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Set Up the Add to Google Ads Workflow Action in GLM

Tom Regier - 2026-08-25 - Paid Ads

The **Add to Google Ads** workflow action sends real user actions, like form submissions, chat replies, or booked appointments, from Gym Lead Machine into your connected Google Ads account as conversions. It's for gym owners and staff running paid Google Ads campaigns who want to see which ad clicks actually turn into leads, so you can optimize your ad spend around what's genuinely working.

What you can do with the Add to Google Ads workflow action

- Send form submissions, order purchases, survey submissions, number pool calls, or chat replies to Google Ads as conversions
- Track conversions automatically, with no manual uploads or spreadsheets
- Assign a currency and value to each conversion so Google can weigh leads by quality
- Map click identifiers to your workflow for more precise attribution
- Confirm whether a conversion fired by checking your workflow's execution logs

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Before you begin

Two things need to be in place before the Add to Google Ads action will work:

- Your Google Ads account must be connected to Gym Lead Machine.
- You must have already created the conversion action you want to track inside your Google Ads account, and have its exact name on hand.

Note

If you haven't created any conversion actions in Google Ads yet, the Conversion dropdown inside the workflow action will be empty. Set up the conversion action in Google Ads first. To add a conversion event in Google Ads, follow the steps here.

How do I set up the Add to Google Ads action in a workflow?

1. If you haven't already connected your Google Ads account, go to **Settings → Integrations**, select **Google**, and follow the prompts to authenticate. Make sure you link the correct Google Ads account if you manage more than one.

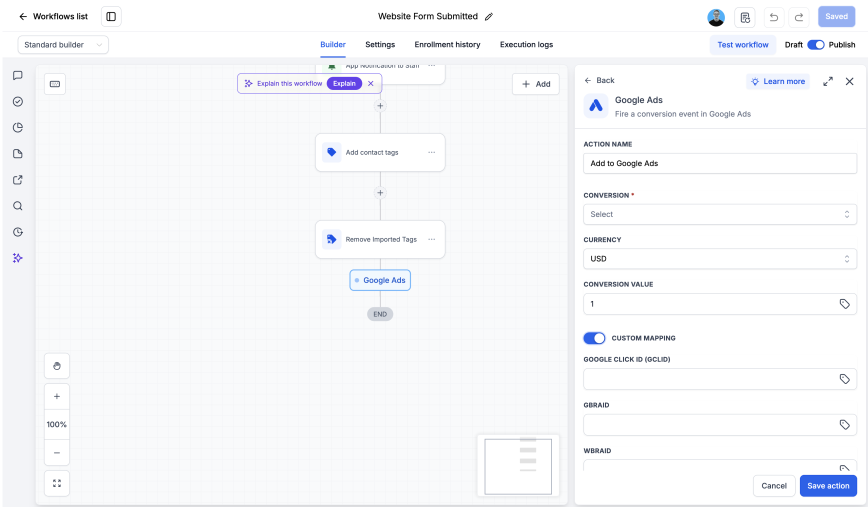
2. Go to **Automations → Workflows** and create a new workflow or open an existing one.

3. Add a trigger that matches the action you want to track, such as **Form Submitted**, **Order Purchased**, **Survey Submitted**, or **Customer Replied**.

4. Click the **+** icon at the point in the workflow where you want the conversion to fire, then select **Add to Google Ads** from the action list.

5. Give the action a clear name that describes the conversion, such as "Book Appointment Conversion." This name appears in your workflow logs.

6. In the **Conversion** dropdown, select the conversion action you created in Google Ads.



7. Choose the **Currency** you want the conversion value attributed in.

8. Enter the **Conversion Value** for this action.

9. Turn on **Custom Mapping** if you want to manually map click identifiers to specific fields in your workflow. This is useful if you're working with custom fields or want more control over how attribution data is passed to Google Ads.

10. Click **Save Action**, then **Publish** and save the workflow.

Note

The conversion name you select must match the name in your Google Ads account exactly, including capitalization and spacing. Even a small mismatch will cause the action to be skipped.

Using the action with different triggers

The Add to Google Ads action only fires for a specific set of triggers. Here's how to set it up for each.

Form, order, and survey submissions

1. Create the workflow.

2. Select the trigger: **Form Submitted**, **Order Purchased**, or **Survey Submitted**.

3. Add filters for the specific form, order form, or survey, then save the trigger.
4. Click the **+** icon to add an action, select **Add to Google Ads**, and choose the conversion action you created in Google Ads.
5. Set the **Currency** and **Conversion Value**.
6. Click **Save** and **Publish** the workflow.

