



# DoubleClick Search User Guide

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## Overview

DoubleClick Search allows you to leverage Google Analytics goals so, you can create reports in DoubleClick that show call conversions based on the goals you defined for your phone calls.

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## How to report on Call Conversions directly in DoubleClick Search

A prerequisite to see call conversions in DoubleClick Search is that you have setup goals for your call tracking events in Google Analytics. If you don't know how to setup goals please refer to our [Google Analytics and AdWords Integration guide](#).

Once you have your goals defined and active, the first step would be to link up your Google Analytics account to your DoubleClick account.

### Linking your Google Analytics and DoubleClick accounts

1. Sign into your DoubleClick Search account.
2. Click on the navigation bar.
3. Locate the Agency option and then click on the agency that contains the advertiser.
4. Then look at the Advertiser list and then click on the advertiser.
5. Click Apply and then Enter.
6. Click on the Advertiser Settings in the left navigation panel.
7. Toggle Google Analytics support to On.
8. In Web Property ID, enter the ID of the Google Analytics web property that you use to track activity on your site.

Google Analytics columns in DoubleClick Search will start being populated from the day the link is complete.

**NOTE:** By default, DoubleClick Search uses the web property's unfiltered view which provides all data collected by the web property. If you have created views in Google Analytics to filter the data, you can click the Fetch views button and select a view.

## Add columns in your DoubleClick Search Reports to track Phone Calls goals

DoubleClick Search provides columns for reporting metrics from all goals in your web property by default.

1. In DoubleClick Search, navigate to a page that contains campaigns, ad groups, ads, or keywords in the table.
2. Above the performance summary graph, click the Columns button to access the column selection tool.
3. Under Available columns, click Google Analytics and select a column.

**NOTE:** You cannot add Google Analytics columns to the following reports:

- Sitelinks
- Search query reports
- Labels
- Bid strategy

## Add custom columns to report on the goals' monetary value

Additionally, if you want to report on the monetary value you have defined for specific phone call goals, you can create custom goals columns:

1. In DoubleClick Search, navigate to a page that contains campaigns, ad groups, ads, or keywords in the table.

For example, navigate to a campaign and click the Keywords tab.

2. Above the performance summary graph, click the Columns button to access the column selection tool.

3. In the Available columns, click Google Analytics goals.
4. Click Create a new column.
5. Assign a name to your column and select the phone call goals whose data you want to include in the column.
6. From the Metric list, select whether you want the column to report:
  - o The amount of revenue from the goal (applicable only if you've specified a goal value in Google Analytics).
7. Click Save to add the column to your reporting table.
8. Under Selected columns, drag and drop the new column to the desired location.
9. Click Apply.

This will show custom columns based on your phone call goals.