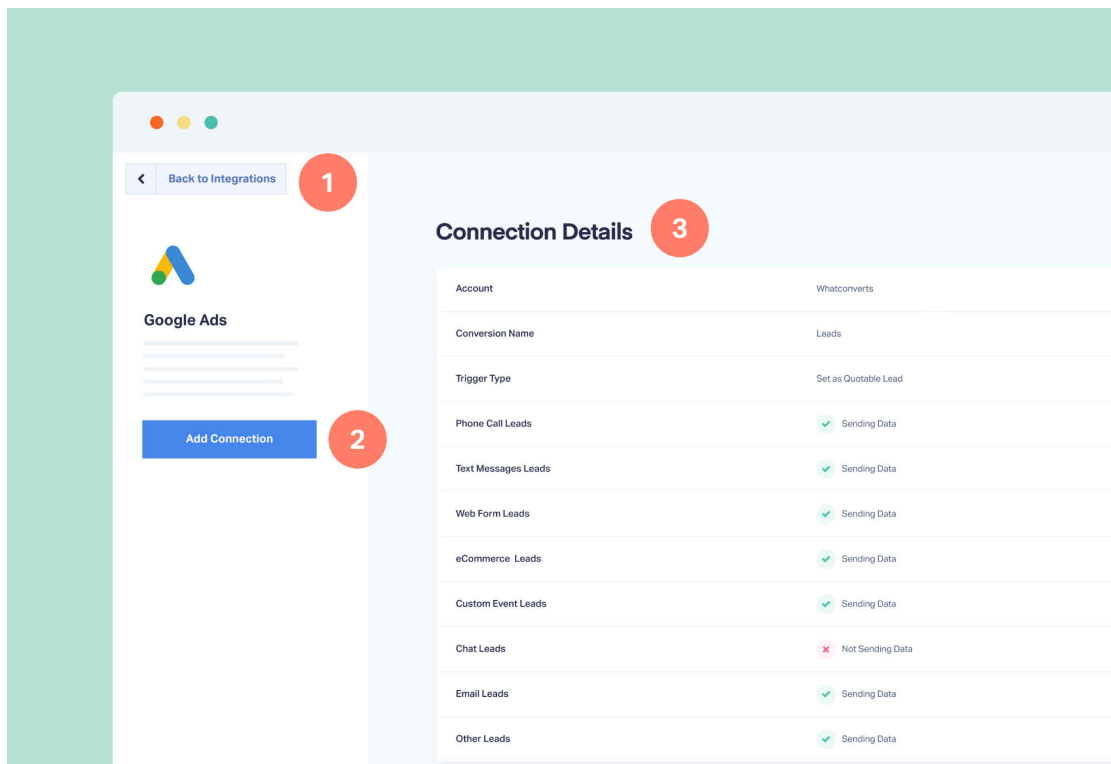


HOW-TO GUIDE

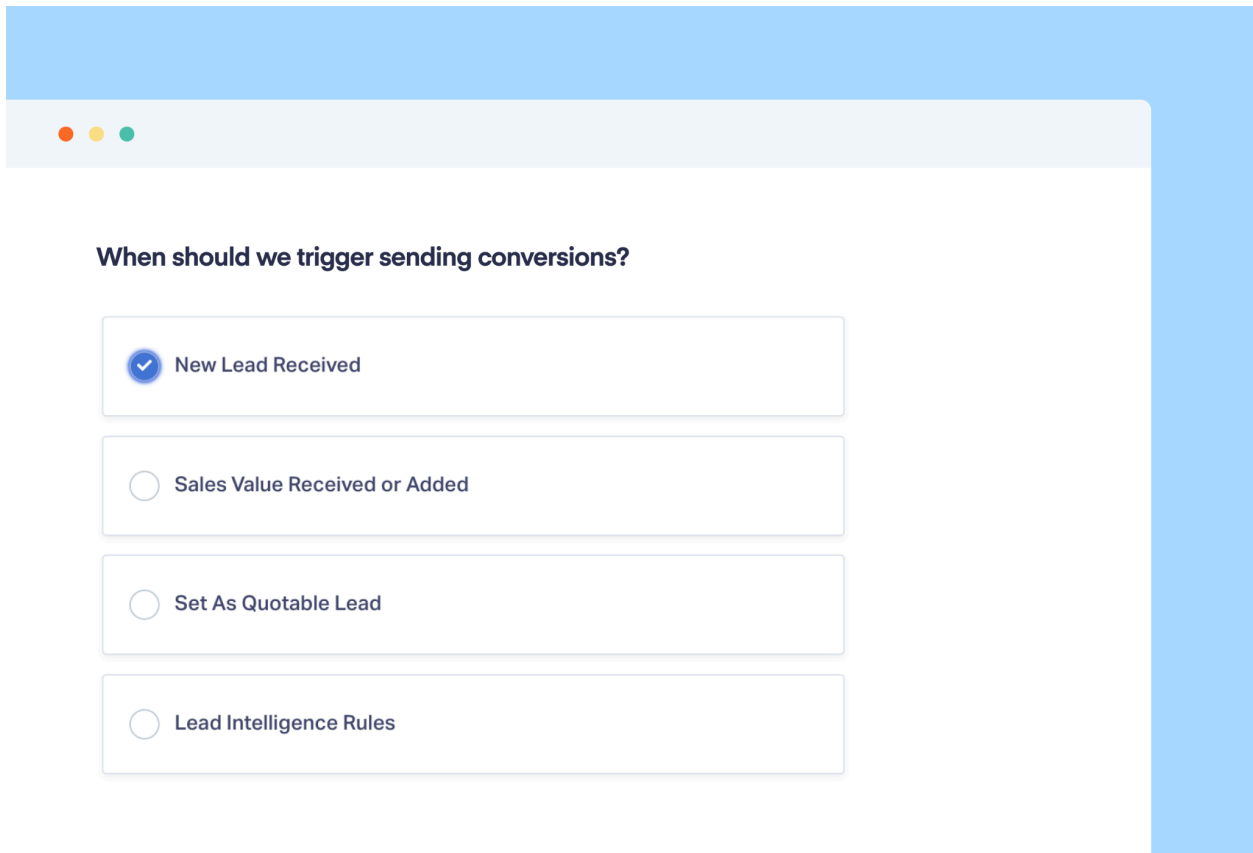
Connect to Google

1 Set Up Google Integration

Connecting WhatConverts to Google Ads allows you to send **rich lead data** back to Google for **improved campaign optimization**.



1. Click **Tracking** → **Integrations** → **Connect** on the Google Ads integration
2. Click **Add Connection**
3. Follow the **setup wizard** to connect your Google Ads account



When should we trigger sending conversions?

- ☒ New Lead Received
- ☐ Sales Value Received or Added
- ☐ Set As Quotable Lead
- ☐ Lead Intelligence Rules

Note: You can set different triggers for sending conversions back to Google – we recommend keeping this set to **“New Lead Received”** until Step 5.