

Make sure to copy the “send\_to” value and replace the “fa\_send\_to” value with your value (see yellow highlighted area in code below).

#### Event snippet

The event snippet works with the global site tag to track actions that should be counted as conversions. Choose whether to track conversions on a page load or click. [?](#)

- Page load**  
Add the snippet to the page that a customer reaches after completing a conversion
- Click**  
Add the snippet to the page that has a button or a link that you'd like to track for clicks

Copy the snippet below and paste it in between the <head></head> tags of the page(s) that you'd like to track, right after the global site tag.

```
<!-- Event snippet for Feed For Google Shopping app Purchase (shopify) conversion page -->
<script>
  gtag('event', 'conversion', {
    'send_to': 'AW-11191479942/35JfCN7g6qcYEIbdwdgp',
    'value': 1.0,
    'currency': 'USD',
    'transaction_id': ''
  });
</script>
```

[DOWNLOAD SNIPPET](#)

**Shoutout to the guys at FEEDARMY for their structured enhanced conversion code:**

```
<!-- START Global site tag (gtag.js)- Google Ads Purchase -->
{% assign fa_send_to = AW-11191479942/35JfCN7g6qcYEIbdwdgp' %}
{% assign fa_include_tax_and_shipping = 'no' %}

{% comment %}DO NOT EDIT BELOW{% endcomment %}

{% if fa_google_coding %}{% assign fa_google_coding = true %}{%- else -%}{% assign
fa_google_coding = false %}{%- endif -%}

{% if fa_include_tax_and_shipping == 'yes' %}

{% assign fa_checkout_price = checkout.total_price | divided_by: 100.0 %}

{%- else -%}

{% assign fa_checkout_price = checkout.subtotal_price | divided_by: 100.0 %}

{%- endif -%}

{% assign fa_google_ids = fa_send_to | split: "/" %}

{% if fa_google_coding == false %}
```



```
<script async
src="https://www.googletagmanager.com/gtag/js?id={{fa_google_ids[0]}}"></script>
{% - endif -%}
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', '{{fa_google_ids[0]}}', {'allow_enhanced_conversions':true});
</script>
{% if first_time_accessed %}
<script>
  gtag('event', 'conversion', {
    'send_to': '{{ fa_send_to }}',
    'value': {{ fa_checkout_price }},
    'currency': '{{ currency }}',
    'transaction_id': '{{ order_number }}'
  });
  var enhanced_conversion_data = {
    "email": "{{ customer.email }}",
    "phone_number": "{{billing_address.phone}}",
    "first_name": "{{ billing_address.first_name }}",
    "last_name": "{{billing_address.last_name}}",
    "home_address": {
      "street": "{{billing_address.street}}",
      "city": "{{billing_address.city}}",
      "region": "{{billing_address.province}}",
      "postal_code": "{{billing_address.zip}}",
      "country": "{{billing_address.country}}"
    }
  };
</script>
```

```
{% endif %}
```

```
<!-- END Global site tag (gtag.js)- Google Ads Purchase -->
```

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## SETUP ENHANCED CONVERSIONS

- Check “turn on enhanced conversions”
- Go with default Tag Type (Global Site Tag)
- Make sure you’re using “Enter Javascript or CSS Selectors”

Then enter the following values:


- Email  
enhanced\_conversion\_data.email
- Phone  
enhanced\_conversion\_data.phone\_number
- First name  
enhanced\_conversion\_data.first\_name
- Last name  
enhanced\_conversion\_data.last\_name
- Street address  
enhanced\_conversion\_data.home\_address.street
- City  
enhanced\_conversion\_data.home\_address.city
- State  
enhanced\_conversion\_data.home\_address.region
- Country  
enhanced\_conversion\_data.home\_address.country
- Postal code  
enhanced\_conversion\_data.home\_address.postal\_code



See example below


Global site tag 

Confirm how you want to set up enhanced conversions.


Enter Javascript or CSS selectors 

Select the customer information that you want to send with enhanced conversions.


Email


JavaScript  Email  
enhanced\_conversion\_data


Phone


JavaScript  Phone  
enhanced\_conversion\_data


Name and address


JavaScript  First name  
enhanced\_conversion\_data


JavaScript  Surname  
enhanced\_conversion\_data

JavaScript  Street address  
enhanced\_conversion\_data

JavaScript  Town/City  
enhanced\_conversion\_data

JavaScript  State  
enhanced\_conversion\_data

JavaScript  Country  
enhanced\_conversion\_data

JavaScript  Postcode  
enhanced\_conversion\_data