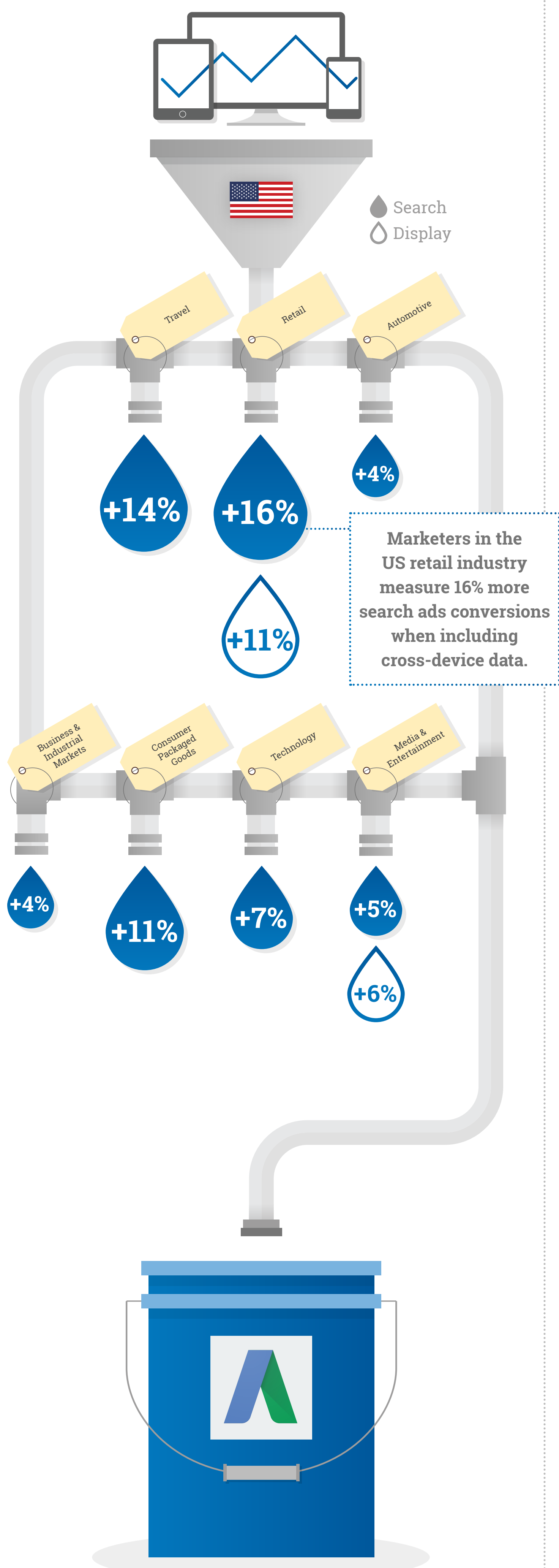


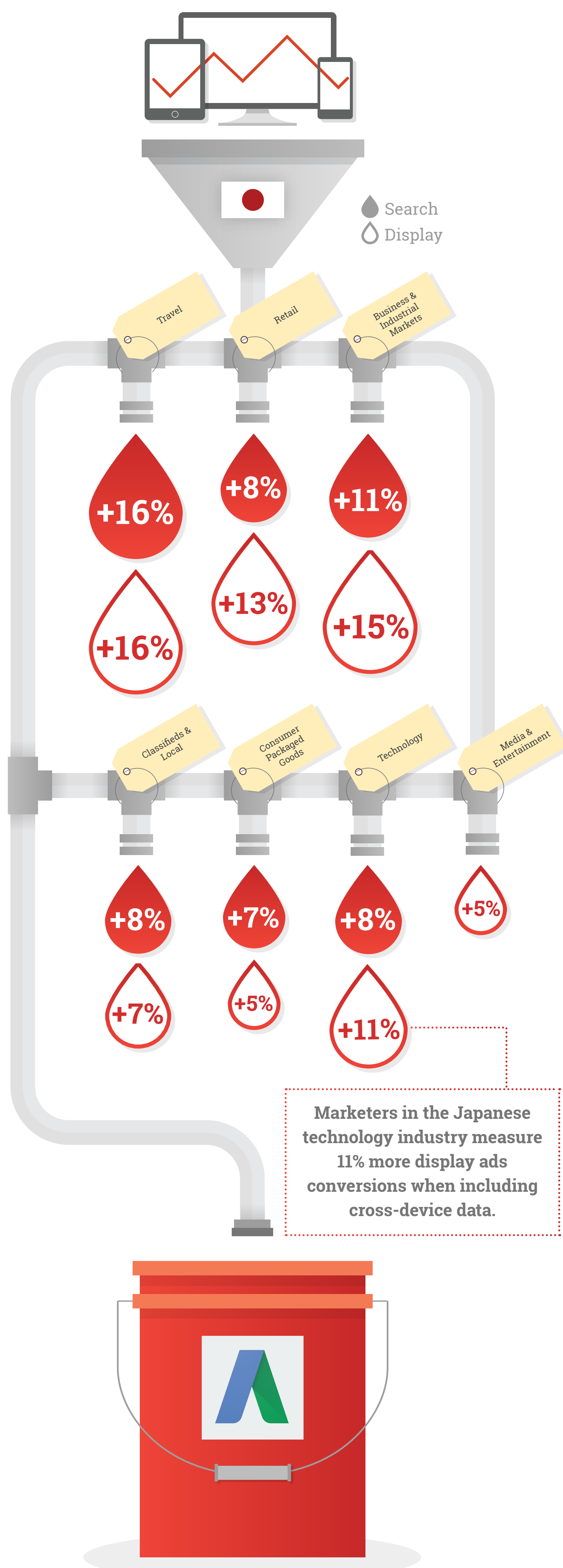
Are you leaking conversions?

The consumer journey has become fragmented into micro-moments that span multiple devices and media types. Advertisers across the world and in different industries have seen an uplift in conversions when they include cross-device data. Take a look at how much more they've been able to measure.¹

