Integrate with Google Ads

Last Modified on 11/12/2026 1:38 pm EST

How to connect your Google Ads account to Digioh

Connecting takes a few minutes. Google Ads connects with a Google sign-in: you sign in with the Google account that has access to your Google Ads account, give Digioh your Google Ads customer ID, and point the integration at a Customer Match audience. You can do this on the Integrations page or by going through the setup flow with the Digioh Agent.

Once connected, Digioh can build and maintain Customer Match audiences in your ad account from the contacts you collect through your Digioh campaigns, and keep an audience in step with a list you hold in another platform.

Before you begin

You'll need three things: a Google Ads account, Customer Match access on that account, and access to Digioh. If you don't have Digioh Agent access, reach out to support@digioh.com.

- A Google Ads account. If you don't have one yet, sign up at ads.google.com. You'll also need your Google Ads customer ID, the 10-digit number shown at the top right of your account, which you enter without dashes.
- Customer Match eligibility. Google only lets eligible advertisers use Customer Match. Your account needs a good history of policy compliance and a good payment history, and how much you can do with an audience depends on your account's history. This doesn't block you from connecting to Digioh, but it will block your audiences from serving.
- Direct access to the ad account. The Google account you sign in with needs direct access to the Google Ads account you're connecting. Connecting through a manager (MCC) account isn't supported yet, so if you manage ads through an MCC, sign in with an account that has access to the advertising account itself.

Important: Google's Customer Match access is tiered. Any account in good standing can use an audience for exclusions and in Observation mode. Targeting a campaign to an audience, and manual bid adjustments, additionally require at least 90 days of Google Ads history and more than $50,000 in lifetime spend. Google also needs a minimum number of matched, active members before an audience will serve, and those thresholds differ by network and change over time, so check the size shown for each network in Audience Manager rather than planning around a fixed number. If your account is newer or your list is small, start with suppression and grow into targeting.

Why connect Google Ads

Google Ads is the biggest paid channel for most brands, and Customer Match lets you reach, exclude, or bid differently on people you already know, using your own first-party data, across Search, YouTube, Gmail and Display.

Most brands run their paid ads and their on-site campaigns as two separate motions, often owned by two different teams that rarely compare notes. Connecting Google Ads to Digioh closes that gap so the same data powers both.

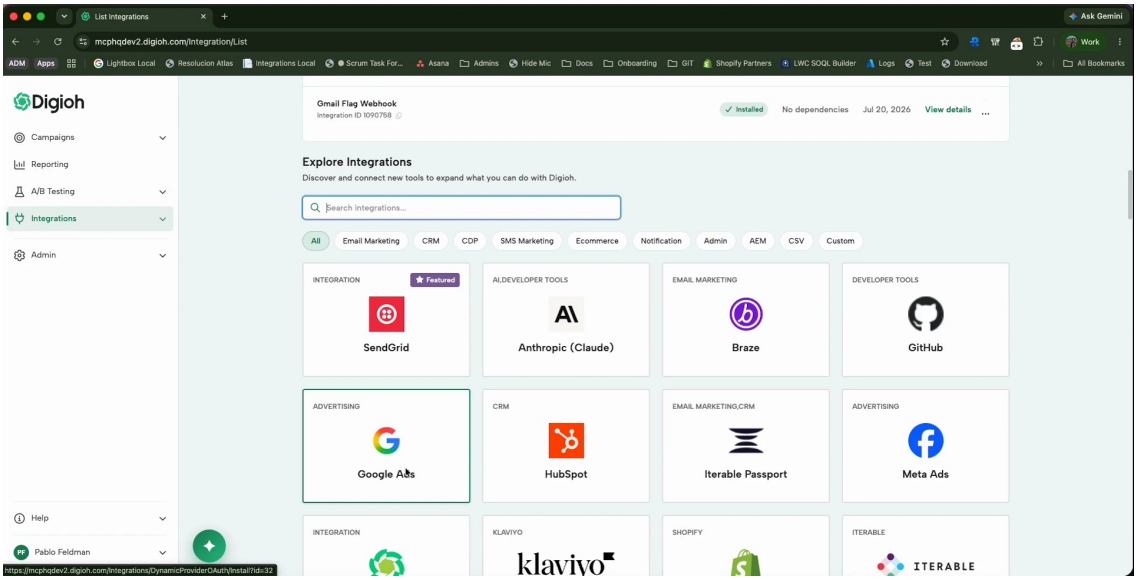
Once connected, you can:

- Stop paying to reach people you already have. Suppress existing subscribers and customers from your prospecting campaigns so your budget goes to net-new shoppers, not names already on your list. Exclusions are open to any account in good standing, so this doesn't wait on the spend history that targeting requires.
- Turn on-site moments into segmented audiences. Instead of syncing your entire list, build audiences from specific triggers, like who completed a quiz or responded to an exit-intent offer.
- Bid harder on your best segments. Bid up on high-value groups, such as quiz segments based on answers, while keeping lower bids on everyone else. Manual bid adjustments need the same account history as targeting.
- Keep an ESP list in sync. When someone joins a list in your email platform, Digioh adds them to the Google Ads audience; when they leave the list, Digioh removes them.

