Google Ads Offline Conversion Tracking with Zapier

What is Offline Conversion Tracking?

Offline conversion tracking allows you to measure which ads resulted in offline sales or other valuable customer actions by importing your offline data into Google Ads. This will help you better understand the ROI of your ads and allows you to optimize for the outcomes that matter most to your business.

Why use Google Ads offline conversion tracking?

58% of businesses say that improving lead quality is a **critical aspect** of their lead generation strategy.[1] But when you only track and optimize for online metrics such as lead submissions, you're not just missing important information about the quality and value of the leads your ads are driving, you're also missing out on an opportunity to optimize your campaigns.

With **offline conversion tracking**, you can measure which ad clicks result in offline sales or other valuable customer actions by automatically importing your offline conversion data into Google Ads. This integration helps you better understand the ROI of your Google Ads and optimize for the outcomes that matter most to your business.

Offline conversion tracking can be a great solution for businesses that **track online lead or form submissions** where the final sale or deal happens offline (via phone, email, or in person). Industries that have seen success with offline conversion tracking include:

- Financial Services
- Education
- Insurance Services
- B2B

INVEST
in the campaigns and channels driving the best ROI.

BID
toward the most cost-efficient conversions using Smart Bidding.

CASE STUDY

50% increase in SQLs

3.5 hours/week saved on CRM uploads

"The Google-Zapier integration is such a time saver. We set up in minutes, and now my offline conversions get piped into Google Ads instantly." [2]

- Eric Simmons, Digital Marketing Specialist, Fattmerchant

How does offline conversion tracking work?

1 User clicks on an ad and **arrives on your site**

2 User **browses your site** and reads about your product/services

3 User **fills in a form on your site** and becomes a lead for your business

4 The lead information is passed to your **CRM, email marketing app, or database**
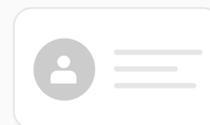
5 When a lead converts, Zapier **uploads the conversion information to Google Ads**

zapier

What is Zapier?

Zapier is a workflow automation tool that allows your customers to connect Google Ads to 1,500+ other apps. Check out the 1,500+ tools Google Ads now integrates with at **Zapier.com/apps/google-ads**

How can Zapier help you use offline conversion tracking?

Zapier automates the final step of the offline conversion tracking process by automatically uploading conversion information to Google Ads from your CRM. With Zapier, you don't need to manually export conversion information, reformat it, and upload it to Google Ads.

Simply connect Zapier to your CRM, tell Zapier what types of conversion events to look for—such as a lead being marked Closed Won—and which Google Ads account to send the conversion information to. Zapier takes care of the rest.

Set up regular upload through Zapier

YOUR CRM

With **over 125 CRMs supported,** Zapier connects Google Ads with the tools you already use including:

Salesforce	Streak
HubSpot	Copper
Pipedrive	Close
Agile CRM	amoCRM

For a full list of CRMs compatible with Zapier, please see **Zapier's website**.

What can the integration do?

You can get creative with your Zaps and take advantage of the following functionalities of the integration:

- **Automatically send Offline Conversions**

  By automating your offline conversion tracking with Zapier, you no longer need to manually format and upload your conversion data**.**

- **Simplify your Integration**

  Connect your CRM to Google Ads with a simple interface - no code required!

- **Map to multiple Conversion Actions**

  Save time and avoid errors by automatically connect other apps—like your CRM, email marketing app, or form app—to Zapier. Now every time you qualify a contact or close a sale, you can send an Offline Conversion with the appropriate conversion action.

	Create an Offline Conversion when a Salesforce object is updated	**TRY IT**
	Create offline conversions in Google Ads for updated Copper opportunity stages	**TRY IT**
	Update Pipedrive deals to create offline conversions in Google Ads	**TRY IT**
	Register offline conversions in Google Ads when contacts are updated in HubSpot	**TRY IT**

See all the possible integrations at **zapier.com/apps/google-ads/integrations**

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Setting up Offline Conversions with Zapier

Below are simplified instructions on how to use the Google Ads Offline Conversion action in Zapier. For a full video walkthrough please visit: **zpr.io/tAnLF**

Step 1 - Select Where You Track Conversions

In this setup document, we're using Salesforce as the trigger app but you will be able to use this same workflow for most other supported CRMs.

Select Salesforce and use "Update Field on Record" as the trigger event.

The "Salesforce Object" box is asking you to select the object type in Salesforce you are using to track your leads and conversions. Objects in Salesforce could be things such as Lead, Contact, Opportunity...etc.

"Field" should be set to the field on the selected object where the conversion status is updated.

Use the last box to type the name of the lead or opportunity stage that indicates the conversion exactly as it appears in your CRM.

To confirm the integration is working press "Test & Review." If everything is working, you'll be shown the most recent records in your CRM for that field.

Step 2 - Create a Filter

Next, we'll ensure the Zap only exports conversions that came from Google Ads. To do this, search for and select the "Filter by Zapier" app.

This filter will check that the record has a GCLID. In the first dropdown box, search for and select the field where you store the GCLID in your CRM. In the middle box select the "Exists" option.

When you press "Continue", Zapier might tell you that the Zap would not continue. This is ok! This is likely because the most recent record in your CRM did not contain a GCLID. Press Continue and move on to step 3.

Step 3 - Add a Delay (Recommended)

Recommended: If the conversion event you are tracking can occur within 24 hours of the time the ad was clicked, then please complete this step.

Search for and select "Delay by Zapier"

Select "Delay For" in the second drop-down box.

In the first box, type "24". In the second box, click the dropdown and select "Hours" to define the unit of time. When you're done press continue.

On the next screen, press "Test & Continue" to move to step 4.

Step 4 - Setup the Offline Conversion

In the "Use Google Ads as…" dropdown select the Google Ads Account you wish to import conversion events into.

In the "Google Click ID (GCLID)" field you will insert the field from within your CRM (step 1) that contains the Google Click ID (GCLID).

In the "Conversion Action" select the action for your conversion. Note - only "Import From Clicks" conversion actions will be available.

The "Timestamp" field tells Google when the conversion event happened. Many CRMs have a field such as "Last Modified Date" which you can use.

Note: In the event that the app you're using as a trigger doesn't contain such a field you can type: {{zap_meta_human_now}} into the field. This will automatically insert the time your Zap runs.

Optional: If you would like to report a conversion value and currency for each offline conversion you can either map to one of the fields in your targeted object or manually type in a value and currency.

Press Continue to move on to step 5.

Step 5 - Test the Zap

You are done setting up the Zap. Press "Test & Continue" to ensure everything is working properly.

When the test completes, you will see one of two things:

Success when your sample data had a GCLID:
A green banner and a notification that a test event was sent. Move to step 6

Success when your sample data did not have a GCLID (Screenshot shown):
A red banner saying, the GCLID is missing. This is because the sample record didn't contain a GCLID. However, we would still consider this a success since we shouldn't upload conversions without a GCLID. Select the "Skip Test" button in the top right.

Step 6 - Turn on the Zap!

Zapier will not start importing your conversions until you turn your Zap on. This is a very important step. Without turning the Zap on nothing will happen!

You're done! You've set up a Zap that connects your CRM to Google Ads Offline Conversion Tracking. Congratulations!

You can name your Zap by clicking "Name your zap" in the top left.

To verify your Zap is running properly, please check your **Task History**. If your conversions did not go through, you will get an error message with the reason why. Please edit your Zap and turn on once you fix the issue.

See all the possible integrations at **zapier.com/apps/google-ads/integrations**

Need help? Get in touch with Zapier's support **https://zapier.com/app/contact-us**