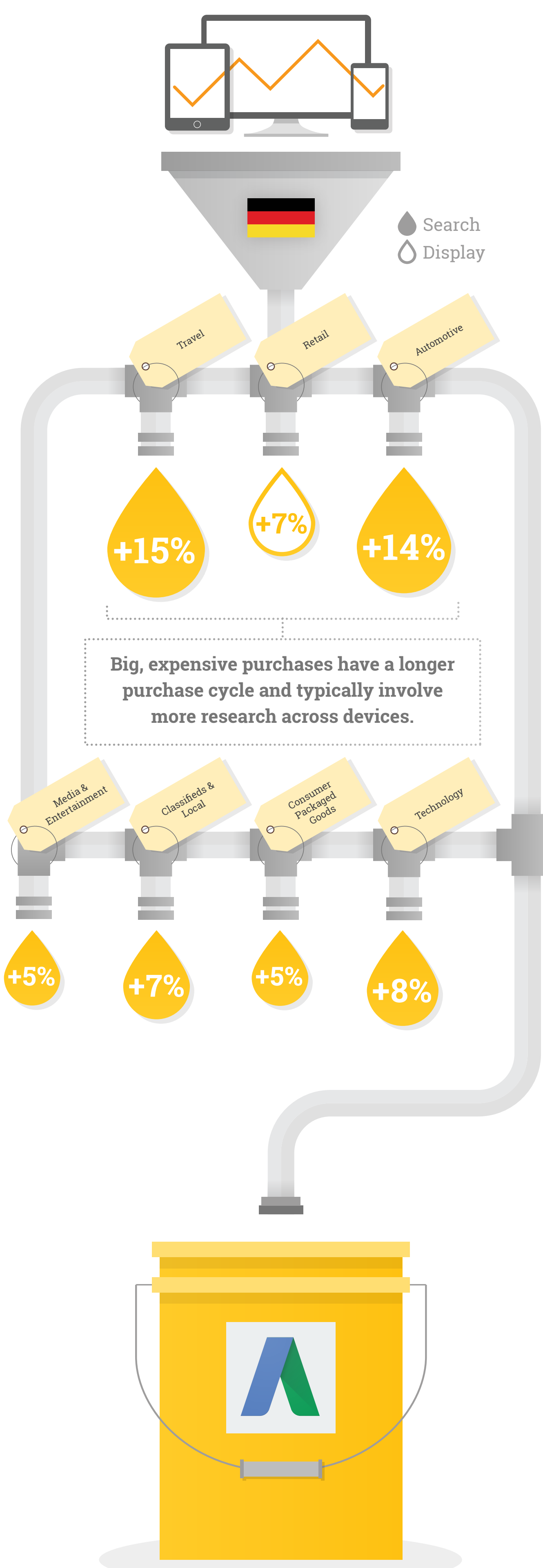
UNITED STATES



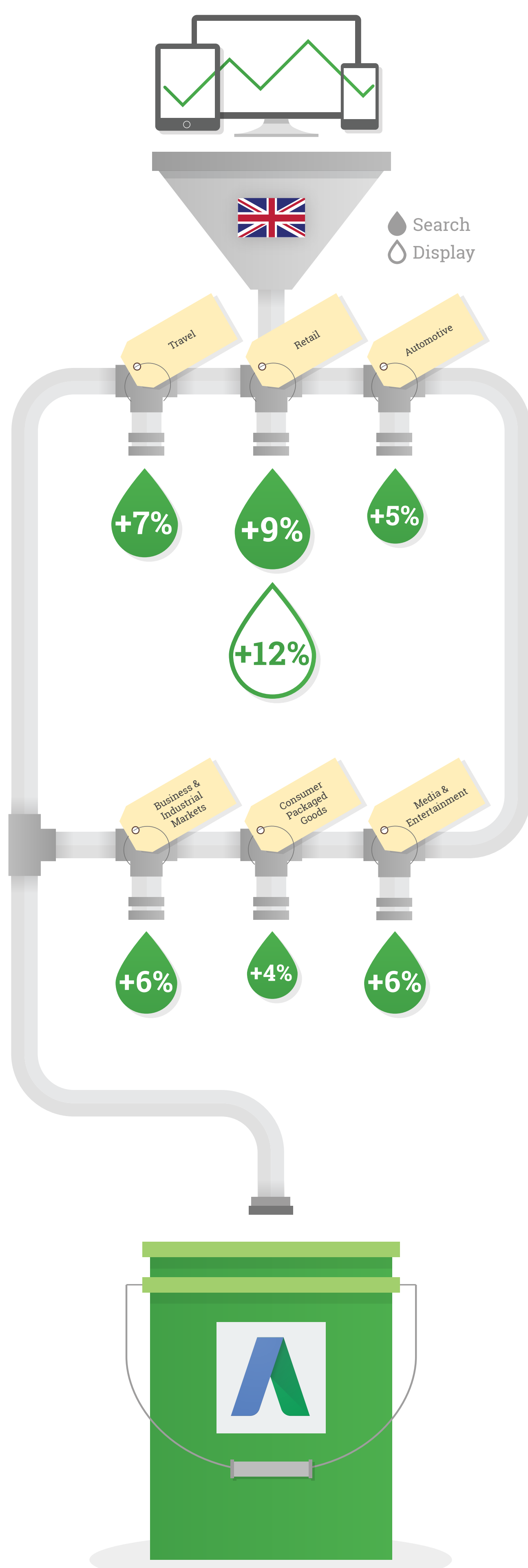
JAPAN



GERMANY



GREAT BRITAIN



To get started with cross-device conversions, just use conversion tracking, and once enough data has been collected, conversions will appear in AdWords reporting columns. Let Google help you measure the moments that matter.

¹ Google AdWords Internal Data 2015