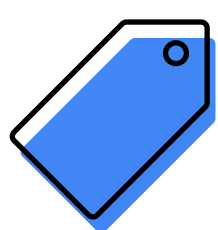


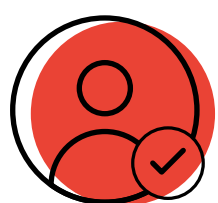
# What to know about Google Ads conversion measurement

Conversion measurement is essential for understanding how people are interacting with your ads, especially as privacy regulations and user expectations are fundamentally changing today's ads ecosystem. Check out how you can future-proof your measurement to enable better reporting and automation with more accurate data today.

## Observed data



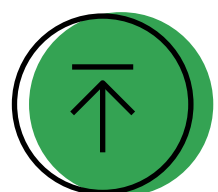
Invest in a strong **tagging infrastructure** to build a foundation of first-party data for privacy-safe measurement.



For regions that require user consent for advertising and analytics activities, **Consent Mode** ensures tags measure conversions while respecting consent choices.



Use **enhanced conversions** when fewer cookies are available. They use hashed user-provided data to improve measurement.

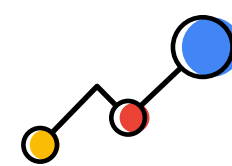


Import **offline conversions** to measure sales when an ad doesn't directly lead to a sale on your website, but helps a customer down the path to purchase.



[Learn](#) how these features can help you with the changing measurement ecosystem.

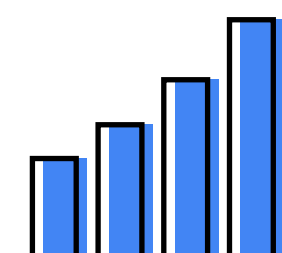
## Modeled data



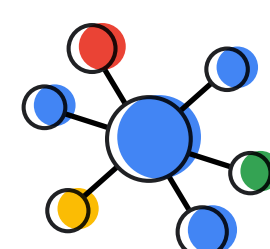
**Conversion modeling** is integrated into Google's measurement solutions and uses machine learning to fill gaps in the customer journey. You can improve modeling quality by investing in tagging tools and new privacy-safe solutions like enhanced conversions.



Conversion Reporting



## Automation



Relying on a strong foundation of observed and modeled data will deliver more accurate measurement and improved automation to help you reach performance goals.