

Online conversion tracking [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

In order to help [REDACTED] this document proposes an approach where advertisers can choose to share their conversions tracked by Search Ads 360/Floodlight tag with Microsoft Advertising. This type of conversion sharing will also be prerequisite for future integrations such as **auction-time bidding**, which is especially important for Microsoft Ads, where advertisers can leverage best of both (SA360 and Microsoft) worlds, and brings parity with Google Ads so that advertisers can evaluate performance under similar conditions

Floodlight conversion sharing [REDACTED]

1. [REDACTED] Advertiser experience in SA360 is identical or at least largely similar to sharing conversion data with Google Ads so as to minimize any friction.
2. [REDACTED]  
[REDACTED]

**REDACTED**

REF ID: [REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]

**Test Objectives:**

REF ID: [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]ng

**Bidding Test Hypothesis:** [REDACTED]

[REDACTED]  
[REDACTED]

- REF ID: [REDACTED]
  - [REDACTED]
  - [REDACTED]
  - [REDACTED]
- [REDACTED]
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  - [REDACTED]
  - [REDACTED]
  - [REDACTED]

**REDACTED**

**REDACTED**

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

- [REDACTED]
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- [REDACTED]

[REDACTED]

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

[REDACTED]

**REDACTED**