

NAME STRUCTURE	Example	Notes
{Conversion Name} - {Action} - {Type}	Contact Us - Form - TYP	

  

CONVERSION TYPE	Name
<b>MACRO</b>	
Form Submit (Thanks Page)	Contact Us - Form - TYP
Form Submit (Event)	Contact Us - Form - Event
GADS - Sale (Transaction)	Sale - GADS
GA - Sale (Transaction)	Sale - GA
Calls From Website (Custom HTML)	Calls From Website - 18001800
Calls From Ads	Calls From Ads
<b>MICRO</b>	
Live Chat (Event)	Live Chat - Event
Downloads (Event)	PDF - Download - Event
Email Link Click (Event)	Contact Us - Email Link Click - Event
Button Click (Event)	Contact Us - Button Click - Event

  

RM LIST	Name
<b>NON DYNAMIC REMARKETING</b>	
All Site Visitors	GADS - All Site Visitors - 30 Days
Converters	GADS - Converters - 30 Days
Other Segmentations	GADS - Segment Name - 30 Days
<b>DYNAMIC REMARKETING</b>	
Home   Other <small>ecommm_pagetype home OR other</small>	GADS - DR - Home   Other - 30 Days
Category <small>ecommm_pagetype category</small>	GADS - DR - Category - 30 Days
Product <small>ecommm_pagetype product</small>	GADS - DR - Product - 30 Days
Cart <small>ecommm_pagetype cart OR URL contains /cart</small>	GADS - DR - Cart - 30 Days
Converters <small>ecommm_pagetype purchase</small>	GADS - DR - Converters - 30 Days
Typical Durations Used	1, 7, 14, 30, 50, 90, 150, 210, 270, 330, 365, 540