Part 1: Connect

Connecting via Integrations

1. Log in to Digioh and open Integrations.



2. Select Google Ads and sign in with the Google account that has access to your Google Ads account, then approve the permissions Google asks for.

Connecting with the Digioh Agent

Prefer to be walked through it? Open the Digioh Agent by clicking the green icon in the lower left corner of your Digioh account and ask it to connect, for example:

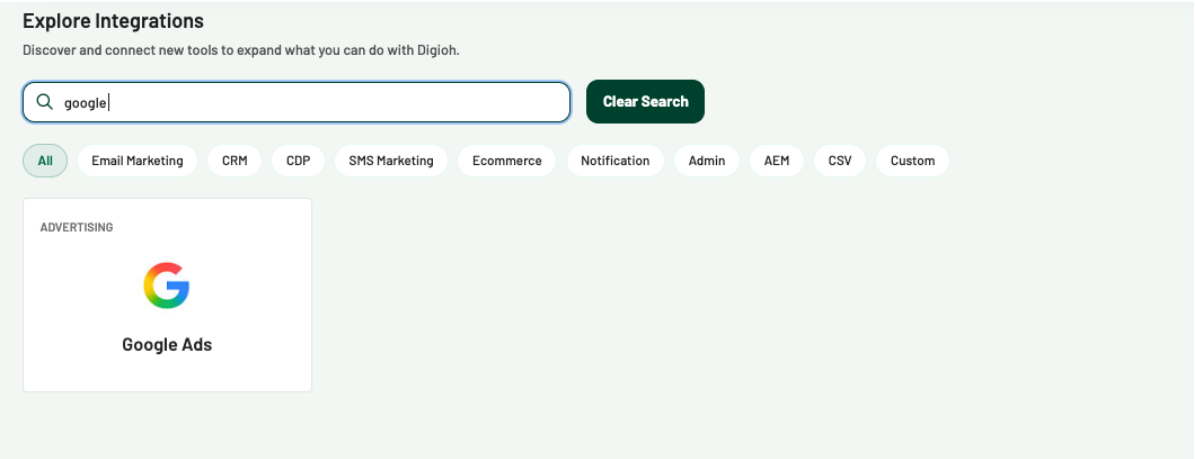
connect me with Google Ads

The Agent starts the Google sign-in and asks for your customer id in the chat. You approve the connection on Google's own screen, so Digioh never sees your Google password, and the connection refreshes on its own rather than expiring on you.

Important: The Google account you connect needs direct access to the Google Ads account you enter. Connecting through a manager (MCC) account isn't supported yet.

Part 2: Configuring integration

Once the integration is connected, inside the Agent continue with the setup:



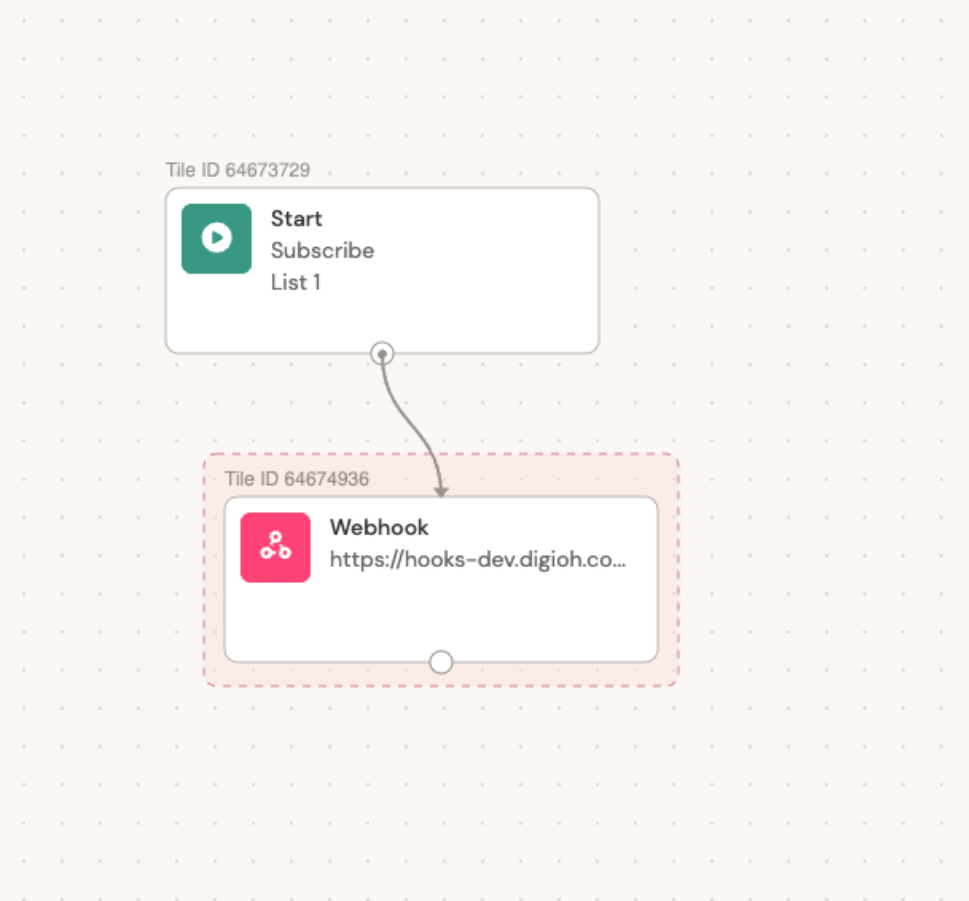
1. Give the Digioh Agent the Google Ads customer id: the 10-digit number shown at the top right of Google Ads, entered without dashes.

