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Digital

WHITE PAPER · 2026 EDITION



Qualified B2B leads: Google Ads, LinkedIn and Microsoft Ads connected to Odoo CRM

From click to signed quote: offer and landing page, lead forms and qualification, source capture in Odoo, response time, sending results back to the ad platforms and a dashboard of pipeline value.

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What you will find in this guide

For managing directors, sales directors and marketing managers of B2B companies (services, industry, installers) that use Odoo or are moving to it. This guide follows a lead from the first click to the signed quote; every term is explained the first time it appears and listed again in the glossary.

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HOW TO READ THE EXAMPLES

Companies used as examples have a name starting with “Exemple” and do not exist. All their figures are **fictitious**: they show a calculation, they do not set a target. Every platform fact carries its date and official source; anything that could not be confirmed at the source is marked “to be confirmed”.

DISCLAIMER

This guide is a marketing and technical information document. It is not legal advice and promises no results. Ad platforms and Odoo change their features often: check every setting in your own account and version before applying it.

00 · EXECUTIVE SUMMARY

The essentials on one page

In B2B, a sale is signed offline, weeks after the click. If your CRM does not know where each lead came from, and the platforms do not know which leads became signed quotes, every euro of advertising is steered blind. Five decisions are enough to reconnect the chain.

01 · AN OFFER WORTH ASKING FOR

Diagnostic, demo, estimate: a concrete offer, one landing page per offer and language, a short form. Advertising amplifies an offer; it does not replace it.

02 · EVERY LEAD ARRIVES WITH ITS SOURCE

UTMs, click ID (GCLID, li_fat_id, msclkid) and consent status stored on the Odoo lead, whatever the entry point.

03 · QUALIFY AND RESPOND FAST

Qualification criteria written with sales, Odoo scoring, assignment rules and a target response time set in a shared SLA.

04 · SEND CRM STAGES BACK

Qualified lead, opportunity, signed quote: sent back to Google (Data Manager), LinkedIn (Conversions API) and Microsoft (offline conversions).

05 · STEER ON PIPELINE VALUE

Compare sources on cost per opportunity and the pipeline value they create, read in Odoo. Cost per form says almost nothing in B2B.

Three facts to remember

Date	Fact	Source
15 June 2026	Google Ads offline conversion imports and enhanced conversions for leads uploads move to the Data Manager API and are blocked in the Google Ads API.	Google Ads Help
August 2026	LinkedIn can optimise on qualified leads sent through the Conversions API (QUALIFIED_LEAD type), provided they are shared within 30 days.	LinkedIn, Conversions API documentation
90 days	Microsoft Advertising rejects an offline conversion dated more than 90 days ago; the msclkid becomes optional if you send a hashed email or phone number.	Microsoft Advertising API

OUR CONVICTION

An ad platform optimises for what you send back. Send it forms, it will find forms. Send it opportunities and signed quotes, it will learn to find buyers. Connecting your campaigns to Odoo is a sales topic before it is a technical one.

01 — CHAPTER 1

From click to signed quote

A B2B lead goes through six stages. The platforms see the first three; your CRM sees the last three. The whole challenge is to connect both halves, in both directions.



The five places where the chain breaks

Break	Symptom	Chapter
Vague offer	Clicks, few leads, or leads outside the target.	02 · Offer and page
Lead without a source	The Odoo lead shows neither the campaign nor the platform.	03 and 04 · Forms, capture
Lead not called back	Nobody is alerted, or too late; the lead goes cold.	05 · Scoring and SLA
Undefined stages	"Qualified" means something different to each salesperson.	03 and 05
No feedback	The platforms optimise for forms, not for sales.	06 · Sending results back

FICTITIOUS EXAMPLE: EXEMPLE INDUSTRIE SRL

Over one quarter, €3,000 of advertising brings 60 forms (€50 each), 15 qualified leads (€200), 6 opportunities (€500) and 2 signed quotes (€1,500 per signed quote). Only the last figure compares with the margin on a contract, and only Odoo can produce it. **Fictitious figures.**

