



How to Connect Salesforce and Google Ads

April 2024 expanded update

If you track Leads and Opportunities in Salesforce's Sales Cloud, you can link your Google Ads account to import your conversions from Salesforce into Google Ads. This will help you better measure how your online Google Ad spend is generating offline conversions and revenue, as well as allow Google to optimize your advertising using Salesforce Opportunity data if you choose.

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. In that case the setup is much quicker and easier than it would be otherwise, and you can skip to section 3, [Salesforce Configuration Steps](#). Otherwise, read on.

(Note: even if you are not using CloudAmp, these steps will help you connect Salesforce and Google Ads. Whether you use different Salesforce lead attribution software, or plan to have your web developer capture the Gclid with custom website form code, the basic steps are the same.)

In this guide, we'll show you how to set Salesforce to import conversions into Google Ads. Topics include everything from tagging on the Google side, to your Salesforce setup, all the way to using the conversion data in Google.

[Enable Auto-tagging in Google Ads](#)

[What is a Gclid?](#)

[How to Turn On Auto-tagging in Google Ads](#)

[Auto-Tagging Considerations](#)

[Manual Tags and Auto-Tagging](#)

[Capturing the Gclid In Salesforce](#)

[Salesforce Configuration Steps](#)

[1. Add GCLID field to Salesforce Opportunity](#)

[2. Check the Opportunity History Tracking](#)

[3. Map Campaign Tracker Lead Fields to the New Opp Fields](#)

[Link Salesforce and Google Ads accounts](#)

[Connect Salesforce Opportunities to Google Ads](#)

[Connect Salesforce Leads to Google Ads](#)

[Understanding Conversion Data](#)

[Using Salesforce Conversion Data in Google](#)

[External Resources](#)



Enable Auto-tagging in Google Ads

Your first step in connecting Salesforce and Google ads is to make sure Google is adding the Gclid parameter to your ad URLs, a process known as “auto-tagging”. This setting may already be enabled, since it is required for connecting Google Ads to Google Analytics, as well as for Google Ads website conversion tracking. But it’s best to make sure, as without the Gclid parameters, the rest of this configuration won’t work.

What is a Gclid?

When someone clicks on a link in one of your Google Ads, your website will see the Gclid, or “Google Click ID” value in the incoming URL. 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 CloudAmp Campaign Tracker automatically adds that Gclid to the lead record. If you use a different technology to capture UTM and other url parameters, you may be able to get the Gclid a similar way.

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 (once you have completed the setup below).

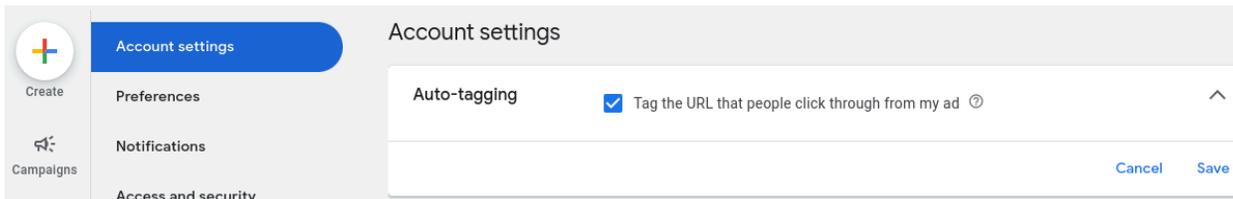
Google Ads will then periodically check Salesforce, to see if any of the Opportunities with Stages (as you configure during the setup) are associated with the unique Gclid IDs. If so, it will count those stages as conversions attributed to that particular Google Ad click.

How to Turn On Auto-tagging in Google Ads

Enabling auto-tagging in Google Ads is easy. Once you are logged in to your Google Ads account, simply do the following:



1. Click **Admin** from the left side menu
2. Click the **Account Settings** tab
3. Click the **Auto-tagging** section
4. Select “Tag the URL that people click through from my ad.”
5. Click **Save**



Auto-Tagging Considerations

Auto-tagging is simple to enable, but there are a few situations where it may cause issues. If you have special redirects on your web site, be sure they can handle long parameters, as the gclid value can be up to 100 characters long.

