

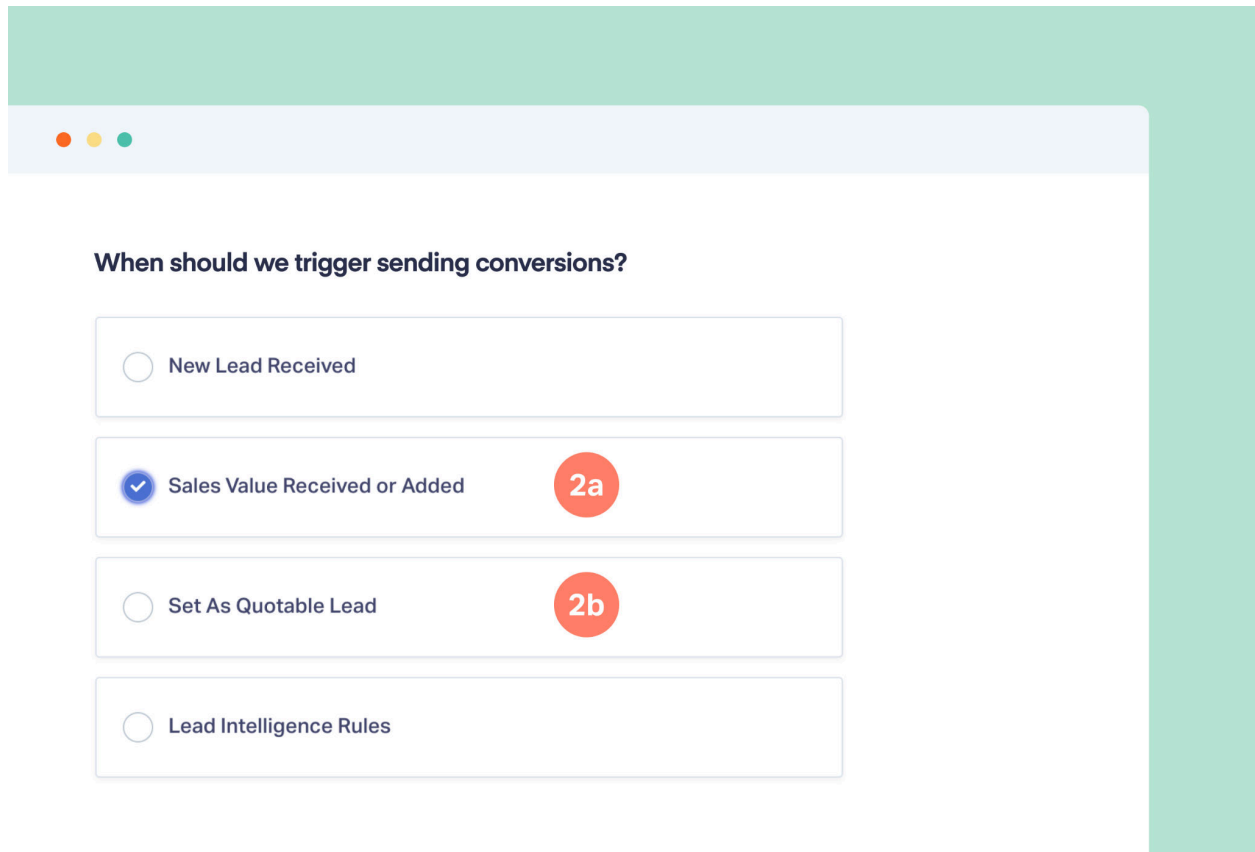
## HOW-TO GUIDE

# Attract Better Leads

1

## Send Only High-Value Conversions to Google

Selective conversion tracking helps Google's **AI optimize your campaigns** to target the **most valuable leads**.



When should we trigger sending conversions?

- ☐ New Lead Received
- ☒ Sales Value Received or Added **2a**
- ☐ Set As Quotable Lead **2b**
- ☐ Lead Intelligence Rules

1. Click **Tracking** → **Integrations** → **View Details** on the Google Ads integration, then **Edit Connection**

**2.** Choose to send only:

**a. Leads with Sales Values** (sales value will also be sent)

**b. Quotable leads**

Now Google's algorithm only counts high-value leads (not spam or other low-value leads) as conversions.