

Conversion modeling through Consent Mode in Google AdsConversion modeling through Consent Mode in Google AdsProduct Manager, Google

It's important for advertisers to have accurate reporting so they can make their marketing investments go further. Advertisers using Consent Mode will now see their reports in Google Ads updated: for Search, Shopping, Display, and Video campaigns, the "Conversions," "All conversions" and "Conversion value" columns will now include modeled conversions for consent gaps. All other Google Ads campaign performance reports that use conversion data will also reflect the impact from adding in modeled conversions.