CONNECT DIRECTLY WITH GOOGLE ADS
USING CALLTRACKINGMETRICS

INTRODUCING THE MOST POWERFUL GOOGLE ADS INTEGRATION WITH BI-DIRECTIONAL DATA COMMUNICATION

Send data from your calls, forms, and chat conversations directly into Google Ads as conversions.

✓ *Unlike most other Google Ads integrations on the market, we do more than just map attribution. We send your conversation data directly into Google Ads as conversions.*

✓ *Control and automate exactly what should be considered a conversion, whether it's an inbound call in which certain words were spoken, or a two minute website session.*

✓ *Use our tools to create highly specific rules around your Google Ads goals. While Analytics allows up to 20 goals, our platform enables you to set up an unlimited number of goals.*

✓ *Ensure your pages are optimized for call tracking using our diagnostic tools, which automatically detect any setup errors and give a bird's eye view into page performance.*

CONTROL YOUR DATA

Our direct, bi-directional integration empowers you with an incredible level of control over conversion data. It's also one of the only in the market that can send click-to-call conversions directly to Ads. So, teams handling paid media can view and manage all of their their spend and conversions (including click-to-call conversions) all within Google Ads.

GET SPECIFIC

Once you connect this integration at the agency level, you can map all sub-accounts to their respective Ads accounts with click of a button. Our platform will automatically match and generate data for each of your sub accounts. Then, you can set up reporting to track and optimize performance at both the agency and client level.