

Parallel tracking

for third-party tracking partners

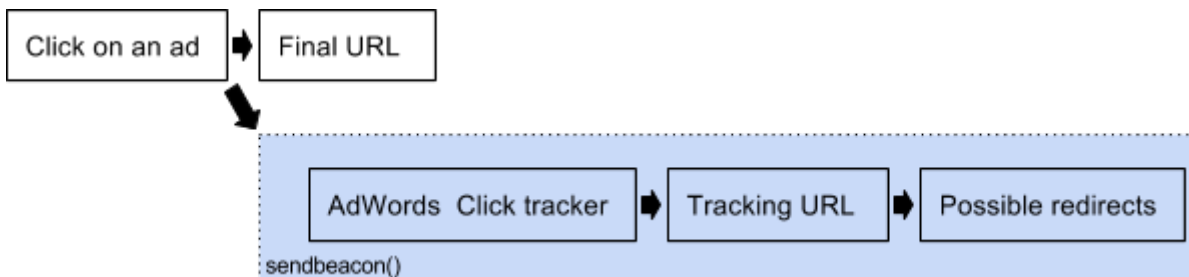
Overview

Parallel tracking accelerates the user's navigation from the ad to the landing page by using the new SendBeacon browser function to perform tracking in the background.

Today, when a user clicks on an ad, the redirect sequence looks like this:



With parallel tracking, the sequence will look like this:



Technical details

- SendBeacon follows only HTTPS redirects (any non-SSL redirect won't work)
- SendBeacon doesn't execute the HTTP content (no JavaScript executed or content loaded)
- SendBeacon writes cookies to the main browser jar as third party

Impact

Dynamic Data and IDs

- It's no longer possible for any click trackers to add or modify landing page URL parameters at click time. Those parameters need to be inserted directly in AdWords using the "Ad URL options" setting.
- If you use auto-tagging, the GCLID parameter will be appended to both the landing page URL and the tracking URL when an impression happens. This parameter can be used as a common key to join traffic information. [Learn more](#)

Tip: If you generate a custom ID for your advertisers, you will be able to use a new {gclid} ValueTrack in place of the GCLID value and reduce the amount of required changes to the website. For example, if the final URL or tracking template in AdWords contains something like *custom_id=[Dynamically generated Id]*, you can now update it to *custom_id={gclid}*. The GCLID parameters will also be added to the end of the landing page URL and tracking URL so that Google Analytics, AdWords offline conversion tracking, and other click trackers in the chain can read it.

Tracking template

- Templates must include a final URL insertion ValueTrack (eg., {lpurl}). We will replace the URL insertion ValueTrack with a Google URL in the SendBeacon path so that the last redirect doesn't create a second hit on the landing page server.
- Templates can still be used to insert parameters in the landing page. For this to work, ValueTrack parameters need to be properly inserted after the final URL in the tracking template.

Examples

- With no redirects
 - Final URL: `http://www.example.com`
 - Tracking template: `{lpurl}?tracking=somevalue`
 - Landing page: `http://www.example.com?tracking=somevalue`
- With redirects
 - Final URL: `http://www.example.com`
 - Tracking template: `http://example-redirect.com?url={lpurl}%3Ftracking%3Dsomevalue`
 - Landing page: `http://www.example.com?tracking=somevalue`
 - SendBeacon: `http://example-redirect.com?url=<some_google_url>*`
- With redirects and non-encoded parameters
 - Final URL: `http://www.example.com`
 - Tracking template:
`http://example-redirect.com?url={lpurl}%3Ftracking%3Dsomevalue&foo=bar`
 - Landing page: `http://www.example.com?tracking=somevalue`
 - SendBeacon: `http://example-redirect.com?url=<some_google_url>&foo=bar`

Tip: If the final URL already contains a ? and your tracking template contains {lpurl}? or {lpurl}%3F, it will be replaced with &. For more details, see the "Tracking template only" section of [this article](#).

Browser and network coverage

SendBeacon (Beacon API) is already supported by a large number of web browsers and more web browsers are adding support in the future.

Once parallel tracking is enabled in an AdWords account, if a click happens on a browser that doesn't support SendBeacon, the click will be sent through the previous redirect workflow.

Timeline

Currently, parallel tracking is optional, but it will become the default redirect behavior in the near future. It's only available for ads in the Search and Shopping networks right now. Additional networks will be available in the near future. For support, contact one of your customers and ask them to reach out to their account manager. Learn more [about parallel tracking](#).