



Google Ads (AdWords)

Please follow the below steps to add impression tracker in AdWords

- Create an External campaign using your 6Sense Instance.
 - > Select AdWords (Google Ads) as the service provider.
 - > Create Ad Groups and Ads.
 - > Save and Download the trackers.

To add Impression pixels in Google Ads you need to submit the details to your Account Manager @ Google. It will be implemented by Google Support team from the backend.

You may reach out to them by filling-up this [link](#). They will guide your steps in the Implementation of your Third-Party Measurement. Please share the trafficking/mapping instructions in the recommended template ***{[template for pixel](#)}*** to process the implementation request.

“Please be informed that Google will not be able to process your implementation request if the trafficking/mapping instructions provided are not in the recommended template.”

You can refer to this help center articles for more details: [Requirements for third-party ad tracking](#).

Please follow the below steps to add Click tracker in AdWords

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

-> Create your ads -> Upload the image -> Click on Ad URL Options

Insert the actual landing
page URL here

Final URL



Enter a URL that's complete and correct

^ Ad URL options

Insert 6Sense click
tracker here



Tracking template



Example: `https://www.trackingtemplate.foo/?url={lpurl}&id=5`

Final URL suffix



Example: `param1=value1¶m2=value2`

Custom parameter 

Click on Test and Google will verify the test are successful as shown in the below screenshot

Test tracking setup

Testing complete (1 of 1 samples)

Tracking template:

<https://t.6sc.co/img.gif?event=clk&mcid=15145&redirect=https%3A//hub.6sense.com/ebooks/abm-is-just-good-marketing/&cb=%%CACHEBUSTER%%&pid={creative}&cid={campaignid}>

Click URLs

Status

With parallel tracking: 

Landing page URL: https://hub.6sense.com/ebooks/abm-is-just-good-marketing/?utm_source=google&utm_medium=cpc&utm_campaign=6549411822&utm_term=&utm_conte...

✓ Landing page found

Tracking URL: <https://t.6sc.co/img.gif?event=clk&mcid=15145&redirect=https%3A//hub.6sense.com/ebooks/abm-is-just-good-marketing/&cb=%%CACHEBUSTER%%&pid=0&cid=6549411822&gb=1>

✓ Tracking call successful

When parallel tracking is not supported:

<https://t.6sc.co/img.gif?event=clk&mcid=15145&redirect=https%3A//hub.6sense.com/ebooks/abm-is-just-good-marketing/&cb=%%CACHEBUSTER%%&pid=0&cid=6549411822>

✓ Landing page found

CLOSE