How to track Paid Ads?
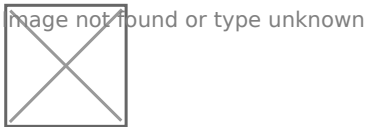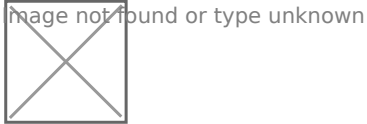
- Facebook Ads Tracking
- Google Ads Tracking

Facebook Ads Tracking

In order to track your ads on Facebook Ads, make sure you included UTMs to your final destination URL (landing URLs) as shown below

if you happen to append any other parameters (other than UTMs) to your final URL, make sure you also add them into custom parameters section in the plugin settings in WordPress dashboard so you can track them just like any other UTM parameters.

Facebook Ads Related Parameters Facebook Ads Dynamic Parameters

```
[ad_id] - Facebook Ad Id
[adset_id] - Facebook Ads Id
[ad_name] - Facebook Ads Name
[adset_name] - Facebook Adset Name
[placement] - Facebook Placement
//you can add many more using custom paramaters.
```

Google Ads Tracking

In order to track UTMs from your Google Ads, make sure you created tracking templates at the campaign level and parameters of interest are added to oyur final URL (landing page URL)

See the list of the parameters you can use in Google Ads Google Ads ValueTrack Parameters

if you happen to append any other value track parameters (other than UTMs) to your final URL, make sure you also add them into custom parameters section in the plugin settings in WordPress dashboard so you can track them just like any other UTM parameters.

```
[campaignid] - Google Ads ValueTrack Campaign Id[adgroupid] - Google Ads ValueTrack Ads Group
Id
[keyword] - Google Ads ValueTrack Keyword
[placement] - Google Ads ValueTrack Placement
//you can add many more using custom paramaters.
```