In addition, some websites are not compatible with auto-tagging because they do not allow arbitrary parameters in URLs. Occasionally web servers rewrite the case of incoming URLs to all lower case letters as well, which won't cause errors but can throw off the tracking data, since gclid values can contain both uppercase and lowercase letters. Both of these situations are pretty rare, but if you have any issues during testing, you might check with your web developer.

Manual Tags and Auto-Tagging

In the past it was not recommended to enable auto-tagging if you also had manual tags (like utm parameters) in your Google Ad urls. This was because in certain cases it could result in duplicate or conflicting tracking data, but that issue has been largely resolved.

Many customers today use both auto-tagging and manual UTM tags, since manual UTM parameters are required for systems like CloudAmp to capture data into Salesforce, as well as providing a tracking data source independent of the Google ecosystem.

Note: If you are using both manual tags and gclids via auto-tagging, on the Google Analytics side there is a setting to "**Allow manual tagging (UTM values) to override auto-tagging (GCLID values).**" That way your manual UTM tags can override but be supplemented the values from the gclid at the same time.

If you are using Google Analytics for conversion tracking, you may wish to have that setting disabled. That way, Google Analytics will pull its internal values from the Gclid, rather than using the manual UTM tags. The manual tags will still be available for reporting in Salesforce via CloudAmp or other systems, but there won't be any potential for conflict (such as the default medium of cpc being overridden to a value from your manual utm_medium tag). For more details, check out Google's documentation, since Google Analytics is a whole different topic, outside the scope of this guide to connecting Google Ads



and Salesforce!

Capturing the Gclid In Salesforce

If you have developed custom code to populate UTM parameters and other source data in your Salesforce web-to-lead forms, then you should ask your web developer to begin capturing the GCLID value as well. Google provides some sample javascript code in its documentation for how to [“Edit your website to collect and save the click ID.”](#)

For most marketers, your marketing attribution software should be able to automatically capture the GCLID. Since CloudAmp publishes the Campaign Tracker software for Salesforce, which automatically captures the GCLID (as well as other advertising IDs, like Microsoft’s MSCLKID), we are going to provide instructions based on our own app.

First install the CloudAmp Campaign Tracker in Salesforce, and add the tracking script to your website footer. Setup can normally be done in minutes, depending on your ability to update your website. For a quick overview of the process, see our [Quick Start Guide](#).

Once the Campaign Tracker is up and running, you can test to make sure the GCLID parameter is successfully showing up in Salesforce. No need to click on one of your ads, you can use our [spreadsheet template download](#) to generate test URLs, and then add a test GCLID parameter at the end of any URL in this format:

&gclid=9949435394i5322urwiehr

So a test URL format would be similar to:

https://www.YourSite.com?utm_campaign=YourCampaign&utm_medium=PPC&utm_source=GoogleAds&utm_id=Goog_02&utm_content=Optional&utm_term={keyword}&gclid=9949435394i5322urwiehr

Once you have submitted a test lead or two, check Salesforce. You should see the value from your URL in either the “First gclid” or “Last gclid” field on the new lead:



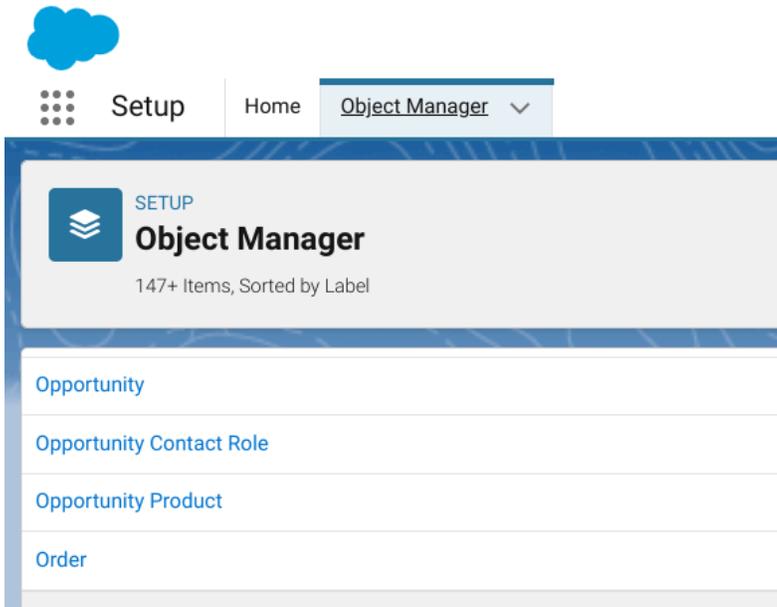
CloudAmp Campaign Tracker for Google Adwords and Advertising Tracking