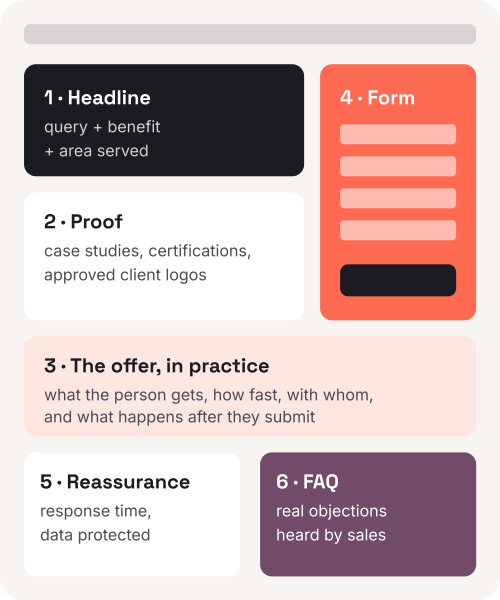
TO DO THIS WEEK

Take the last ten won opportunities in Odoo. For each one, write down the original source and campaign. If you cannot fill in at least eight, start with chapters 3 and 4.

02 — CHAPTER 2

The offer and the landing page

A B2B buyer does not fill in a “Contact us” form out of curiosity. They ask for something specific: a diagnostic, a demo, an estimate. The landing page keeps the promise of the ad and makes that request easy.



Six zones, one single action

- **One page per offer and per language**: the page uses the words of the ad and of the search query, in French, Dutch or English.
- **One call to action**, repeated: no menu that distracts, no three competing offers.
- **A short form**: the fields sales need to qualify, nothing more (chapter 3).
- **What happens after submitting**: who calls back, within what time, through which channel. It is your SLA made visible.
- **A fast page on mobile**: Google lists landing page experience as one of the three components of Quality Score, with expected click-through rate and ad relevance.

Source: Google Ads Help, “About Quality Score”, ref. 6167118.

The B2B offer ladder

Offer	Commitment asked	Suitable campaigns	Qualification signal
Guide, white paper	Low: an email address	LinkedIn (Lead Gen Forms), retargeting	Job title and company in the target
Diagnostic, audit	Medium: a 30 to 60-minute call	Google and Microsoft Search on problem queries	Need described, timing given
Demo	Medium to high	Search on solution queries, LinkedIn on target accounts	Decision-maker present, dated project
Estimate, quote	High: project data	Search on purchase queries, brand	Scope, budget or deadline

TO DO

Write in one sentence what the person who fills in your form receives. If the sentence starts with “we will get back to you”, the offer is not yet concrete enough.

