

Settings	Conversion name	2ROAS
	Date created	7/16/2025
	Not editable	
	Action optimization	Other, Primary action
	Value	Use different values. If there's no value, use \$1.
	Source	Website
	Not editable	
	Count	Every conversion
	Click-through conversion window	2 days
	Engaged-view conversion window	2 days
	View-through conversion window	1 day
	Attribution	Data-driven Recommended
		Google paid channels
	Enhanced Conversions	Setup issues detected. Managed through Google Tag.

Settings	Conversion name	1ROAS
	Date created	7/16/2025
	Not editable	
	Action optimization	Other, Primary action
	Value	\$0.01
	Source	Website
	Not editable	
	Count	Every conversion
	Click-through conversion window	1 day
	Engaged-view conversion window	1 day
	View-through conversion window	1 day
	Attribution	Data-driven Recommended
		Google paid channels
	Enhanced Conversions	Setup issues detected. Managed through Google Tag.
<a>Edit settings		

Settings	Conversion name	RelClick
	Date created	12/21/2024
	Not editable	
	Action optimization	Other, Primary action
	Value	\$1
	Source	Website
	Not editable	
	Count	One conversion
	Click-through conversion window	30 days
	Engaged-view conversion window	3 days
	View-through conversion window	1 day
	Attribution	Data-driven Recommended
		Google paid channels
	Enhanced Conversions	Setup issues detected. Managed through Google Tag.

Summary

AWSM

Last 30 days

Jun 14 – Jul 13, 2026

<>Show last 30 days

+

1

Status: All enabled

Add filter

Segment

Columns

Expand

☐	● Conversion action	Conversion source	Conversion classification (internal only)	Tracking status	Action optimization	Count	Click-through conversion window	Included in account-level goals	All conv.	All
☐	● Lead Quiz 7178540846	Website	WEBPAGE	Misconfigured	Primary	One	30 days	Yes	0.00	
Downloads (Account-default goal)										
☐	● Android installs (all other apps) 7207812640 (from 214)	Mobile App (Google Play)	GLOBAL_GOOG	Misconfigured	Secondary	One	30 days	No	0.00	
Other (Account-default goal)										
☐	● RelClick 6967095990	Website	WEBPAGE	Needs attention	Primary	One	30 days	Yes	558,759.96	558,759.96
☐	● 1ROAS 7217979284	Website	WEBPAGE	Needs attention	Primary	Every	1 day	Yes	1,460,115.00	14,601,150.00
☐	● 2ROAS 7218304230	Website	WEBPAGE	Needs attention	Primary	Every	2 days	Yes	1,463,265.00	175,407,812.50
☐	● RelevantClick 7218306153	Website	WEBPAGE	Misconfigured	Primary	One	30 days	Yes	0.00	

1

<https://docs.google.com/spreadsheets/d/1DEpujwV7cizSapswT3l6wdD7dOuiH8LS1MFKg9sOfv4/edit?nativeconvert=1&resourcekey=0-5lRdWvyUPtFlg6fFMahQvw&gid=812462699#gid=812462699>

https://docs.google.com/spreadsheets/d/1otHogdYbCSFKQaXJN766XjbernpurTDwlqxkW6e_A3M/edit?resourcekey=0-aG19FXA9rlwrEluyDxumQ&gid=774010789#gid=774010789

https://docs.google.com/spreadsheets/d/1a_uqCfNN0_a10DEpJ5cZBu2Cx89jnn9jQ6iht685d4/edit?resourcekey=0-uiuVLRZdm9cNsEQ7OqlnEQ&gid=1332342322#gid=1332342322