

View-Through Conversion Reporting on the Google Display Network.

What is a conversion?

A conversion is when a customer who clicked your ad completes an action on your website.

Conversions can happen in two ways:

- Click-through conversion (CTC)
Those who saw the display ad, clicked and converted.

OR

- View-through conversion (VTC)
Those who saw a display ad and did not click, but later visited the advertiser's site and converted (for example, did a search and visited the site).

Why View-Through Conversion Reporting?

Display ads can influence purchase considerations.

With VTC Reporting you can measure the number of conversions that occurred within 30 days of your ad being seen.



How can View-Through Conversion Tracking help my business?

- It allows you to see the true ROI of your display campaigns.
- It gives insight into the total value of your display ad campaigns.
- It has a more relevant metric, allowing you to compare Google Display Network performance against other networks.
- It helps you optimise your targeting based on post-impression and post-click actions.

How can display ads drive performance?

- **Driving search**
After seeing display ads, almost equal amounts of users will search, as well as click on ads (20% vs. 31%)*.
- **Website traffic**
On average there is a 2.7 times* uplift in unique users visiting an advertiser's website.



Conclusion.

View-Through Conversion Reporting

- Measures the overall impact of your display ad campaign.
- Provides a view of true campaign ROI.
- Determines your best-performing ads on the Google Display Network.
- Helps you to determine goals and strategies.

Thank you.

If you have any queries or would like help setting up View-Through Conversion Tracking please contact:

www.mrkt360.com

