CONVERSION TRACKING

Track to the honoured appointment, not the form

How hospitals send booked and honoured appointments back to Google Ads, calls and WhatsApp included, with no clinical data in the pipe.

Swipe →

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THE PROBLEM

Bidding chases whatever you call success

- Form fills: the algorithm finds more form-fillers
- Long calls: that includes the wrong number dialled
- Leads: that includes the job seeker and the no-show

Fix: tell Google which clicks became honoured appointments, using the hospital CRM as the record.

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THE LADDER

Four stages, each a conversion action

LEAD	Form, meaningful call or WhatsApp chat from the ad
QUALIFIED	Real person, genuine need, confirmed by the desk
BOOKED	Date, doctor and unit in the scheduling system
HONOURED	Patient arrived, consultation happened, per the HIS

Make one or two primary for bidding. Keep the rest secondary. Headline metric: cost per honoured appointment.

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PHONE CALLS

Four ways to track calls, by quality

FORWARDING NUMBERS	Google numbers on call assets; India is supported
WEBSITE CALLS	Swapped number counts calls above a set duration
NUMBER TAPS	Intent to call only; secondary at most
IMPORTED CALLS	Caller number plus time; only a portion match in India

Most hospital teams add a call tracking provider that writes each call into the CRM as a lead.

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WHATSAPP

Treat a chat like a form

- ✔ Store the click ID and campaign against a short reference
- ✔ Open the chat with a pre-filled message carrying it
- ✔ Let the Business API create the lead with the reference
- ✔ Log chat bookings in the CRM, not only the HIS

Never put a condition-revealing campaign name in the pre-filled message. Patients forward them.

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OFFLINE IMPORT

How the GCLID flows back to Google

1. Landing page captures GCLID and UTMs in hidden fields
2. CRM stores the GCLID on the lead record
3. Desk marks booked, HIS confirms the visit, both timestamped
4. A daily job uploads status changes as conversions
5. Upload within 90 days of the click, or Google drops it

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ENHANCED CONVERSIONS

Where Google says new setups should start

- Hashed email or phone matches the lead later, even across devices
- The window is 63 days, not 90
- Send the GCLID too whenever you have it
- Confirm your integration moved to the Data Manager API

You are sharing hashed personal data with an ad platform. Say so in the consent notice.

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PRIVACY

Keep health information out of the pipe

- Name actions by stage: Consult booked, Consult honoured
- No diagnoses, report types or symptoms in any field or URL
- Specialty comes from campaign structure, not the conversion
- Use standard values per stage, never individual bill amounts

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THE REAL SYSTEM

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Offline conversion import is only as good as the statuses feeding it. The hard part is not the API, it is the desk.

Write status definitions down, agree them with unit heads, audit a sample monthly against the register.

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READ THE FULL GUIDE

Call tracking and offline conversion import, in full

- Step-by-step setup and a test week
- Data Manager migration from 15 June 2026
- What this setup will never tell you
- gauravphogat.com/call-tracking-and-offline-conversion-import-for-hospitals

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