2. Pick an existing Customer Match audience, or let Digioh create one.

3. Attach the integration to a campaign in Digioh so every submission syncs to the audience. If you want filtering, or to sync from another platform, use a Connect pipeline.

Part 3: Syncing a list from another platform

If you keep lists in an email platform such as Iterable, Digioh can keep a Google Ads audience in step with one of them. Ask the Digioh Agent to set it up and it builds two Connect pipelines, one for additions and one for removals, then shows you the webhook details in the chat. In your email platform, create two journeys that call those webhooks: one triggered when someone joins the list, one when someone leaves it.



The webhooks only send changes from that point forward, so people already on the list aren't included. Upload your current list once as a CSV in Google Ads to seed the audience, and let the sync keep it current from there.

Part 4: Check that it works

Ask the Agent what it can do with your account, for example:

what can you do with my Google Ads account?

Or, to confirm it can reach your ad account right away:

list my Customer Match audiences

The Agent looks up your ad account and returns the audiences it can see, so you can confirm the one you're syncing to is connected. You can also ask it to create a new audience and add a contact to check the whole path end to end.

When Digioh adds members, Google processes the change asynchronously, and new members can take hours to show up in the audience size. Check the audience in Google Ads and use it once

the size reflects what you sent. Larger uploads take longer than incremental syncs.

Use cases

Connecting Google Ads to Digioh turns your first-party and zero-party data into better audiences and smarter spend. Here's what you can do once you're connected:

- Suppress existing customers. Exclude current subscribers and customers from prospecting so you stop paying to reach people you already have. Exclusions are available to any account in good standing, so this is usually the fastest thing to turn on.
- Retarget quiz takers and non-buyers. Turn quiz takers or shoppers who didn't convert into a retargeting audience on Search and YouTube.
- Run winback campaigns. Build a Customer Match audience of lapsed customers and target them with winback ads.
- Create Customer Match audiences. Build audiences from Digioh submissions, quiz takers, customers, and high-intent shoppers.
- Activate your ESP data. Turn lists and segments from your email platform into Google Ads Customer Match audiences, kept in sync as people join and leave. We've verified this end to end with Iterable.
- Use zero-party data. Build audiences from quiz answers, preferences, goals, product interests, and purchase intent, and bid up on your highest-intent segments.

Example: A shopper clicks a Google ad and completes a Digioh quiz. Digioh can capture their preferences, send that data to your marketing stack, add them to the right Google Ads Customer Match audience, suppress them from your prospecting campaigns so you stop paying to reach them, and personalize what they see next.

Note: Google has retired similar audiences, so this integration activates your own list rather than expanding reach. The current flow matches on email addresses. Google also supports phone and address matching, which we can add if customers ask for it.

Troubleshooting Issues

- Google won't let you create or use an audience. Your account may not be eligible for Customer Match. Google requires a good history of policy compliance and a good payment history, and reserves targeting and manual bid adjustments for accounts with at least 90 days of history and more than $50,000 in lifetime spend. In our testing, audiences on brand-new accounts were closed by Google and uploads stayed in processing.
- Your audience shows as too small. Google needs a minimum number of matched, active members before an audience will serve, and your matched size is always smaller than the number of emails you sent, because only addresses tied to a Google account can match.

Bulk-load an existing list and keep it syncing, or use the audience for exclusion while it grows.

- New members aren't showing up in the audience yet. Google processes membership changes asynchronously, and it can take hours. Wait and check again; large uploads take longer than incremental syncs. Also avoid hand-editing audience membership in Google Ads, since it can drift from what Digioh is syncing.
- Match rates look low on Gmail addresses. Digioh doesn't yet apply Gmail-specific normalization, which removes dots and plus suffixes before hashing. This slightly lowers match rates on gmail.com addresses.
- The connection stops working. This usually means access was revoked on the Google side, or the Google account you connected lost access to the ad account. Reconnect under Integrations in Digioh.

If none of these steps resolve the issue, contact support@digioh.com and let us know which part you're stuck on plus a screenshot if you can. We're happy to help.