03 — CHAPTER 3

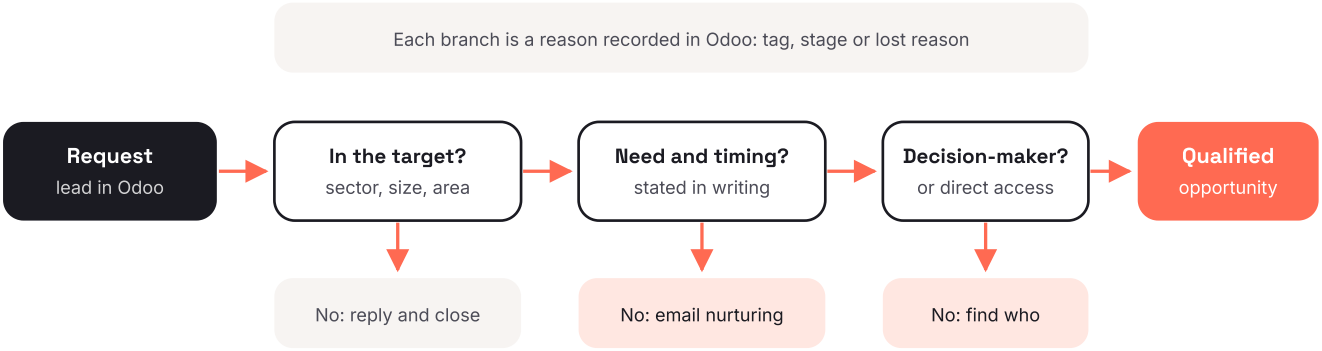
Lead forms and qualification

Three entry points, one destination: a lead in Odoo, with its source. Then a qualification made against written criteria, the same for every salesperson.

Entry point	What the official documentation says	What you need to add
Odoo website form	"Create an Opportunity" action: the request lands in the CRM, with an optional sales team and salesperson; without a salesperson, the team's rules apply. If Leads are enabled, the form creates a lead (Odoo 19).	Hidden fields for click IDs and consent (chapter 4); a simple qualification field.
LinkedIn Lead Gen Forms	Form pre-filled with the member's profile; up to 12 standard fields and 3 custom questions; privacy policy URL required; opt-in checkboxes above the submit button; up to 20 hidden fields (account, campaign, ad set, ad). Lead data is deleted from LinkedIn's servers after 365 days.	A sync to Odoo: LinkedIn names native integrations (Salesforce, HubSpot), not Odoo. You need a third-party connector or the API.
Phone, direct email	No click data arrives on its own.	Source entered in Odoo by whoever answers; call tracking if the volume justifies it.

Source: Odoo 19, "Create opportunities from web contact forms"; LinkedIn Marketing Solutions Help, Lead Gen Forms (73944), hidden fields (a421421), CRM integrations (79636), GDPR (87080).

The qualification tree, to write with sales



THE MINIMUM FIELDS

First name, last name, business email, company, phone, one question on the need, one on timing. Everything else can be asked on the first call.

TWO DEFINITIONS TO SIGN OFF

Qualified: passes the three questions of the tree. **Won**: quote signed, not "interested". These two words drive the rest of this guide.

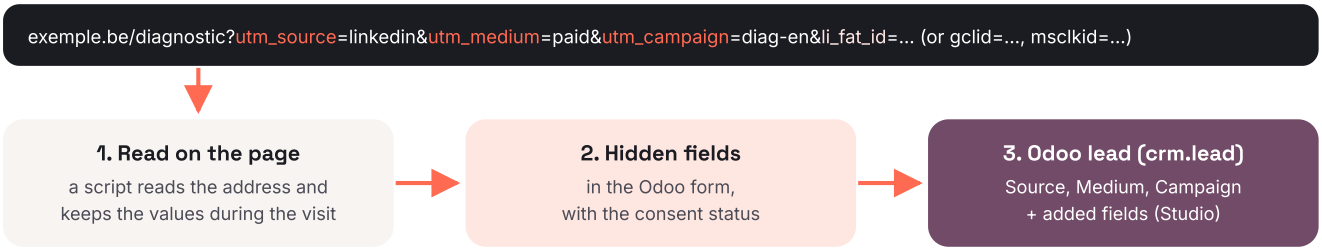
TO DO

Bring a salesperson and the person in charge of marketing together for 45 minutes. Write the tree, then classify twenty recent leads together. If you disagree on more than three, the tree is not precise enough yet.

04 — CHAPTER 4

Capturing UTMs and click IDs in Odoo

Each platform adds a click identifier to your page address. If your form keeps it and writes it on the Odoo lead, you can later tell the platform: this exact click became a signed quote.



