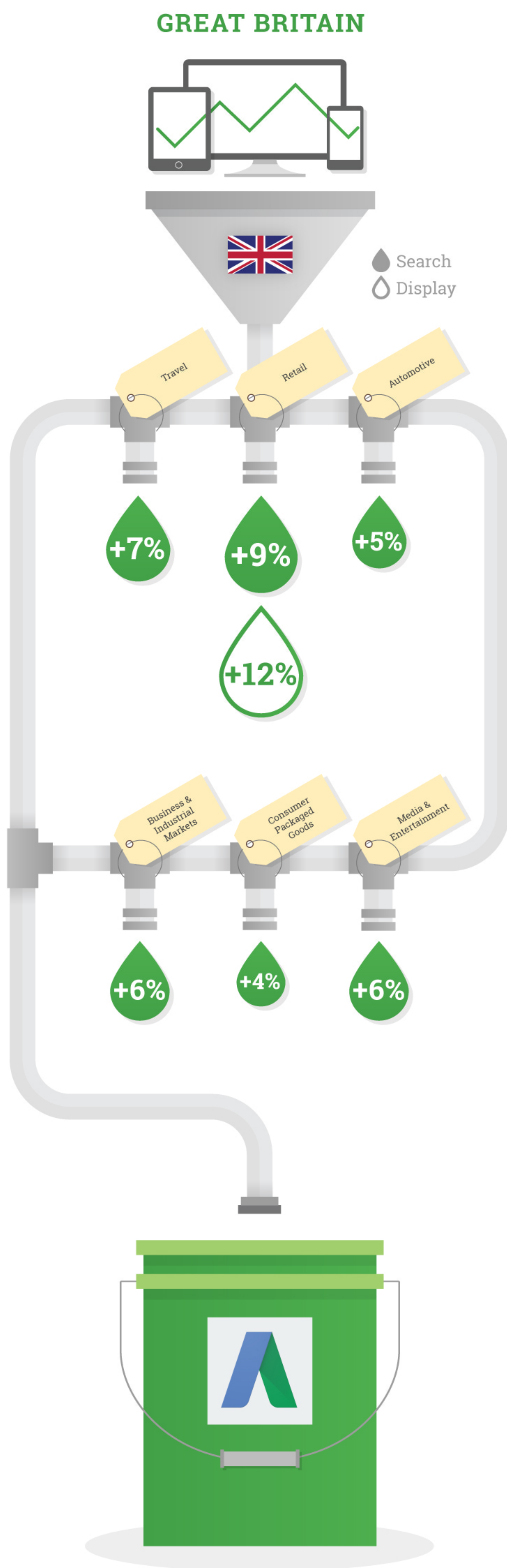


Are you leaking conversions?

The consumer journey has become fragmented into moments that span multiple devices and media types. Advertisers across the world and in different industries have seen an uplift in conversions when they include cross-device data. Take a look at how much more they've been able to measure.¹



To get started with cross-device conversions, just use conversion tracking, and once enough data has been collected, reporting will appear in AdWords reporting columns. Let Google help you measure the moments that matter.

¹ Google AdWords Internal Data 2015