

How to Track Digioh Form Submissions with Google Ads Conversion Tracking

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This guide explains how to track Digioh campaign form submissions as conversions in Google Ads.

By adding a small JavaScript snippet to Digioh Custom Javascript, you can fire a Google Ads conversion pixel whenever a visitor submits a campaign form.

This approach is useful when:

- You want to measure Digioh form submissions as **Google Ads conversions**
- You are **not using Google Tag Manager**
- You want conversions to fire **only when a Digioh form is successfully submitted**

Prerequisites

Before starting, make sure you have:

- A **Google Ads account**
- A **Google Ads conversion action** already created
- Access to your **Digioh account**
- The **Google Ads conversion tracking URL**

Step 1: Get Your Google Ads Conversion Tracking URL

1. Log into **Google Ads**.
2. Navigate to:
Tools & Settings → Conversions
3. Select the conversion action you want to track.
4. Choose **Set up using a tag**.
5. Locate the **conversion tracking URL** inside the event snippet.

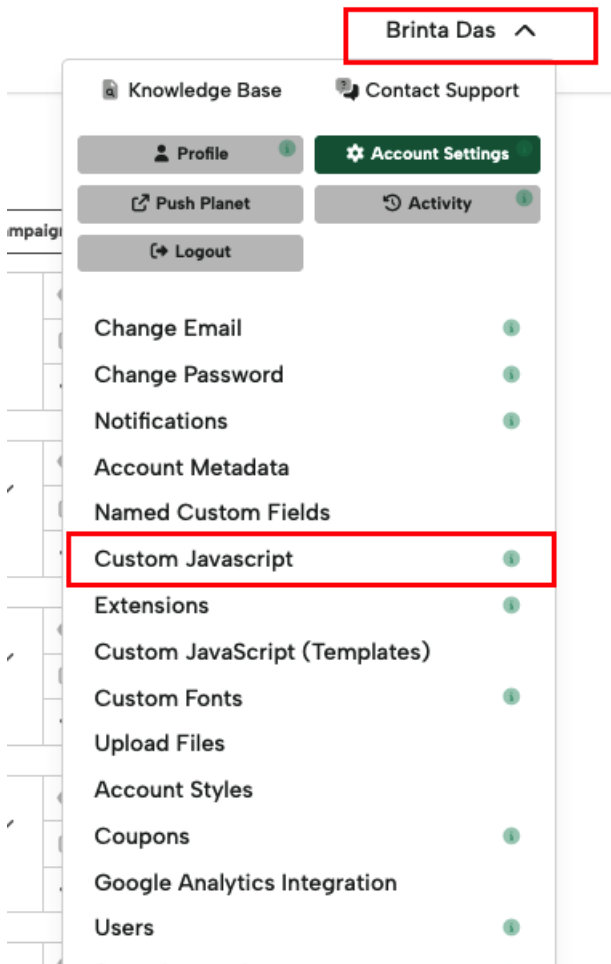
It will look similar to:

https://www.googleadservices.com/pagead/conversion/XXXXXXXX/?value=1¤cy_code=USD

Copy this URL – you will use it in the Digioh script.

Part 2: Add Your Tracking Code to the JavaScript Editor

Hover over your name in the upper-right corner of Digioh, then select Custom JavaScript.



In the **Custom JavaScript** editor, create a new script that runs **after a form is submitted**.

Paste the following code:

```
var b = window.parent.document.createElement("img");
b.width = 1;
b.height = 1;
b.src = "GOOGLE_ADS_CONVERSION_URL";
```

Replace:

GOOGLE_ADS_CONVERSION_URL

with your **Google Ads conversion tracking URL**

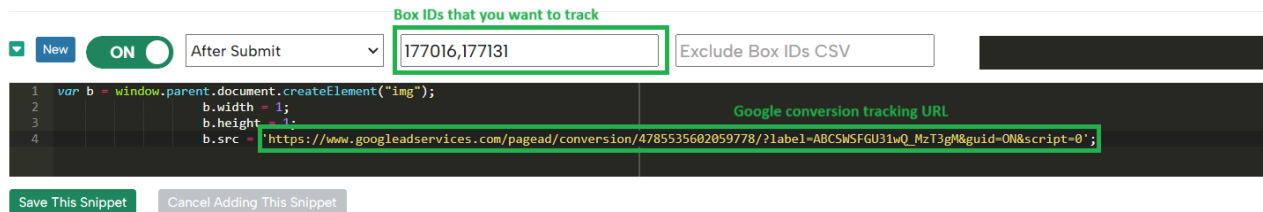
Note that using `window.parent.document` is important. This writes the tracking pixel into the parent to ensure that it has time to fire, even if you configure the Campaign to close immediately after form submission.

Step 4: Specify the Campaigns to Track

In the Custom JavaScript configuration:

- Set the event trigger to After Submit
- Enter the DigiOh campaign IDs for the campaigns you want to track.
- You can find the Campaign ID in the main campaign list in DigiOh.

When you're done, your code should look like this:



The screenshot shows the configuration interface for a custom JavaScript snippet. At the top, there is a 'New' button, a toggle switch set to 'ON', and a dropdown menu set to 'After Submit'. To the right, there is a text input field labeled 'Box IDs that you want to track' containing the value '177016,177131', and another text input field labeled 'Exclude Box IDs CSV'. Below the form is a code editor with the following JavaScript code:

```
1 var b = window.parent.document.createElement("img");
2   b.width = 1;
3   b.height = 1;
4   b.src = "https://www.googleadservices.com/pagead/conversion/4785535602059778/?label=ABC5WSFGU31wQ_MzT3gM&guid=ON&script=0";
```

At the bottom of the code editor, there are two buttons: 'Save This Snippet' and 'Cancel Adding This Snippet'.

Step 5: Save and Publish

1. Click **Save**.
2. Click **Publish** to push the changes live.

Your Google Ads conversion tracking is now active.