



[Knowledge Base](#) > [Gym Lead Machine](#) > [Marketing](#) > [Paid Ads](#) > [Connect Google Ads with GLM](#)

Connect Google Ads with GLM

Mavilyn Carlos - 2026-08-25 - [Paid Ads](#)

The **Google Ads integration** for Gym Lead Machine automatically captures leads from your Google Ads lead form campaigns and syncs them directly into your Gym Lead Machine CRM. This is for gym owners and staff running paid ad campaigns who want new leads to land in their CRM and trigger follow-up automatically, without manual entry.

What you can do with the Google Ads integration

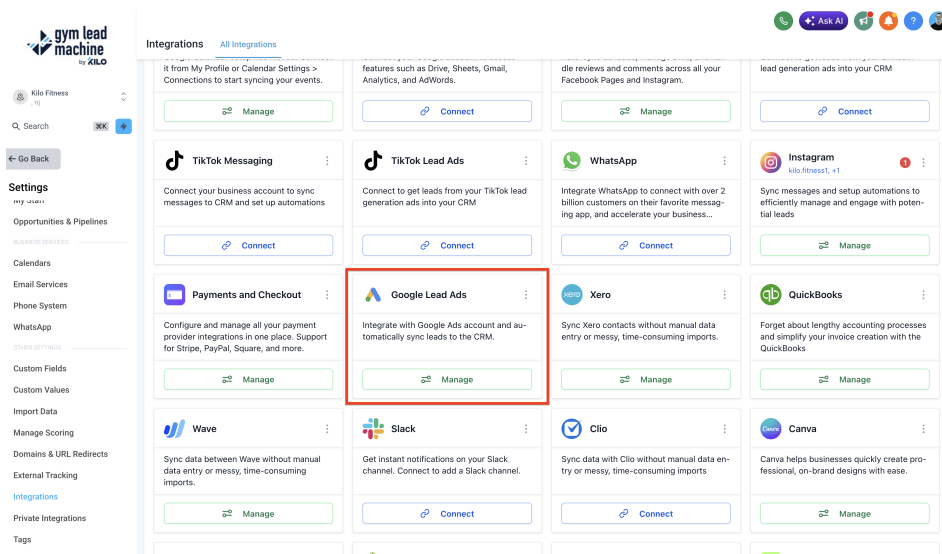
- Connect a Google Ads account to Gym Lead Machine using secure OAuth sign-in
- Automatically sync leads from your Google Ads lead forms into your CRM
- Map Google form fields to the matching Gym Lead Machine CRM fields
- Pause or resume syncing for an individual form at any time
- Trigger Workflows automations the moment a Google lead form is submitted
- Test the connection directly from Google Ads Manager

How do I connect Google Ads to Gym Lead Machine?

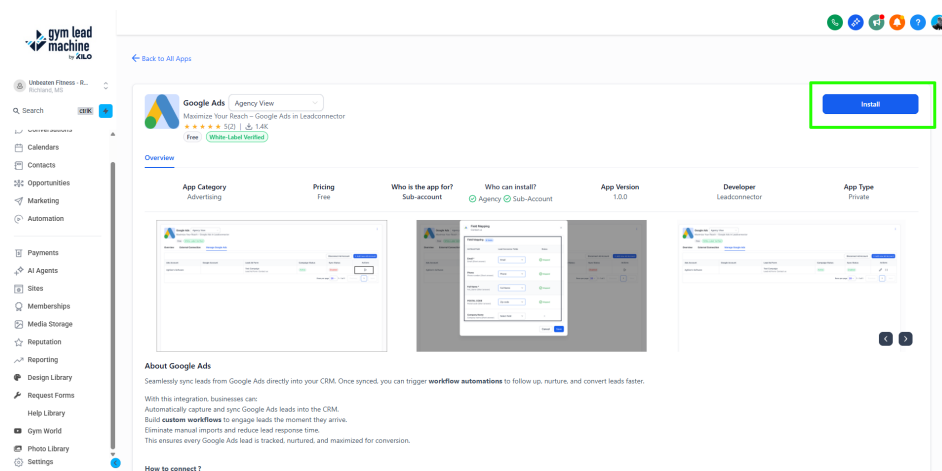
1. From your Gym Lead Machine dashboard, click **Settings** and then **Integrations**.