Last Lead Source Type <i>i</i>	Campaign	
Last UTM Campaign <i>i</i>	CampaignOct23	
Last UTM Source <i>i</i>	Google	
Last UTM Medium <i>i</i>	PPC	
Last UTM Term <i>i</i>	Keyword3	
Last UTM Content <i>i</i>	Adgroup3	
Last Paid Search <i>i</i>	<input type="checkbox"/>	
Last gclid <i>i</i>	9949435394i5322urwiehr	
Last Search Engine <i>i</i>	Google	
Last Keyword <i>i</i>	Keyword3	
Last Referrer <i>i</i>		
Last UTM ID <i>i</i>	Goog_004	

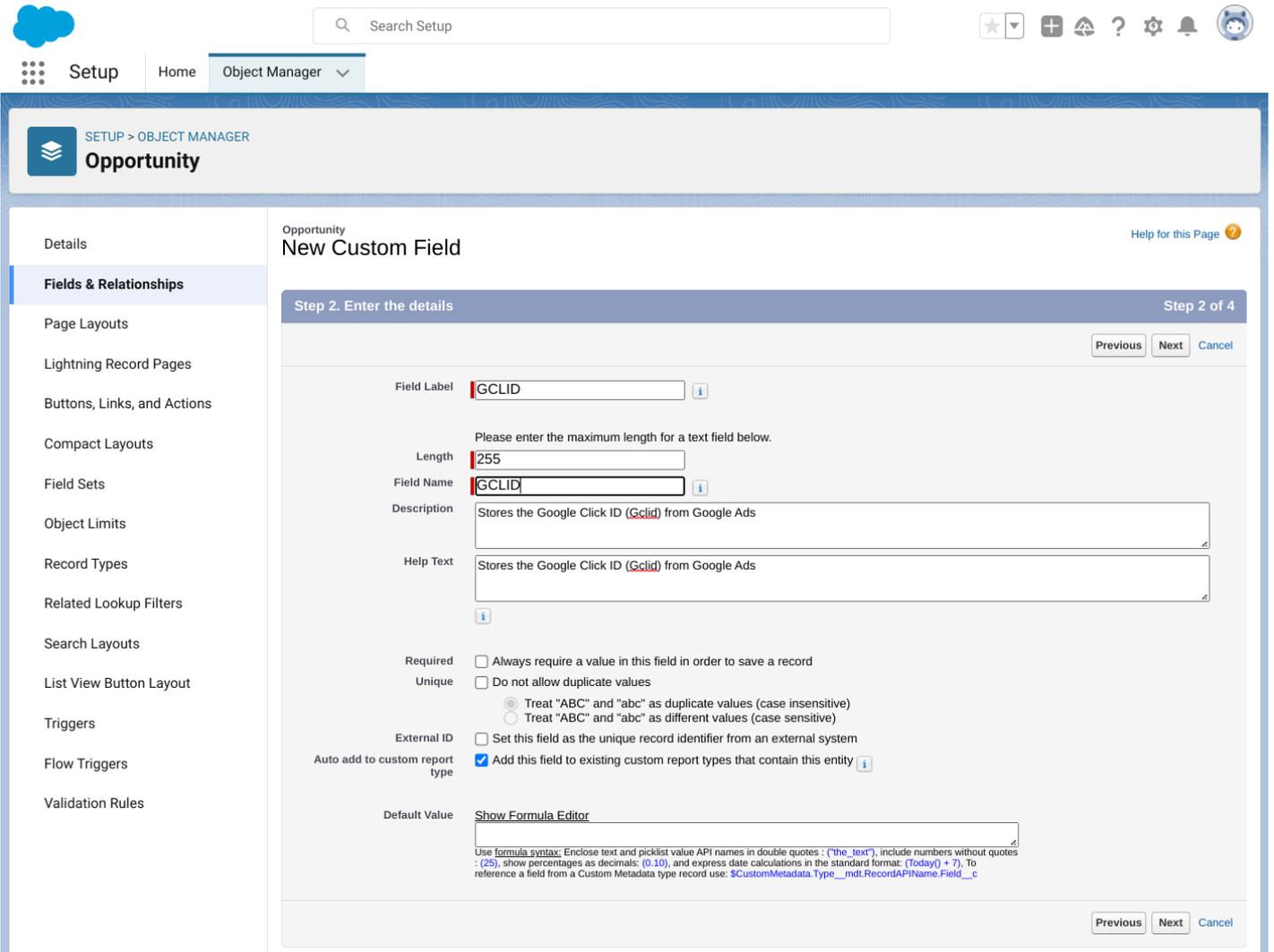
Salesforce Configuration Steps

Now that you are successfully capturing the GCLID in new Salesforce leads, it is time to add the field required by Google for linking to Salesforce. Using CloudAmp, we'll just map the CloudAmp GCLID field to the field that Google is looking for in its integration.

1. Add GCLID field to Salesforce Opportunity



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.