Advertising identifiers are only stored with the visitor's consent (chapter 7)

Parameter	Added by	Where to store it in Odoo	What it is for
utm_source, utm_medium, utm_campaign	You, in the campaigns' URL templates; or Odoo's link tracker	Native Source, Medium, Campaign fields	CRM marketing attribution report, pipeline value by source
gclid (and gbraid)	Google Ads, when auto-tagging is on; gbraid for some iOS measurement	Added field (Studio or module)	Upload to Google Ads, with hashed email (enhanced conversions for leads)
li_fat_id	LinkedIn, when enhanced conversion tracking is on in the Insight Tag	Added field	Conversions API, as the LINKEDIN_FIRST_PARTY_ ADS_TRACKING_UUID identifier
msclkid	Microsoft Advertising, when auto-tagging is on (account URL options)	Added field	Microsoft offline conversions; capture it on the page, Microsoft cannot return it
Consent	Your cookie banner (CMP)	Added field (yes, no, date)	Decide what may be sent back to the platforms

Source: Odoo 19, Marketing attribution reports; Google Ads Help, ref. 15713840 and 7014069; LinkedIn, Conversions API use cases (version 2026-11); Microsoft Advertising API, OfflineConversion.

THE ODOO POINT TO CHECK

UTM fields exist on leads. Click ID fields do not: you add them with Studio (Odoo Enterprise) or a small module. To our knowledge, Odoo 19 has no native connector that sends conversions back to Google, LinkedIn or Microsoft: sending goes through a module, a connector or a script (to be confirmed for your edition and version).

05 — CHAPTER 5

Scoring, assignment and response time

A qualified lead that waits three days is no longer quite qualified. The score says whom to call first, assignment rules say who calls, and the SLA says how fast.

The first 48 hours of a lead



Example timings, to set with your team according to your hours and volume

What Odoo already does

Feature	What the documentation says	Suggested use
Predictive lead scoring (Odoo 19)	Probability of winning computed by a naive Bayes model on pipeline history. Optional variables: state and country, phone and email quality, source, language, tags; stage and sales team are always included.	Call-back order; recalibrate after six months of clean data.
Rule-based assignment (Odoo 19)	Each team or salesperson has a domain (example: probability >= 20); run manually or repeatedly, from minutes to weeks; “Skip auto assignment” option.	Distribution by language, area or offer, run often.
Rotation (Odoo 20)	Members set to “Always in rotation”, “In rotation with a limit” or “Out of rotation”.	Absences and workload handled without touching the rules.
Generate Leads (Odoo 20)	Switch from Clearbit to the Dun & Bradstreet company database.	Complete a lead's company before the call.

Source: Odoo 19, “Lead scoring” (track_leads/lead_scoring); Odoo 20 release notes, September 2026.

THE SLA IN FOUR LINES

1. Maximum time to first contact, per score level. 2. Who takes over during absences. 3. Number of attempts before nurturing. 4. Time allowed to log the qualification in Odoo. Signed by sales management and marketing, reviewed every quarter.

OUR OWN SET-UP

On nexuro-digital.com, every form request lands in our Odoo CRM and Timothy or Bryan replies within 24 hours. The response time is written on the page: it is our SLA made visible.

06 — CHAPTER 6

Sending results back to the platforms

All three platforms accept conversions coming from your CRM. They differ in the identifier they expect, the upload channel and the time limits. This table sums up what their documentation says on 26 November 2026.

	Google Ads	LinkedIn	Microsoft Advertising
Click ID	GCLID (auto-tagging); gbraid accepted for some iOS measurement	li_fat_id, sent as LINKEDIN_FIRST_PARTY_ADS_TRACKING_UUID	MSCLKID (auto-tagging), to be captured on the landing page
Hashed data	Email, phone, address: enhanced conversions for leads	Hashed email (SHA-256) and other supported identifiers	SHA-256 hashed email, phone in E.164 format: enhanced conversions
Upload channel	Data Manager (UI or API); file import is labelled “legacy”	Conversions API (direct or through a partner); also Insight Tag and CSV upload	File upload in the UI, or API (ApplyOfflineConversions)
Dated rules	Since 15/06/2026, offline uploads blocked in the Google Ads API. Since April 2026, enhanced conversions for web and leads combined into one setting.	Qualified leads (QUALIFIED_LEAD type) to be shared within 30 days for optimisation; two-week learning phase.	Conversion less than 90 days old, after the click, within the goal's window; time in UTC; wait 2 hours after creating the goal; up to 6 hours before reporting.
Duplicates	Keep sending the GCLID with hashed data, and import all events	Same event ID on the Insight Tag and API sides: the event is counted once	Same MSCLKID and same conversion time: only the first upload counts

