



Conversions

Summary

Value rules

Custom variables

Settings

Uploads

Measurement

Get the Google Ads mobile app

Summary

All Time 20 Oct 2023 - 29 Jul 2024 Show last 30 days

Conversion goals Diagnostics

+ New conversion action

View all conversion actions

Customer acquisition

Set up

To use customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.

Purchase

0 of 0 campaigns

Edit goal

Conversion action	Action optimisation	Conversion source	All conv.	All conv. value	Status	Ac
<input type="checkbox"/> Jersey Lagbe Purchase	Primary	Website	0.00	0.00	No recent conversions	

1 - 1 of 1

Add to basket

Account-default goal

0 of 0 campaigns

Edit goal

Conversion action	Action optimisation	Conversion source	All conv.	All conv. value	Status	Ac
<input type="checkbox"/> Jersey Lagbe - Add to Cart	Primary	Website	0.00	0.00	Needs attention	

1 - 1 of 1

Begin checkout

Account-default goal

0 of 0 campaigns

Edit goal

Conversion action	Action optimisation	Conversion source	All conv.	All conv. value	Status	Ac
<input type="checkbox"/> Jersey Lagbe - begin Checkout	Primary	Website	0.00	0.00	No recent conversions	

1 - 1 of 1

Custom goals