2. Check the Opportunity History Tracking

5. Click **Set History Tracking** button top right
6. 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

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

Setup | Home | Object Manager

Search Setup

SETUP > OBJECT MANAGER

Lead

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 Gclid	GCLID
First Keyword	Campaign Keyword

Link Salesforce and Google Ads accounts

Note: In early 2024, the "Linked Accounts" page under Admin was moved to "Data manager" under Tools. Google consolidated capabilities in their Ads Data Manager, which is a data import and management tool that lets you bring your customer data and activate it in Google Ads.

Connect Salesforce Opportunities to Google Ads

1. Sign in to your [Google Ads account](#).



2. Click **Tools** from the left side menu

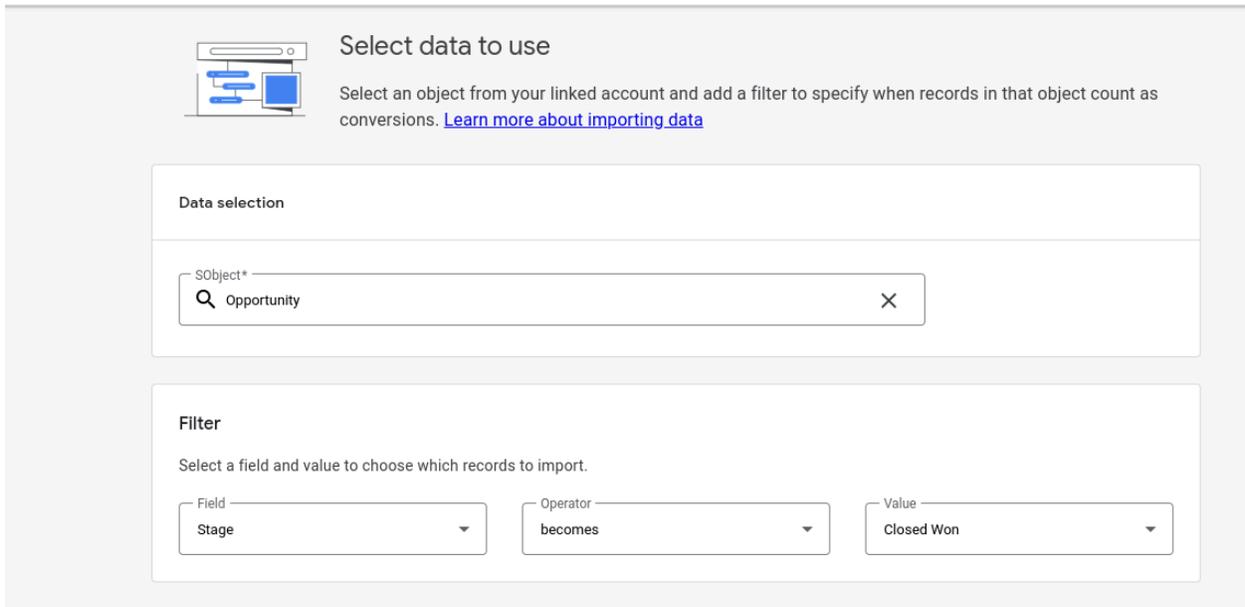
3. Click **Data Manager** on the left side.