The screenshot shows the Gym Lead Machine dashboard with the 'Integrations' tab selected in the left sidebar. The main content area is divided into two columns. The left column, titled 'Business Information', contains fields for: Business Logo (with an upload button), Friendly Business Name (Kilo Fitness), Legal Business Name (Kilo Fitness), Business Email (sales@usekilo.com), Business Phone (Business Phone), Branded Domain (with an 'Add Domain' button), Business Website (https://usekilosales.com/), Business Niche (Choose one...), and Business Currency (Choose one...). The right column, titled 'Business Settings', contains fields for: Street Address (Street Address as it appears in the EIN listing), City (City), Postal/Zip Code (Zip Code), State / Prov / Region (nj), Country (United States), Time Zone (GMT-04:00 America/New_York (EDT)), Platform Language (English (United States)), and Outbound communication language for custom values. An 'Update' button is located at the bottom right of the Business Settings section. The 'Integrations' tab in the left sidebar is highlighted with a red box.

1. Find **Google Ads** in the list and click **Manage**.

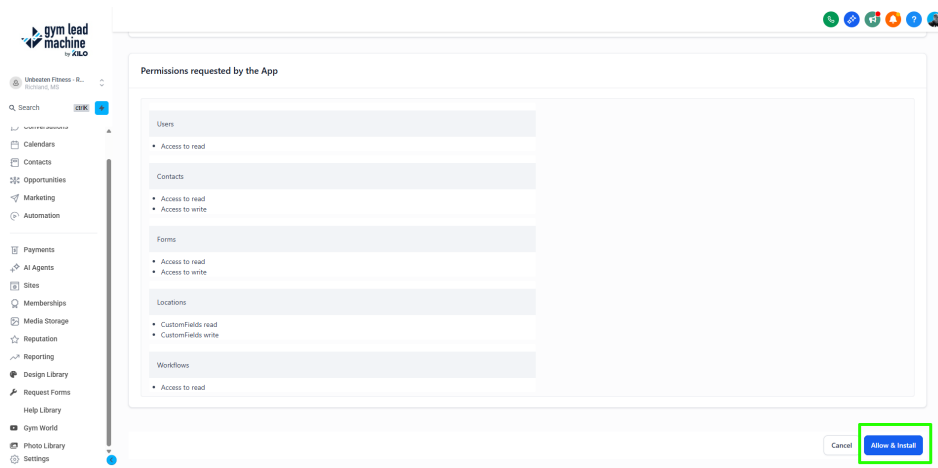


1. You'll be redirected to the app page—click **Install** to continue.

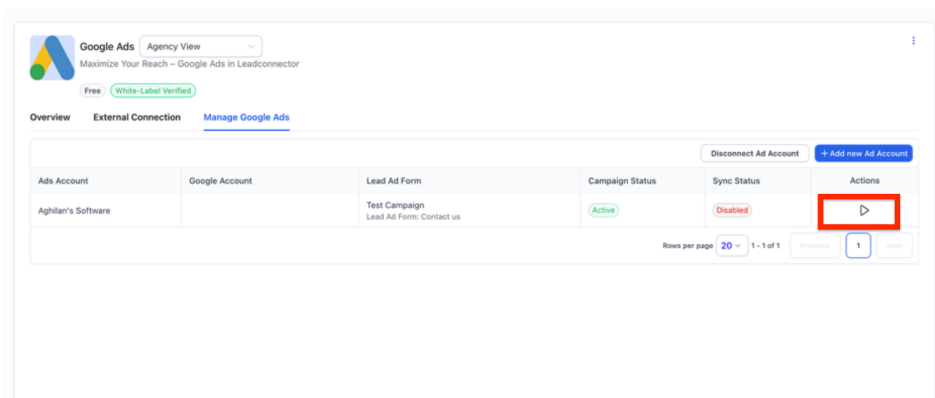


1. Sign in using your Google account when prompted.

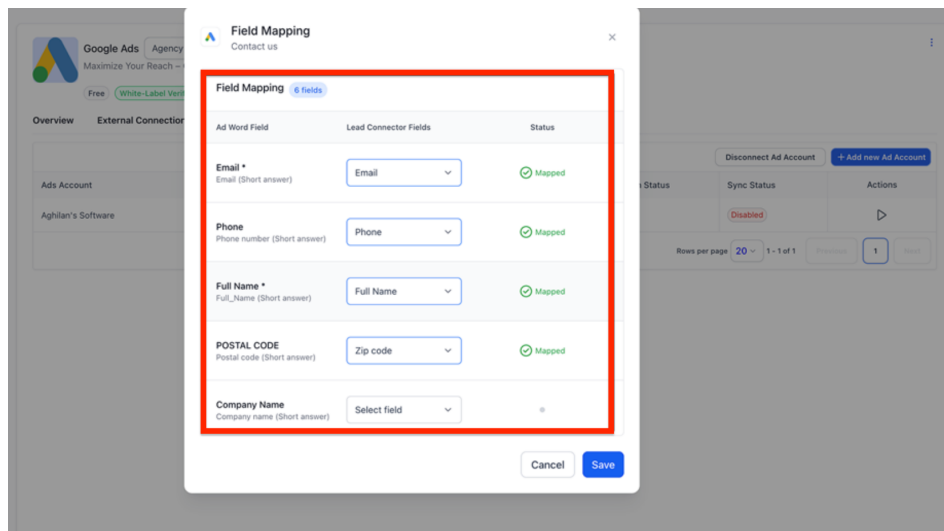
- This uses secure OAuth authorization to connect your ad account.
- Click **Allow & Install**
- Then click **Connect**



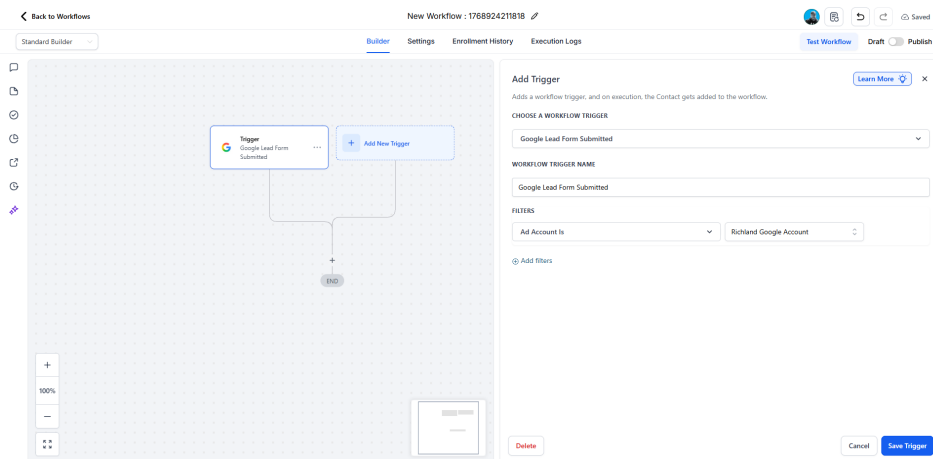
1. After connecting, you'll see a list of all your lead forms from the selected ad accounts, along with their campaign names and current status
2. Click the **Play** icon next to a form to activate syncing and map the fields.



