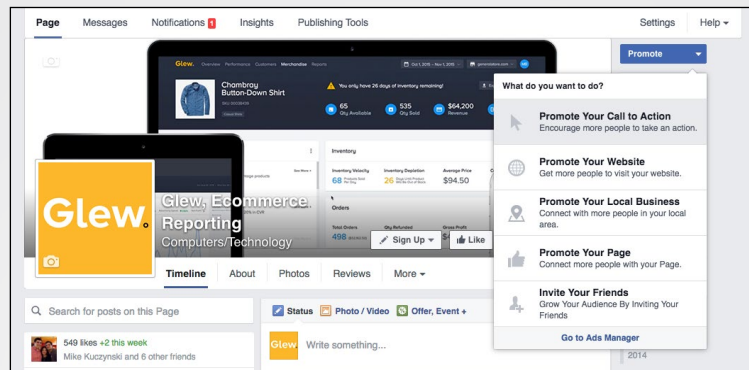
Tracking Facebook Return on Ad Spend

Login to Facebook and go to your company's Facebook page. Note you need to be an Admin user in order to access the Ads Manager. Click the *Promote* button in the right hand corner > *Go to the Ads Manager*.

In the upper toolbar click *Tools* > *Pixels*.

What is a Pixel?

A pixel is a form of a data receipt that ensures all activity can be traced back to the original source.



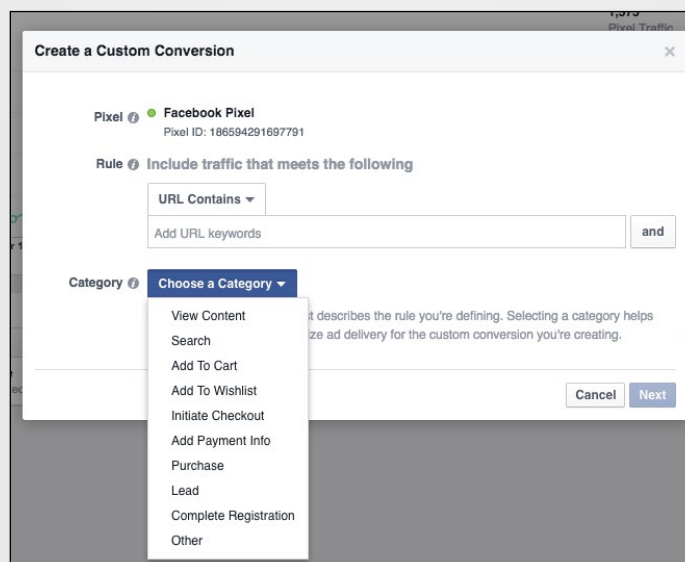
Tracking Purchases as Conversions

Facebook gives you maximum flexibility for customizing conversions. You can set rules for each conversion and have different criteria as for what counts as a conversion.

The most common type of a conversion is a purchase. Within your ecommerce store, your final 'Thank You' page should have a standard naming convention. This ensures that anyone who has reached a URL that includes '/thankyou/' will have successfully made a purchase.

Attributing Facebook with a Purchase Conversion

Under "Create a Custom Conversion" go to *Rule* > "Include traffic that meets the following" > *URL Contains* > "/thankyou/." Then set your *Category* to *Purchase*.



Manually Tagging Facebook Ads

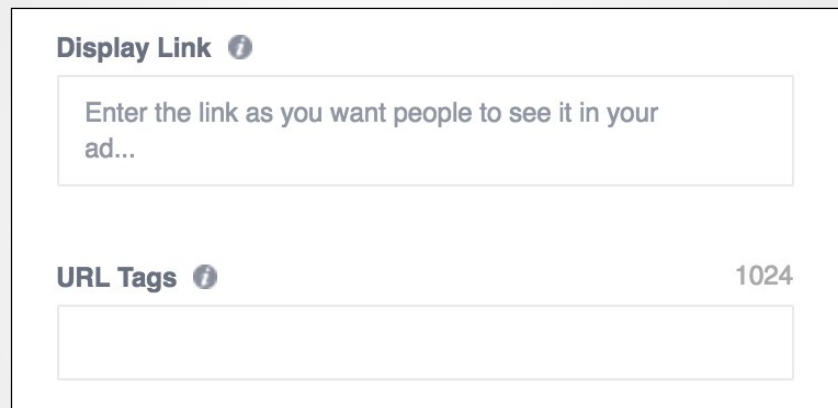
As a second layer of tracking, you should tag each of your ads with the correct UTM parameters. You will add in this layer of tracking once you have selected the Campaign Objective, Audience, Budget and Schedule, Format and Creative.

