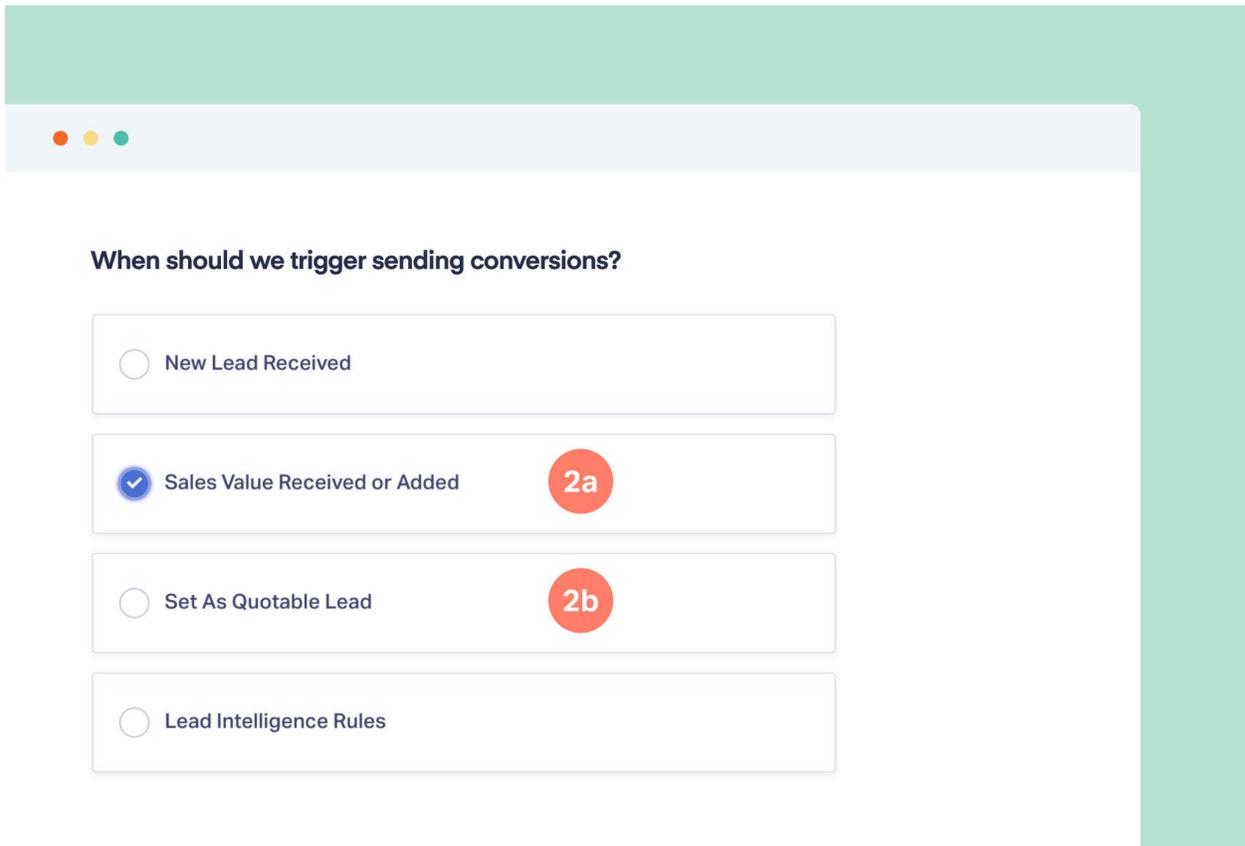


HOW-TO GUIDE

Attract Better Leads

1 Send Only High-Value Conversions to Google

Selective conversion tracking helps Google's **AI optimize your campaigns** to target the **most valuable leads**.



1. Click **Tracking** → **Integrations** → **View Details** on the Google Ads integration, then **Edit Connection**

2. Choose to send only:

a. **Leads with Sales Values** (sales value will also be sent)

b. **Quotable leads**

Now Google's algorithm only counts high-value leads (not spam or other low-value leads) as conversions.