Integrate with Google Ads

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Bluecore uses Google Ads' Customer Match, which are email list audiences, for Audience targeting instead of targeting via the Google Ads cookie (also called Remarketing List for Search Ads, or RLSA). Email lists typically have about a 50% match rate on Ads; meaning, if you sync 1,000 emails, Ads will be able to target about 500 of them. These Customer Match audiences can be used with Paid Search & Shopping campaigns, Display & Video 360, YouTube, and Gmail ads.

> ⓘ For more information about this feature, contact your Customer Success Manager (CSM).

Before your start

Clients who have an existing integration with Bluecore can use Audiences on other platforms right away, without additional setup. Contact your CSM to enable access. New clients should follow the Bluecore integration steps:

- Set up the Bluecore Website Integration on your site
- Set up email appends integration
- Have your Google Ads Account ID ready. This will be needed for the below integration.
- Audience expirations cannot be customized in this integration. The default expiration is 180 days.

Integrate the platform

1. Create an **account** with Google Ads.

2. Navigate to **Data** > **Integrations**.

3. Click **Add Integration** in the Google Ads module.

4. Enter your **Google Ads Account ID**.

5. Click **Save > Continue**.

6. **Log in** to Google Ads.

7. Click the **Notifications icon**.

8. Click **View** in the New account access request.
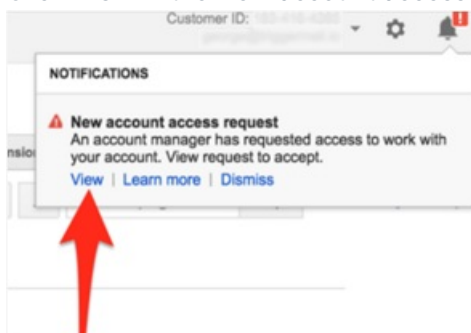
9. Click **Accept request** next to the Bluecore Client manager.
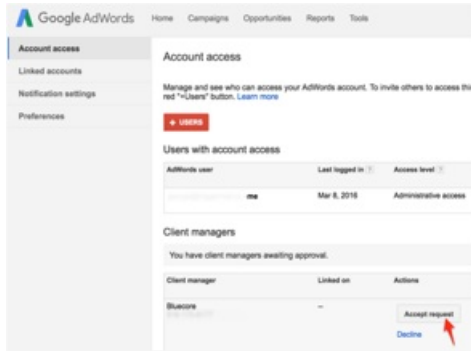
10. Return to **Bluecore** > ☐ **Data** > **Integrations** > **Google Ads**.

11. Check Status.

After the integration has been set up successfully, click here to create an audience and begin syncing audiences to Google.

FAQ

Q: Are you sending email lists as plaintext email or encrypted?

- A: When exporting a Bluecore Advertise audience, Bluecore encrypts personal identifiable information (PII) (e.g. email address) using the SHA-256 hashing algorithm to ensure your brand's data is kept private and secure. This means no customer data leaves the secure environment of Bluecore in its original format. The ad platforms to which Bluecore sends data also hash (encrypt) the customer data on their side using the same algorithm, so we end up matching on hashes rather than email addresses or phone numbers.