



Improve Paid Search Lead Tracking with Custom Cookies

Maintain Google Ads User Attribution When Using 3rd Party Tools Like Calendly

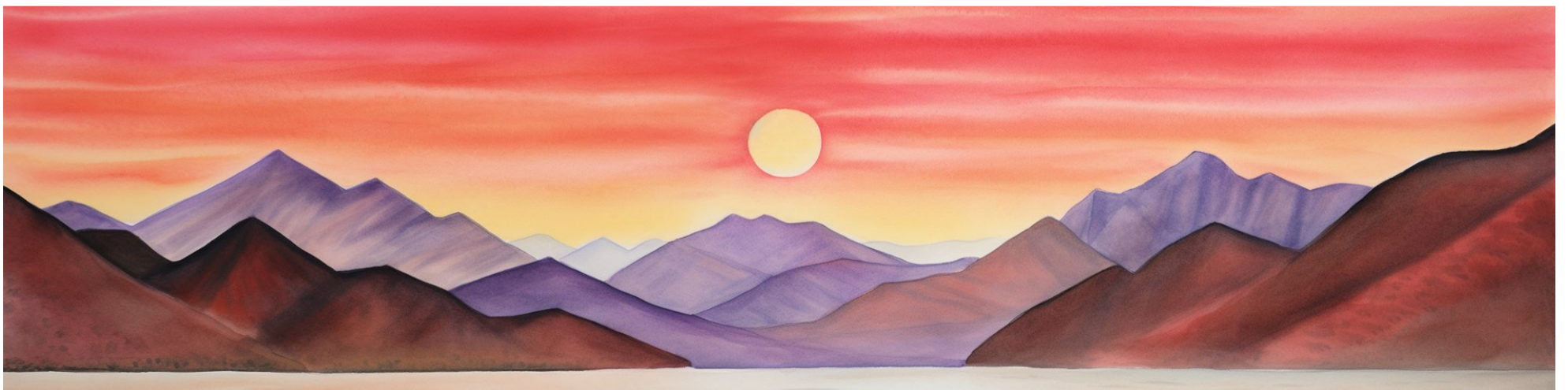
Peter B. Ferrigan

August 2023



Benefits

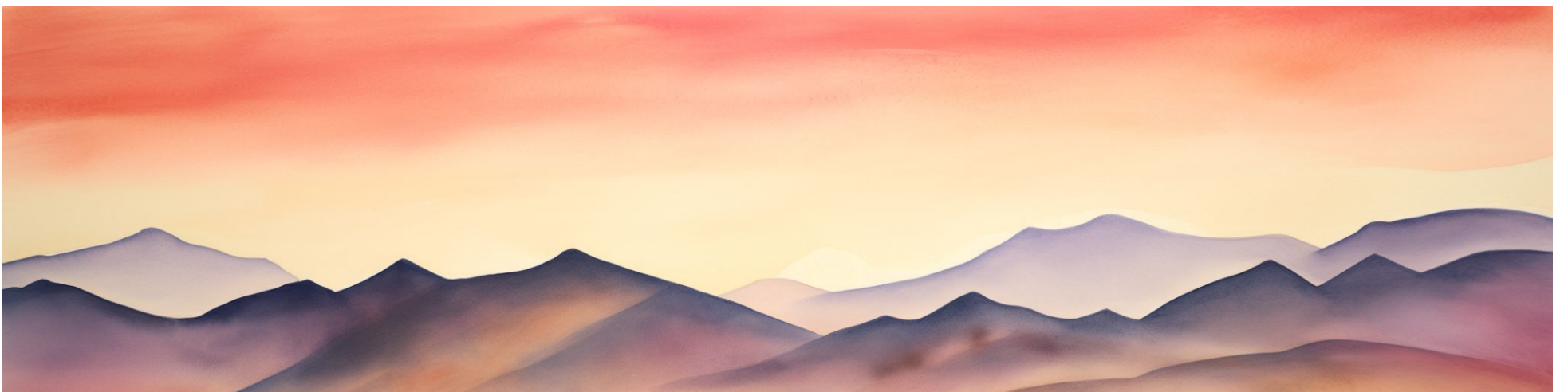
- Third-party tools like Calendly can sometimes interfere with Analytics attribution.
- Analytics platforms might lose the original campaign & show the referrer as "Calendly".
- Custom cookies ensure the original attribution is retained, improving tracking quality.



Peter B. Ferrigan
Google Ads - B2C & B2B
[linkedin.com/in/pbferrigan](https://www.linkedin.com/in/pbferrigan)

1: Write Custom Cookie

- Follow tutorials like those on Analytics Mania for creating custom cookies.
- Decide on cookie contents (e.g., “webinar”) - either static or dynamic.
- Determine the conditions to fire the cookie (e.g., when UTM_campaign contains “webinar”).
- Decide on the action required to read the cookie again.



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2: Setup Tags & Triggers

- Drop a cookie for the desired event.
- Read the cookie during lead conversion.



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3: Fire Google Ads Conversion Based on Cookie Data

- Use GTM to read the cookie at the conversion event.
- If the cookie data fits the parameters fire events both for Analytics & Google Ads to double check existing pixel measurements.



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Notes

- Update your Privacy Statement if necessary.
- Cookies are phasing out, making this a temporary solution.
- Calendly allows traffic redirection to a thank you page, offering a cleaner method for conversion tracking. If that's not feasible, consider custom cookies.

Thank you!



Peter B. Ferrigan
Google Ads - B2C & B2B
[linkedin.com/in/pbferrigan](https://www.linkedin.com/in/pbferrigan)