



# How to Connect Salesforce and Google Ads for Offline Conversion

If you track your Leads and Opportunities in Salesforce's Sales Cloud®, you can connect your Google Ads account to import your offline conversions from Salesforce into Google Ads. This will help you better measure how your online Google Ad spend is generating offline revenue, as your Salesforce Opportunities from advertising close.

If you are using the CloudAmp Campaign Tracker to attribute advertising campaigns to your leads, you are already capturing the key that connects the two systems - the Google Click ID, or Gclid. So the setup is much quicker and easier than it would be otherwise.

In this guide, we'll show you how to set Salesforce to import conversions into Google Ads.

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## Salesforce Configuration Steps

### 1. Add GCLID field to Salesforce Opportunity



Setup

Home

Object Manager ▼



SETUP

## Object Manager

147+ Items, Sorted by Label

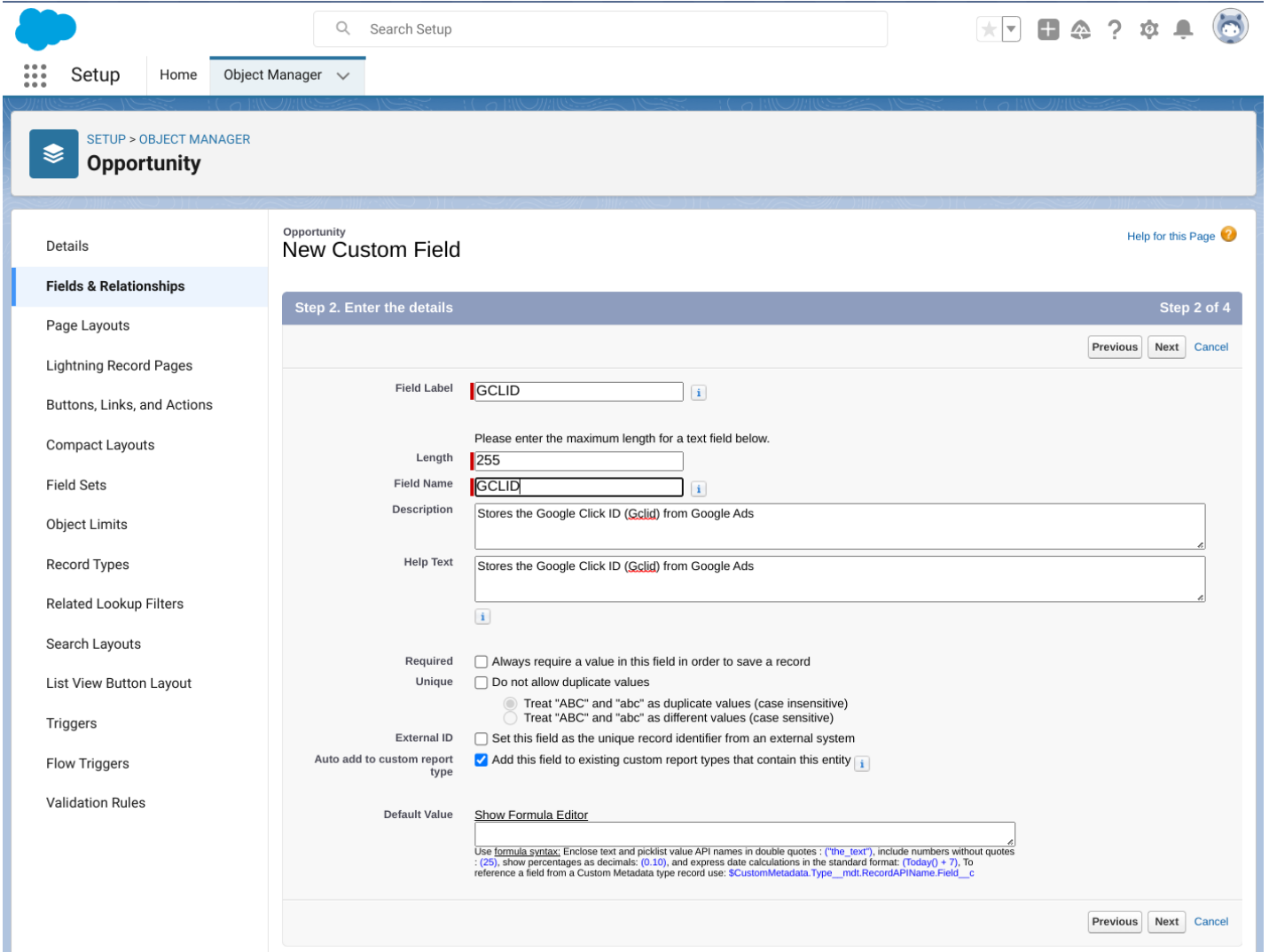
Opportunity

Opportunity Contact Role

Opportunity Product

Order

1. Click on the **Gear** Icon and select **Setup**
2. Go to **Object Manager** and select **Opportunity**
3. Click **Fields & Relationships** on the left side
4. Click **New** and then select **Text** to create a custom field with the Field Name "GCLID" (in all capital letters, without the quotes).
  - a. The "Field Label" can be anything you want.
  - b. Set the field length to 255 characters.
  - c. Make this field read-only so your users don't accidentally alter it.
5. While not required for the Google integration, you may wish to add a "Campaign Keyword" field for improved Campaign Tracker reporting as well.