Adding UTM Parameters

Go to the tab *Ad > Text > Show Advanced Options*. Here you see options for the Display Link as well as the URL Tags. The Display Link is what will be shown in your ads. Typically this is just the homepage to your site. Input your company's tagging convention under "URL Tags."

Click [here](#) for a refresher on how to correctly tag a URL.

Remember that the more detail you add into your tagging, the more data you have to work with. The source should be set to Facebook and the medium will depend on your company's tagging etiquette. Some common examples for medium are: "paidadvertising," "remarketing," "ad."



The image shows a screenshot of the Facebook Ad tagging interface. It features two main sections: "Display Link" and "URL Tags".

- Display Link:** Labeled "Display Link" with an information icon. Below it is a text input field with the placeholder text "Enter the link as you want people to see it in your ad...".
- URL Tags:** Labeled "URL Tags" with an information icon. To the right of the label is the number "1024". Below it is a text input field.

Including Ad Content or Keyword Tagging

Facebook ads are a great place to implement some A/B testing. Try running an ad where everything is the same except for the text on the Call to Action button. In order to properly track the effectiveness of each, your *Ad Content* and *Keyword* parameters should be filled out in the link.

Examples of Ad Content and Keyword Tagging

"utm_term=SummerFun" "utm_content=BuyNow"

"utm_term=SummerFun" "utm_content= StartShopping"

When you are viewing this data in Google Analytics both ads will be grouped together until you get down the keyword level. This means you can maintain reporting on the overall effectiveness of the campaign, while still seeing what Call to Action resonated with your audience.

Click [here](#) to learn more about URL tags in Facebook.



Tracking Google Adwords Return on Ad Spend

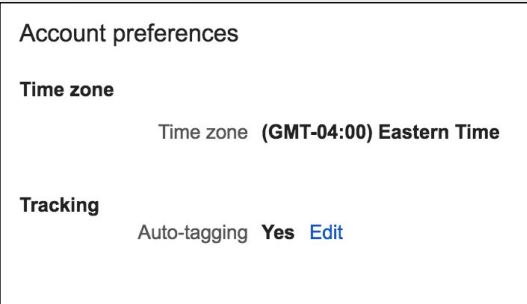
Since Google Adwords and Google Analytics are sister platforms, both speak to each other fluently and almost automatically. However this could lead to a major data-gap that we will cover ahead.

Linking Google Adwords and Google Analytics

When you first set up your Adwords account, link it to your Google Analytics account. To do this, go to the gear icon in the top right corner > *Linked Accounts* > *Google Analytics*.

Auto-Tagging

Here you will notice an option that says “*Auto-tagging is enabled.*” If this setting is disabled turn it on by going to *Preferences* > *Tracking* > *Auto-tagging*.



Auto-tagging means that your Adwords account is sending all of the campaign, medium and source data to Google Analytics automatically. It also means that if you rely on this completely and do not input manual tags, none of this data will come through when reporting outside of Google Analytics.

As a best practice, you always want to have the ability to cross-check the ROAS of your Adwords *outside* of Google Analytics.

Still have questions? Learn more about Auto-tagging [here](#).

Manually Tagging Google Adwords

Use manual tagging in order to report outside of Google Analytics.

Go to Google Adwords > *Campaign* > *Ads* > click on an individual ad to edit.

You will set your medium, source, ad content and keywords under *Ad URL options (advanced.)* This double-layer of tagging ensures that you are reporting on an accurate representation of attribution.

Click [here](#) for a refresher on how to correctly tag a URL.