Number pool calling

1. Create the workflow.
2. Select the **Call Status** trigger.
3. Add filters for **Call Direction: Incoming** and the pool number you want to track.
4. Add the pool number script to your website.
5. Click the **+** icon to add an action, select **Add to Google Ads**, and choose the conversion action you created in Google Ads.
6. Set the **Currency** and **Conversion Value**.
7. Click **Save** and **Publish** the workflow.

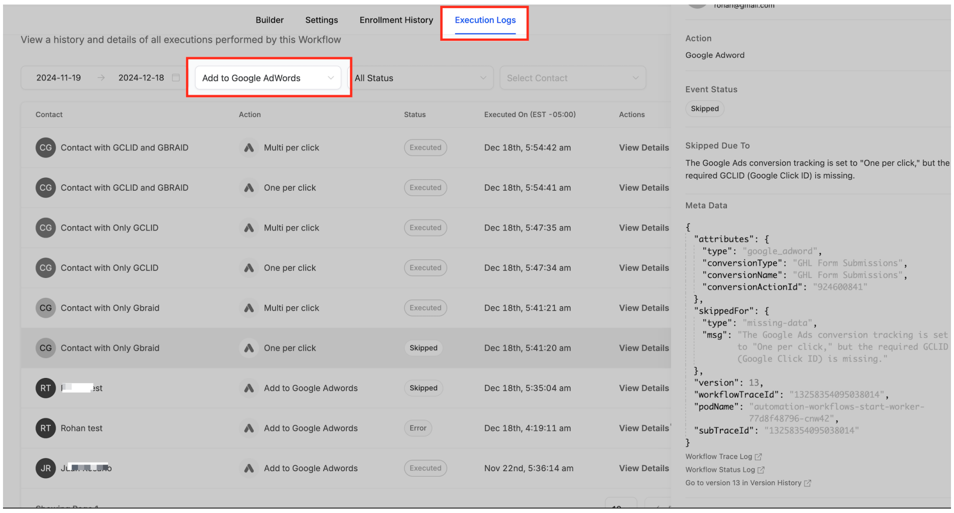
Chat widget replies

1. Create the workflow.
2. Select the **Customer Replied** trigger.
3. Add a filter for **Reply Channel: Chat Widget** so the action only fires for chat replies.
4. Click the **+** icon to add an action, select **Add to Google Ads**, and choose the conversion action you created in Google Ads.
5. Set the **Currency** and **Conversion Value**.
6. Click **Save** and **Publish** the workflow.

How do I confirm a conversion synced?

Check your workflow's execution logs. Open the workflow, go to the execution logs, and find the Add to Google Ads action. Each run shows one of two results:

- **Executed:** the conversion was sent to Google Ads successfully.
- **Skipped:** something prevented it, usually a missing click identifier or a conversion name that doesn't match Google Ads exactly.



It typically takes a few minutes for a new conversion to populate in both your workflow trigger and your Google Ads conversion report, so give it a short window before troubleshooting.

Frequently asked questions

What's the difference between GCLID, GBRAID, and WBRAID?

They're the click identifiers Google Ads uses to attribute a conversion back to the ad click that generated it. GCLID is used for standard web tracking. GBRAID and WBRAID are used in privacy-focused environments, mainly on iOS. If your Google Ads conversion is set to "one per click," GCLID is required; GBRAID and WBRAID only support "many per click" conversions.

Why does the action show "Skipped" in my execution logs?

Two things have to line up for a conversion to sync: the contact needs a valid click identifier from an actual ad click, and the conversion name in your workflow has to match the one in Google Ads exactly. A mismatch in either, even a small difference in capitalization or spacing in the conversion name, will cause the action to be skipped.

Does this work with every workflow trigger?

No. The Add to Google Ads action only works with Form Submission, Order Purchase, Survey Submission, Number Pool Calling, and Customer Replied triggers. Other triggers won't support this action.

Do I need Google Tag Manager for this to work?

No. The Add to Google Ads action doesn't require Google Tag Manager. Tag Manager can still be useful if you're separately tracking other client-side events, but it isn't a prerequisite for this workflow action.

Helpful tips

- Copy the conversion name directly from Google Ads rather than retyping it, to avoid a mismatch that causes skipped conversions.

- Give each Add to Google Ads action a descriptive name so you can tell conversions apart in your workflow logs.

- Every time you launch a new Google Ads campaign, make sure the workflow action is pointed at the correct conversion event.

- Check your execution logs after publishing a new workflow to confirm the action is firing as expected.
- Use Custom Mapping if your click identifiers are stored in custom fields rather than the default contact fields.

When this feature is most helpful

- Measuring which Google Ads campaigns are actually generating booked appointments or paying members
- Feeding real conversion data back to Google Ads to improve campaign optimization
- Tracking leads that come in through your chat widget, forms, or number pool calls
- Building a clearer picture of lead quality and return on ad spend across your Google Ads campaigns

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If you have questions about the Add to Google Ads workflow action in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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