## 2. Check the Opportunity History Tracking

6. Click **Set History Tracking** button top right
7. Enable field history tracking for the "Stage" field.



Referred by	<input type="checkbox"/>
Sales Qual Doc	<input type="checkbox"/>
Send After Close Email	<input type="checkbox"/>
Shipping and Handling Tax	<input type="checkbox"/>
Stage	<input checked="" type="checkbox"/>
Tax Date	<input type="checkbox"/>
Term	<input type="checkbox"/>
Type	<input type="checkbox"/>

### 3. Map Campaign Tracker Lead Fields to the New Opp Fields

8. Go to **Object Manager** and select **Lead**
9. Click **Fields & Relationships** on the left side
10. Click **Map Lead Fields** button top right
11. Click **Opportunity** in the center to the right of Account and Contact columns
12. Scroll down to **First Gclid** and **First Keyword**. Select the two fields you just created in the right hand column
13. Click **Save** at the bottom of the page

Setup Home Object Manager



SEARCH Setup

SETUP > OBJECT MANAGER

### Lead

Details

- Fields & Relationships
- Page Layouts
- Lightning Record Pages
- Buttons, Links, and Actions
- Compact Layouts
- Field Sets
- Object Limits
- Record Types
- Related Lookup Filters
- Search Layouts
- List View Button Layout
- Triggers
- Flow Triggers
- Validation Rules

ACCOUNT	CONTACT	OPPORTUNITY
 Lead Fields		 Opportunity Fields
Accounting System Used		None
Billing Email		Billing Email
Campaign Cookie		None
Chargent Anywhere Installed		None
Chargent Install/Upgrade Notes		None
Chargent Install/Upgrade Performed By		None
Comments		Form Comments
Company Soundex		None
Correlation Data		None
CorrelationID		None
Data		None
De-Duplication Information		None
Dedupe Process Error Message		None
Duplicate		None
Email Sent Or No Auto Email		None
FinancialForce Apps Used		None
First Glcid		GCLID
First Keyword		Campaign Keyword

## Link Salesforce and Google Ads accounts

1. Sign in to your [Google Ads account](#).
2. Click the Admin gear icon
3. Click Linked accounts.
4. If you're linking Google Ads to a Salesforce account for the first time, find "Salesforce," click Details and then click Link Salesforce.



Search



Appearance



Refresh



Help



Notifications



Create



Campaigns



Goals



Tools



Billing



Admin

Account settings

Preferences

Notifications

Access and security

Linked accounts

Linked accounts &gt;

Salesforce 

## No linked accounts yet

You can import customer lists and offline conversions from Salesforce or export leads created from extension form to Salesforce via Zapier.

[Link Salesforce](#)

5. Choose **Salesforce Direct Linking**
6. Click **Log in** after entering your credentials when the Salesforce login page pops up.
7. Click **Allow** when asked to allow the Google Ads Conversion Import app to access parts of your Salesforce account.
8. When the account shows in the table, point your cursor over the “Not configured” in the “Status” column, and click **Configure**
9. Associate conversion actions with your Salesforce milestones
  - For more information, see [Import conversions from Salesforce](#).
  - With the setup above, you will be able to associate Opportunity stages with conversion actions, but not Lead Status. (This setup uses a GCLID field on the Opportunity, pulling from a CloudAmp Gclid field on the Lead to make setup easier).



	Opportunity: Needs Analysis	Select a conversion
✓	Opportunity: Negotiation/Review	Opportunity Qualified
✓	Opportunity: Order Form Sent	Opportunity Qualified
✓	Opportunity: Order Form Signed	Opportunity Qualified
✓	Opportunity: Proposal/Price Quote	Opportunity Qualified
	Opportunity: Qualification	Select a conversion
	Opportunity: Trial Install	Select a conversion

Import schedule Not scheduled

[Back](#) [Import now](#)

10. You should see the status of “Linked” when returning to the Salesforce Linked accounts page.

- If the connection between Salesforce and Google Ads is not working correctly, you will see “Disabled.” Point your cursor over the status to see more information on the problem.

## Understanding Conversion Data


Once you have connected Salesforce and Google Ads, you can review the history of successful imports from Salesforce to Google, and view the conversion data.



1. Log into your [Google Ads account](#), and click the Goals icon .
2. Click **Conversions**.
3. Click [Summary](#).
4. You can hover over the titles at the top of each column to see a definition of that conversion action.