Source: Google Ads Help, ref. 14274408 and 15713840; LinkedIn, Conversions API use cases, version 2026-11 (page updated on 17/08/2026); Microsoft Advertising API, OfflineConversion (13/11/2024).

GOOGLE

Validate before switching

To replace an existing import, Google advises creating a new action, validating it over one to two conversion cycles or four weeks, then making it primary.

LINKEDIN

One rule per stage

LinkedIn suggests several conversion rules for CRM stages, from pipeline to closed-won deals, with a value passed from the CRM to calculate ROAS.

MICROSOFT

A silent failure

An MSCLKID that is too old or belongs to another account may look accepted. Check the number of conversions shown, not just the upload message.

TO BE CONFIRMED IN YOUR ACCOUNT

The pages we read do not state Google's maximum delay between click and upload, nor LinkedIn's upload delay outside the qualified leads goal. Check each action's conversion window in the account before setting the upload frequency.

Which Odoo stage to send, and to which conversion

Each pipeline stage becomes a conversion. Only one per platform is used for bid optimisation; the others are for observation. Choose the one that happens quickly and often enough for the algorithm to learn.

Odoo stage	Google Ads	LinkedIn	Microsoft
New lead form received	Lead: secondary	Lead: observation	Lead goal
Qualified chapter 3 tree	**Qualified lead** primary action	**QUALIFIED_LEAD** optimisation goal	**Offline goal** "qualified"
Quote sent expected revenue	Opportunity: secondary	"Pipeline" rule	Opportunity goal
Won quote signed, amount	Sale with value: secondary, then primary	Closed-won deal, value from the CRM	Sale goal, quote value

Nexuro's proposal, to adapt to your volume. A stage that is too rare or too late (a few signed quotes a month) teaches the algorithm poorly: start with "qualified", move to signed value when volume allows.

FICTITIOUS EXAMPLE: THE JOURNEY OF A LEAD AT EXEMPLE LOGISTIQUE SRL

On 3 March, an operations manager clicks a LinkedIn ad and lands on the "diagnostic" page with a li_fat_id. She accepts cookies and fills in the form: the Odoo lead carries the source linkedin, the campaign diag-en, the li_fat_id and the consent. Qualified on 4 March, it is sent back to LinkedIn the same day. The €18,000 quote is signed on 21 April: the "closed-won" conversion goes out with its value. **Fictitious company and figures.**

CHECK NOW

If your Odoo to Google Ads connector uploaded conversions through the Google Ads API, it has not uploaded anything since 15 June 2026. Look at the date of the last imported conversion in your account.

THE GOLDEN RULE

Only send back what your sales team recognises. A stage reached by mistake and then reversed distorts learning: decide who is allowed to move an opportunity.

Upload rhythm

Platform	Official constraint	Rhythm suggested by Nexuro
Google Ads	Uploads through Data Manager; keep the GCLID and add hashed data.	Automatic daily upload from Odoo.
LinkedIn	Qualified leads shared within 30 days to count for optimisation.	Upload on the day of qualification.
Microsoft	Conversion less than 90 days old, after the click, time in UTC.	Daily upload, weekly check of rejections.

07 — CHAPTER 7

Consent, link by link

Every link in the chain depends on a choice made by the visitor. A refusal does not stop the lead reaching Odoo; it limits what can be stored in their browser and what can be sent back to the platforms.