4. Click the **+ Connect Product** blue button

5. Choose **Salesforce** as your data source

× Set up new data integration

1 Select data — 2 Map fields — 3 Review

 A screenshot of the 'Select data to use' interface. It features a title 'Select data to use' and a subtitle 'Select an object from your linked account and add a filter to specify when records in that object count as conversions. [Learn more about importing data](#)'. Below this, there are two main sections: 'Data selection' and 'Filter'. The 'Data selection' section has a search box labeled 'SObject*' with 'Opportunity' entered and a search icon. The 'Filter' section has a heading 'Filter' and a sub-heading 'Select a field and value to choose which records to import.' It contains three dropdown menus: 'Field' with 'Stage' selected, 'Operator' with 'becomes' selected, and 'Value' with 'Closed Won' selected.

Select data to use

Select an object from your linked account and add a filter to specify when records in that object count as conversions. [Learn more about importing data](#)

Data selection

SObject*

Filter

Select a field and value to choose which records to import.

Field: Operator: Value:

6. Select the SObject (Salesforce object) that you wish to import data for, such as **Opportunity**

7. When the source fields from Salesforce appear, Edit the Field Mapping

- Ensure **GCLID_c** field that you created earlier in Salesforce is mapped to the **gclid** field in Google Ads
- Ensure the **change_timestamp** is mapped to the **conversion_event_time** in Google ads (this is why the history tracking was enabled in earlier setup steps)
- You can also map optional fields, such as **Amount**

×
Edit field mapping



Map fields

Select the fields that you use in your data source and add any additional fields that you want to import.

Required *These fields must be mapped for this use case*

Source field	Google Ads field	Data type	Transformations	Actions
change_timestamp	▼ conversion_event_time	Integer	None	⋮
GCLID_c	▼ gclid	String	None	⋮

Optional

Source field	Google Ads field	Data type	Transformations	Actions
Amount	▼ conversion_value	Real number	None	⋮
 Select a field	▼ currency_code	String	None	⋮
Account.Id	▼ order_id	String	None	⋮

8. Once your Data Manager Connection is set up above, you can create multiple Conversion Actions related to your Salesforce milestones
 - For more information, see [Import conversions from Salesforce](#).



Connected products

- Google Analytics (GA4) & Firebase ✓ 1 linked [Manage & link](#)
- Google Analytics (UA) ✓ 1 linked [Manage & link](#)
- YouTube ✓ 1 linked [Manage & link](#)

Salesforce ^

Connection	Status	Usage	
Leads with Gclid set to Status=Qualified	✓ Completed Last update: Apr 17, 2024 8:02:00 AM	0 conversion actions	
Salesforce History 2024-03-25	✓ Completed Last update: Apr 17, 2024 8:38:00 AM	1 conversion action	

[+ Add](#)

Connect Salesforce Leads to Google Ads

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).

You can also create a connection using the Google Ads Data Manager to pull in Salesforce Leads, so you can have conversion actions based on Lead status changes.

1. Set up the connection to Salesforce leads in the Data Manager, in the same way that Opportunities were set up
2. Under **Goals**, click the **+New Conversion Action** button

New conversion action

Start tracking conversions

Conversion tracking is critical to successful online marketing. It lets you see what people do - the conversion actions they take - after seeing your ad. You set up one conversion action at a time, but you can track multiple conversion actions at once. [Learn more](#)

Select the kind of conversions you want to track. ⓘ

Website
Track actions on your website

App
Track actions on your app

Phone calls
Track calls from your ads or website

Import
Import data from Google Analytics or another source

Select what you want to import:

- Google Analytics 4 properties ⓘ
- Google Analytics (UA) ⓘ
- Third-party app analytics
- CRMs, files, or other data sources
 - Track conversions from clicks
 - Track conversions from calls

Conversions from clicks

AD CLICK > CRM > CONNECT > CONVERSION

Measure conversions from ad clicks by connecting to your data in a CRM, importing a file, or with the Google Ads API. [Learn more about imports](#)

You'll need:

- conversion date
- Google click ID or user identifier (phone or email address)

3. After selecting your data source, choose a conversion action

×  New conversion action Search Appearance Help Notifications 

Create conversion actions from a data source



You can create conversion actions based on changes to values in your data source, such as when a lead becomes verified or qualified. To get started, set up a suggestion or add a custom event.