1. Select **Map Fields** to align your Google Form questions with the corresponding Gym Lead Machine CRM fields (like name, email, phone, etc.).
 - Want to pause syncing from a specific form? Just click the **Pause** icon.



1. Next, go to **Automations** and create a new **workflow** in GLM to automate follow-ups. Select the trigger **“Google Lead Form Submitted”** to build automations that engage leads the moment they come in.



How do I test if the connection is working?

1. Log in to your **Google Ads Manager** and open the campaign you're syncing.
2. From the **Campaign List View**, click the campaign name to open it.
3. Scroll to the **Lead Form Extension** and click **Edit**.
4. Click the form name to open the connected lead form.
5. Click **Send Test Data** to verify everything is connected correctly.

Note

You may see a warning during testing—this is expected and safe to ignore.

Helpful tips

- Use the **Google Lead Form Submitted** trigger in Workflows so new leads get an automated follow-up right away.
 - Pause a form's syncing instead of disconnecting the whole integration if you just need to stop one campaign temporarily.
 - After setup, send test data from Google Ads Manager to confirm your field mapping is working before you rely on it for live campaigns.
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When this feature is most helpful

- Running Google Ads lead form campaigns for gym membership or program signups
 - Getting new ad leads into your CRM without manual data entry
 - Triggering immediate follow-up automations the moment a lead form is submitted
 - Managing multiple ad accounts or forms and controlling which ones are actively syncing
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If you have questions about the Google Ads integration in Gym Lead Machine, our Support team is happy to help. Reach us at hello@usekilo.com.

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