Link	Before the choice	If the visitor refuses	If the visitor accepts
Google tag (Consent Mode v2)	Default signals “denied”; no advertising cookie	ad_storage, ad_user_data, ad_personalization denied	Signals granted, GCLID usable
LinkedIn Insight Tag	Not loaded	Not loaded; no li_fat_id cookie	Loaded; enhanced conversion tracking possible
Microsoft UET tag	Consent mode, ad_storage denied	ad_storage denied	ad_storage granted, MSCLKID usable
Click ID capture	Read without lasting storage	No storage; the lead keeps UTMs and answers	Stored for the visit, then an Odoo field
Form	Its own legal basis for the contact request. A separate, unticked marketing opt-in box, and a link to the privacy policy (required in Lead Gen Forms).		
CRM to platform uploads	Only for leads whose status allows it, following each platform's customer data rules (Google: customer data policies; LinkedIn: “subject to members' preferences”).		

Source: Belgian DPA (APD/GBA), Cookies page; Google Ads Help, ref. 13695607 (ad_user_data, ad_personalization); Microsoft Advertising, 31/03/2025 (consent signals required by 05/05/2025 for the EEA, UK and Switzerland); LinkedIn Help 73944 and 87080.

NEXURO FINDING, NOVEMBER 2026

On an Odoo website, overly broad automatic blocking by the consent banner can block the site's own scripts (cart, forms). We prefer blocking declared tag by tag, then a full journey checked in a browser with no cache.

WHAT A REFUSAL DOES NOT CHANGE

The lead reaches Odoo with its UTMs and answers. The source stays readable in your reports; only the detailed feedback to the platforms is more limited.

TO DO

Open your website in a private window, refuse everything, fill in the form, then accept everything and do it again. Compare both leads in Odoo and what each tag's diagnostic tools show.

08 — CHAPTER 8

Pipeline value by source

Marketing and sales look at the same dashboard, taken from Odoo: what each source cost, how many opportunities it created, and what value it put into the pipeline.

Exemple Services SRL · Q1 · leads and pipeline dashboard FICTITIOUS FIGURES

Spend	Leads	Qualified	Opportunities	Weighted pipeline	Signed quotes
€9,000	120	38	17	€96,000	5

Source (UTM)	Spend	Leads	Qualified	Opps	Cost / opp.	Weighted pipeline
Google Ads	€4,500	52	16	8	€563	€44,000
LinkedIn Ads	€3,300	34	12	5	€660	€33,000
Microsoft Ads	€1,200	14	5	2	€600	€9,000
Organic and direct	n/a	20	5	2	n/a	€10,000

First contact within the SLA 82%

Leads with source and click ID 91%

Weighted pipeline = sum, for each open opportunity, of expected revenue × probability, grouped by source.

Indicator	Calculation in Odoo	Question it settles
Cost per opportunity	Source spend ÷ opportunities created from that source.	Which source creates pipeline at the best cost?
Weighted pipeline by source	Expected revenue × probability, grouped by UTM Source (pipeline analysis).	Where will revenue come from in the coming months?
Qualified to won rate	Won opportunities ÷ qualified leads, per source, over a full sales cycle.	Do a source's leads actually sign?
SLA compliance	Share of leads whose first activity is done within the agreed time.	Are we losing leads by being slow?

Spend comes from the platforms, everything else from Odoo. For a fair reading, compare sources over a full sales cycle, not over one month.

READING THE FICTITIOUS EXAMPLE

Google Ads creates the cheapest opportunity (€563), but LinkedIn brings more value per opportunity (33,000 ÷ 5 = €6,600 against 44,000 ÷ 8 = €5,500). Neither source "wins" on its own: the decision depends on the signing rate measured over a full cycle. **Fictitious figures.**

THE MONTHLY REVIEW

Thirty minutes, marketing and sales together, this dashboard on screen. One dated decision at the end: keep, adjust, stop or test. The dashboard lives in Odoo, not in a supplier's accounts.

