Google Adwords

Quick Steps: Go to **Events > Event Name > Entry Types > Edit > Google Adwords**

The Google AdWords function in Events is integrated with Google Analytics. This function can assist in attracting participants to your event by advertising with *Google AdWords* ads, in the Sponsored Links section next to search results, boosting website traffic and Events registrations.

Google AdWords:

1. Click here to go to Google AdWords and set up your Advertisement and grab your code.

2. Within the Management Console, select **EVENTS** from the top menu, then **EVENTS** from the listing.

3. Select **ENTRY TYPE** from the expanded left menu.

4. Click **EDIT** then go to the **GOOGLE ADWORDS** tab.

5. Paste your code.

6. Click **SAVE** and you will now be able to track this data through Google AdWords.

You must have a Google AdWords and Google Analytics account to be able to use this functionality.

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