INTRODUCTION

Taboola allows you to track conversions to see how users respond to your call-to-action. A conversion is an action that indicates a customer’s interest or takes them closer in the buying cycle. It can be any desired action that you define as valuable for your business, such as visiting your website, registering for a newsletter, downloading an app, or making a purchase.

Conversion tracking gives you visibility into user behavior to see how they interact with your ad. It allows you to track not only the final sale but also smaller desired actions that constitute the end-goal of a completed sale. This data can help you optimize your campaigns and make informed decisions about your ad spend.

WHY SHOULD YOU TRACK CONVERSIONS?

Tracking conversions is important for several reasons:

• It provides proof of your campaign’s performance

• It leads you in the right direction to develop your campaigns in line with your business goals

• It provides improved audience insight into how your audience interacts with your ads across channels, devices, and browsers

• It helps identify the highest and lowest performing sites and creatives

• It helps you decode your return on investment

• It helps SmartBid to leverage conversion data to bid intelligently at the right moments, and optimize for better performance
TYPES OF CONVERSIONS

You can track two main types of conversions:

- **Event based**: Track every time someone completes a specific action, such as subscribing to a newsletter or purchasing an item.
- **URL based**: Track every time someone visits a website, a section of a website, or a certain web page.

GET STARTED WITH TRACKING CONVERSIONS

**STEP 1: DEFINE YOUR CONVERSION FUNNEL**

In order to start tracking your conversions, you need to first define your conversion funnel. Here are some examples of funnels and conversion events you can track:

**EXAMPLE 1**

1. Site Visit
2. Product View
3. Add to Cart
4. Start Checkout
5. Make Purchase

**EXAMPLE 2**

1. Search
2. View Content
3. Complete Registration
4. Subscribe
5. App Install
Note: You may need the support of Taboola’s Account Management experts to clearly define your conversion events.

STEP 2: SET UP TRACKING ON TABOOLA ADS

To set up conversion tracking, you can either set up a pixel on your website or implement a direct server-to-server integration.

- **Pixel implementation**: The Taboola Pixel is a piece of code that can be integrated with tag management tools like Google Tag Manager or implemented manually to gather website user data.

- **S2S integrations**: S2S conversion tracking allows you to track conversions without installing the Taboola Pixel. It’s a method of sharing website data from one server to another.
STEP 3: CREATE INDIVIDUAL CONVERSIONS ON TABOO LA ADS

Assuming your tracking is already set up, either via the Taboola Pixel or an S2S integration, the following step-by-step guide demonstrates how to create individual conversions to measure your marketing funnel.

01 Go to the Tracking tab in Taboola Ads

02 Click on + New Conversion
03 Name your conversion

04 Select the conversion type
05 Choose the category that best describes the conversion you’re creating

Category
Choose the category that best describes the conversion you’re defining.

View Content
Search
Add to Cart
Add to Wishlist
Start Checkout
Add Payment Info
Make Purchase
Lead
Complete Registration

Set the number of hours after a view during which a conversion will be recorded. Notice: this will only apply to accounts that have checked the 'Clicks and view-through' attribution settings.

HOURS | 24

06 Define the click and view-through conversion window

Create Conversion
- Conversion Setup
- Conversion Properties

Click Through Conversion Window
Set the number of days after a click during which a conversion will be recorded.

DAYS | 30
Max: 36 days

View Through Conversion Window
Set the number of hours after a view during which a conversion will be recorded. Notice: this will only apply to accounts that have checked the 'Clicks and view-through' attribution settings.

HOURS | 24
Max: 24 hours

Total Conversions
Total conversions are the primary conversions to be used for Smartlink optimizations and overall performance reporting.

Total Value
If you want SmartBid to optimize towards this conversion, make sure to include the conversion in total.

Under dynamic parameters, click on the elements that you want to pass back in your reporting. 

Note: you will need to add the snippet to the relevant HTML element here.
09 Click on **Copy to Clipboard** and implement it on your site

10 Don’t forget to use the Taboola Pixel Helper to ensure the conversion event is firing accurately

11 Click on **Create!**
BEST PRACTICES FOR CONVERSION TRACKING ON TABOOLA ADS

When creating your conversion events, make sure to follow these best practices:

• Apply the Taboola Pixel to every page on your site for best results
• Optimize towards softer conversion goals, higher up the funnel, during the learning phase
• Avoid optimizing towards a conversion with little or no data
• Create conversion events for each stage of the marketing funnel
• Pass back value where applicable to measure the return on ad spend for the conversion
• Add at least one conversion event to Total Conversions for SmartBid to optimize towards a default conversion