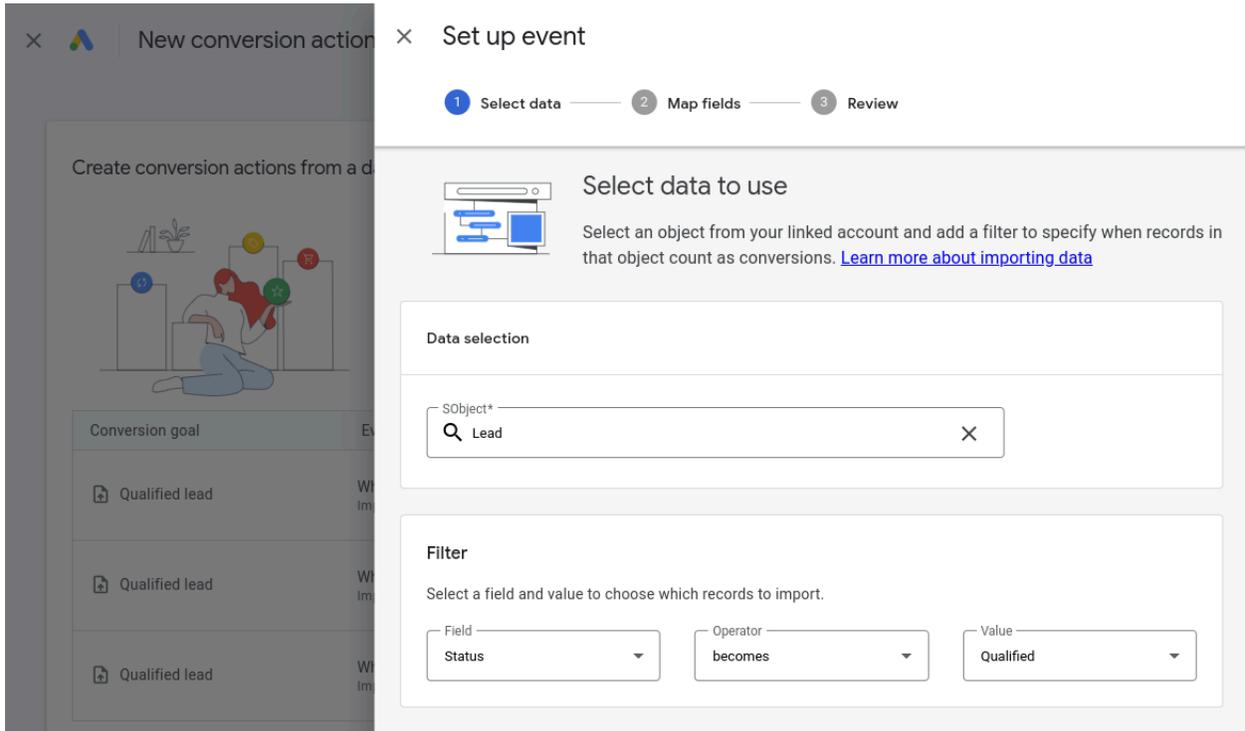
Conversion goal	Event	
 Qualified lead	When Status becomes Qualified Import from Salesforce	Set up suggestion
 Qualified lead	When Status becomes Open Import from Salesforce	Set up suggestion
 Qualified lead	When StageName becomes Qualification Import from Salesforce	Set up suggestion

Add conversion actions

Conversion goal: [Set up](#) [Cancel](#)

[Save and continue](#) [Cancel](#)

4. Select one of the SObjects you have already created a connection to (Lead or Opportunity)



× New conversion action × Set up event

1 Select data — 2 Map fields — 3 Review

Create conversion actions from a d

Select data to use

Select an object from your linked account and add a filter to specify when records in that object count as conversions. [Learn more about importing data](#)

Data selection

SObject*
Q Lead ×

Filter

Select a field and value to choose which records to import.