09 — CHAPTER 9

The end-to-end test plan

A measurement chain is checked like an installation: scenario by scenario, with the expected result written in advance. Run these ten checks before increasing a budget, then after every change to the website, the form or Odoo.

No.	Scenario	Expected in Odoo	Expected on the platform
1	Visit with test UTMs, cookies accepted, form submitted	Lead created, Source, Medium, Campaign filled, right team	None (internal check)
2	Visit with a test gclid in the address	GCLID field filled	None until the lead is qualified
3	Same with li_fat_id, then with msclkid	Matching fields filled	None
4	Same journey, cookies refused	Lead created with UTMs, no stored ID, consent “no”	No advertising cookie set
5	Request through a LinkedIn Lead Gen Form	Lead created with campaign and hidden fields	Lead visible in Campaign Manager
6	First contact logged in Odoo	Dated activity, SLA time measurable	None
7	Real lead moved to “qualified”	Stage and upload date recorded	Conversion received: Data Manager diagnostics, LinkedIn status and match rate, Microsoft report within 6 hours
8	Same lead sent twice	One upload logged	One conversion counted
9	Opportunity won with an amount	Signed amount	Conversion with value and the right currency
10	Monthly comparison	Number of qualified leads	Conversions received per platform: gap explained

PASS 1 · BEFORE

Technical acceptance

Scenarios 1 to 6 on a test environment or with leads tagged “test”, deleted afterwards.

PASS 2 · LAUNCH

First real leads

Scenarios 7 to 9 on the first real leads, with consent, under human review.

PASS 3 · EVERY MONTH

Health check

Scenario 10 and a full journey, after any update to the website, banner or Odoo.

KEEP A RECORD

Log each pass in a dated document: scenario, date, result, screenshot. When a figure moves, you will know whether the chain changed or the market changed.

10 — CHAPTER 10

30, 60 and 90-day action plan

First the definitions and the source of every lead, then the feedback to the platforms, finally the steering. In that order, each step builds on the previous one.

30 d

Define and capture

- Write the qualification tree and the definitions of “qualified” and “won”.
- Choose one offer per campaign and check its landing page.
- Add GCLID, li_fat_id, msclkid and consent fields in Odoo.
- Connect the form's hidden fields and the campaigns' UTMs.
- Connect Lead Gen Forms to Odoo (connector or API).

Deliverable: every new lead arrives with its source.

60 d

Respond and send back

- Sign the SLA and set up assignment and activities in Odoo.
- Create conversion actions per stage on all three platforms.
- Connect uploads: Data Manager, Conversions API, Microsoft offline conversions.
- Check consent, tag by tag.
- Run passes 1 and 2 of the test plan.

Deliverable: qualified leads flow back to the platforms.

90 d

Steer

- Publish the pipeline value by source dashboard.
- Choose the primary optimisation action per platform.
- Hold the first monthly marketing and sales review.
- Launch a first offer or targeting test.
- Schedule pass 3 every month.

Deliverable: a budget decision based on Odoo.

Who does what

Activity	Management	Sales	Marketing	Odoo partner or agency
Definitions and qualification tree	A	R	C	C
Offers and landing pages	A	C	R	C
Odoo fields, forms and connectors	I	C	A	R
SLA and lead qualification	A	R	C	I
Conversion uploads and consent	I	I	A	R
Dashboard and monthly review	A	R	R	C

R: responsible. A: accountable. C: consulted. I: informed. Lead qualification always remains a decision of the sales team.

TOOL

The 24-point checklist

Print this page. Tick what is in place. Every empty box is an action for your 90-day plan.

OFFER AND PAGE

- ☐ 01 Each campaign promotes a concrete offer (diagnostic, demo, estimate).
- ☐ 02 One landing page per offer and per language.
- ☐ 03 The page says who calls back and how fast.
- ☐ 04 The form only asks for the fields needed to qualify.

