



Module Four

Lessons One - Tracking Leads

Though tracking your keywords, conversions, and overall performance may seem complicated, it is a relatively simple process. So let's take a look at how it's done.

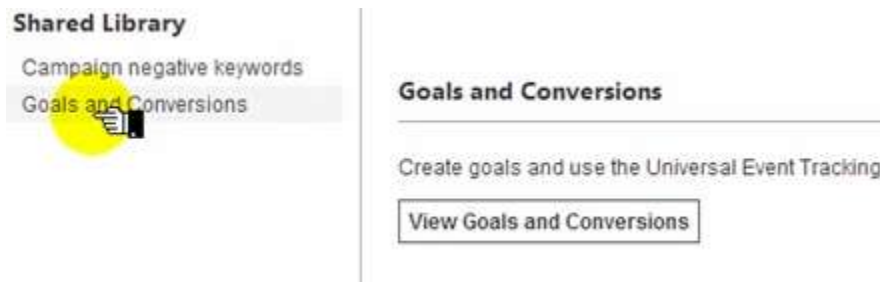
Tracking Conversions

First we are going to discuss how to track your conversions. Because you want to know where you are getting your conversions from, you want to be able to track them. Here is an easy, step-by-step layout of how that is done.

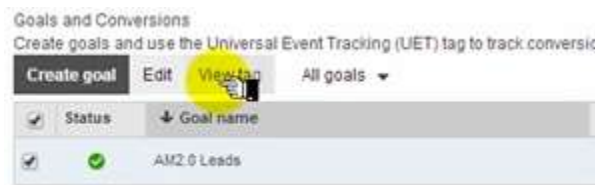
1. When under the 'Ads' tab in your 'Campaign' section, go to the bottom left-hand corner and click on your 'Shared Library'.



2. Once you do that, two options will show up: 'Campaign negative keywords', and 'Goals and Conversions'. You want to click on 'Goals and Conversions', either directly under the 'Shared Library', or just to the right of it.



3. Then you click on 'Create Goal' button near the top left-hand corner.
4. Once you click on that, you fill pertinent information.
 - a. You need to provide a title for your goal (I usually make it the name of my project).
 - b. Next select 'Destination URL', and place that URL in the URL box. The 'destination URL' is NOT the landing page your ad links to, but rather the page that the client is taken to after they opt in.
5. Once you've done this, Bing should give you a tracking code. You want to put this tracking code on your destination page. This will allow Bing to track you conversions.
 - If Bing doesn't give you the tracking code, go to 'Campaigns' and select 'View tag' (see below).



- Once you've done that, the tracking code should show up (see the image below).
Copy that code



Tag : AM2.0 Leads

This is your Bing Ads tag. Copy the JavaScript version of your tag below and paste it into the code of your website. (The NoScript version can be used if your website does not support JavaScript.)

Tag ID
4035006

JavaScript

NoScript

```
<script>(function(w,d,t,r,u){var f,n,i,w(u)=w[u]||[];f=function(){var o=(h:"4035006"),o.q=w[u],w[u]=new UET(o),w[u].push("pageLoad")};n=d.createElement(t),n.src=r,n.async=1,n.onload=n.onreadystatechange=function(){var s=this.readyState;s&&s!=="loaded"&&s!=="complete"};i=d.getElementsByTagName(t)[0],i.parentNode.insertBefore(n,i)})(w,window,document,"script","//bat.bing.com/bat.js","uetq");</script>
```

- To copy it easily, leave it on Java Script, click copy tag in the bottom right-hand corner, and copy the code that appears in the pop-up window.
- Once this is copied, go to the admin area of your destination page, go to your 'Page Setting', and place the code in the footer under 'Other Scripts'. Then Bing will be able to track your conversions and give you reliable stats and show you when you get a conversion.