Field Operator Value
Status becomes Qualified

5. To set up a Lead, select the **cloudamp__gclid__c** field to match to the **gclid** in Google Ads
6. Select the **change_timestamp** field from Salesforce, where values might change, and history tracking is enabled on that field
 - a. In this example below, make sure that **Field History Tracking** in Salesforce is enabled on the **First Gclid** field on the **Lead** object.

× Set up event

- ✓ Select data
- 2 Map fields
- 3 Review

Map fields from Lead

Select the fields that you use in your data source and add any additional fields that you want to import.

Required		<i>These fields must be mapped for this use case</i>		
Source field	Google Ads field	Data type	Transformations	Actions
cloudamp_gclid_c	gclid	String	None	⋮
 change_timestamp	conversion_event_time	Integer	None	⋮

7. Name the connection, and set the import schedule.

× Set up event

- ✓ Select data
- ✓ Map fields
- 3 Review

Review connection setup

Set a schedule for when you want to import data and make sure everything looks right.

Connection name

Leads with Gclid set to Status=Qualified

Details

Update schedule
Runs daily between 08:00 - 09:00 UTC-7 [Edit schedule](#)

Selected data
Lead [Edit selected data](#)

Mapped fields
2 fields mapped [Edit mapping](#)



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) or Website (Import from clicks)**

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

Converted lead Account-default goal 50 of 50 campaigns		
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source
<input type="checkbox"/> Salesforce History 2024-03-25 - When StageName becomes Closed Won ⋮	Primary	Website (Import from clicks)



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.

Using Salesforce Conversion Data in Google

On the Salesforce side, you can use Google Ad data, such as utm campaign and keyword values, to make decisions about where to allocate budget. For example, if you see that keyword 1 is driving the bulk of your Closed Won deals, while keyword 2 produces lots of leads that do not convert, it might be time to increase the budget for keyword 1 clicks (and potentially cut keyword 2, if it is producing unqualified leads).

When we now move to the Google side, you can see this in your imported data, and allow Google Ads to use it for optimization.

One thing to note is that Goals set as secondary actions are not visible in your campaigns, but simply live on your goals page for monitoring and observation.

A screenshot of the Google Ads interface for editing a goal. The title is "Edit 'Qualified lead' goal". The goal name is "Qualified lead (Website)" with "1 primary action" and an upward arrow. Under "Account-default goal settings", there is a note: "All new campaigns will automatically use your account-default goal to guide bidding optimization and reporting". Two radio buttons are present: "Use 'Qualified lead' as an account-default goal" (unselected) and "Do not use 'Qualified lead' as an account-default goal" (selected). Under "Conversion action optimization options", there is a note: "Primary actions are used in bidding optimization and reporting. Secondary actions are only used for observation." Below this, there is a table with one row: "Opportunity Qualified" (with "No recent conversions" below it) and a dropdown menu currently showing "Primary action". At the bottom, there are two buttons: "Save changes" (in blue) and "Cancel".

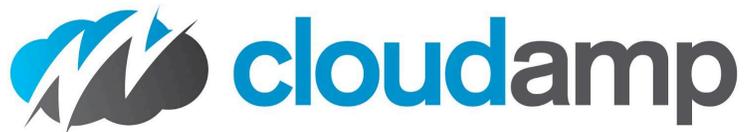
Primary or secondary actions included in a custom goal and selected at the campaign level will be reported in the "Conversions" column.

We recommend making your Salesforce data Primary so you can see the conversions, and you may also wish to create multiple goals -- one for Closed Won deals, and other Goals for earlier stages during the sales process or even Closed Lost deals.

Get Help from CloudAmp

As you can see, there are many options to connect Salesforce and Google Ads, and a number of different ways it can be configured. If you need assistance setting up the GCLID integration with Salesforce, and optimizing your Google Ads with Salesforce lead and opportunity conversion data, CloudAmp can help.

Not yet a CloudAmp customer? The CloudAmp Campaign Tracker is an affordable monthly subscription, and has a 30 day no obligation trial so you can test it out in Salesforce. To get more data



about your Leads in Salesforce, including full source attribution and page view data to prove ROI and improve your marketing, [contact us for more information](#) today.

External Resources

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

[Link Salesforce and Google Ads accounts](#)

[Import conversions from Salesforce](#)

[Understand your conversion tracking data](#)

[About the “Data manager” page and Product Linking](#)