You may see other Conversion Goals you have previously set up, such as Google Analytics goals if it is connected to Google Ads, or other systems. The Salesforce conversions will be shown under the **Conversion Source = Website (Salesforce.com)**



 <b>Qualified lead</b> <u>Account-default goal</u> <u>50 of 50 campaigns</u>		
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source
<input type="checkbox"/> Opportunity Qualified	<u>Primary</u>	Website (Salesforce.com)

There are a number of columns in the Conversions view that will show Cost Per Conversion, Conversion Rate, and more data.

Under the **Attribution** menu item, you can drill down to individual Salesforce conversions, to see the source Campaign and even keywords.

## Additional Information

### What is a Gclid?

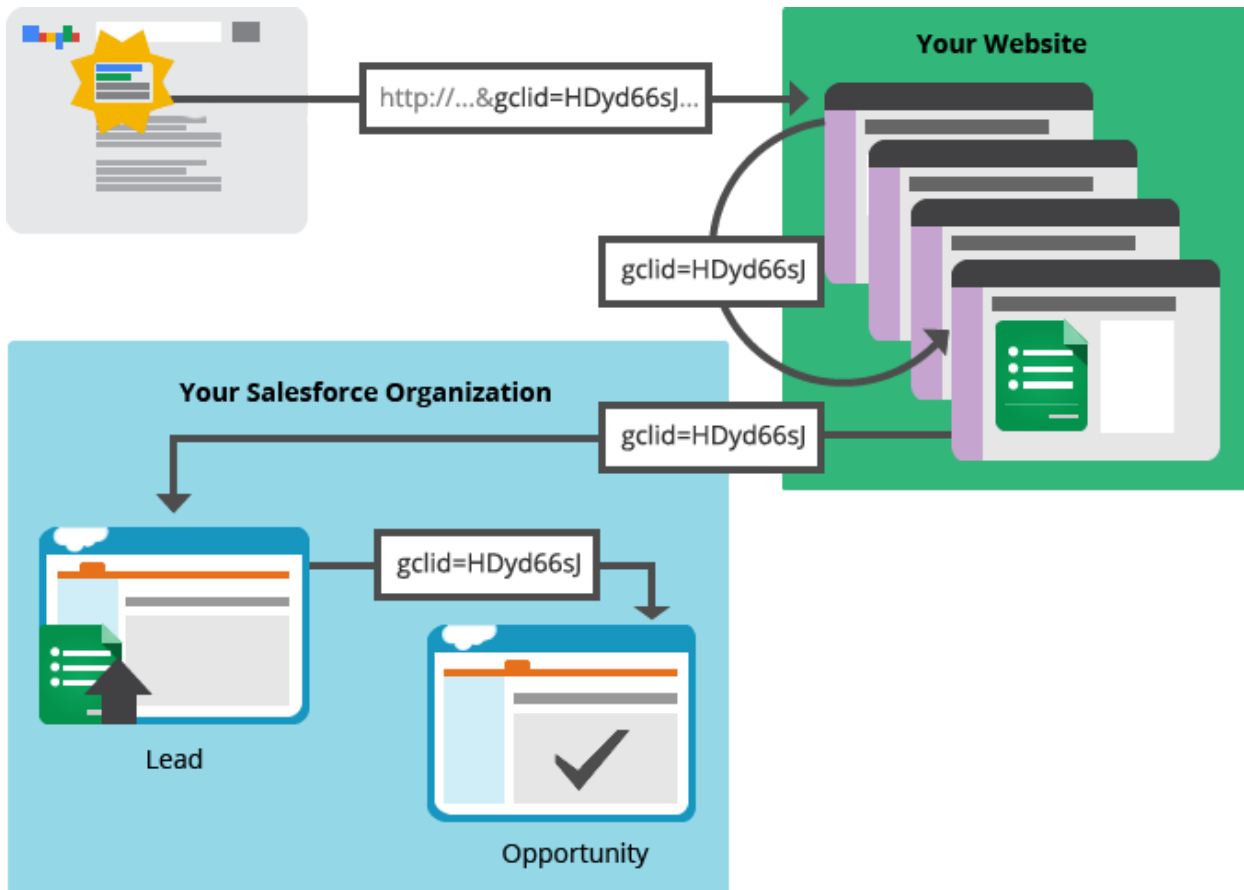
When someone clicks on a link in one of your Google Ads, your web site will capture the Gclid, or “Google Click ID”, using the CloudAmp Campaign Tracker. The Gclid is a unique, long string of letters and numbers that identifies the particular ad a visitor clicked on in Google’s system.

When that visitor submits a form on your web site, and creates a Lead in Salesforce, the Campaign Tracker automatically adds that Gclid to the lead record.

When a Lead is converted, and creates an Account, Contact and Opportunity, the Gclid follows along to the Contact, as well as to the Opportunity (if you have completed the setup above).

Google Ads will then periodically check Salesforce, to see if any of the Opportunities with Stages (as you configured during the setup) are associated with the unique Gclid IDs. If so, it will count those stages as conversions attributed to that particular Google Ad.





## Related Google Links

[About Google Ads Conversion Import for Salesforce](#)

[Link Salesforce and Google Ads accounts](#)

[Import conversions from Salesforce](#)

[Understand your conversion tracking data](#)