FORMS AND QUALIFICATION

- ☐ 05 The website form creates a lead or opportunity in Odoo.
- ☐ 06 Lead Gen Forms reach Odoo without manual export.
- ☐ 07 “Qualified” and “won” have a written, signed definition.
- ☐ 08 Lost and disqualification reasons are mandatory.

SOURCE CAPTURE

- ☐ 09 Every campaign carries consistent UTMs.
- ☐ 10 Auto-tagging is on at Google and Microsoft.
- ☐ 11 Insight Tag enhanced conversion tracking is on.
- ☐ 12 GCLID, li_fat_id, msclkid and consent have a field on the lead.

RESPONSE

- ☐ 13 Odoo assignment rules run automatically.
- ☐ 14 An acknowledgement is sent as soon as a lead arrives.
- ☐ 15 The SLA is written, signed and measured every month.
- ☐ 16 A back-up person is named for absences.

FEEDBACK TO THE PLATFORMS

- ☐ 17 Google uploads go through Data Manager, not the old API.
- ☐ 18 Qualified leads reach LinkedIn in under 30 days.
- ☐ 19 Microsoft conversions are uploaded within 90 days, in UTC.
- ☐ 20 One single primary optimisation action per platform.

CONSENT AND STEERING

- ☐ 21 No advertising tag loads before the visitor's choice.
- ☐ 22 Only leads with compatible consent are sent back.
- ☐ 23 The dashboard shows cost per opportunity and pipeline by source.
- ☐ 24 The test plan is re-run monthly and after every change.

GLOSSARY

B2B lead vocabulary, made clear

Assignment rules
In Odoo, rules that distribute leads between teams and salespeople according to a domain (language, area, probability).

Auto-tagging
Setting that adds the click ID to the page address (Google, Microsoft).

Consent Mode v2
Google mechanism that passes the visitor's choice to tags, including ad_storage, ad_user_data and ad_personalization.

Conversions API (LinkedIn)
Sending conversions from a server or CRM to LinkedIn, alongside the Insight Tag.

CRM
Customer relationship management software, such as Odoo CRM: leads, opportunities, quotes.

Data Manager
Google's tool and API to send your conversion data; mandatory for offline imports since 15/06/2026.

Enhanced conversions for leads
Upgraded version of Google Ads offline import: the GCLID is complemented by hashed contact data.

GCLID
Google Click Identifier: ID that Google Ads adds to the page address when auto-tagging is on.

Hashing
Irreversible transformation of data (for example SHA-256) so it can be matched without being read in clear.

Hidden field
Form field invisible to the visitor, carrying information such as the campaign or the click ID.

Insight Tag
LinkedIn tag installed on the website to measure conversions and build audiences.

Lead
In Odoo, a request not yet qualified, before it is converted into an opportunity.

Lead Gen Form
LinkedIn form pre-filled with the member's profile, shown without leaving LinkedIn.

li_fat_id
LinkedIn click ID, available when enhanced conversion tracking is on.

msclkid
Microsoft Click ID: Microsoft Advertising click identifier, to be captured on the landing page.

Nurturing
Following up a lead that is not yet ready to buy, with content and emails.

Offline conversion
Result achieved outside the website (qualified lead, signed quote) and sent back to the ad platform.

Opportunity
In Odoo, a qualified lead tracked in the pipeline, with expected revenue and probability.

Predictive lead scoring
Probability of winning computed by Odoo from the history of your opportunities.

Qualified lead
A lead that meets the criteria written with sales: target, need, timing, decision-maker.

SLA
Service level agreement: a written internal commitment on response time to leads.

UET
Universal Event Tracking: Microsoft Advertising's measurement tag.

UTM
Parameters added to links (source, medium, campaign); Odoo stores them in the Source, Medium and Campaign fields.

Weighted pipeline
Sum of expected revenues multiplied by their probability, for open opportunities.

ABOUT US

Nexuro connects your campaigns to your Odoo CRM



Nexuro Digital is a performance marketing agency and Official Odoo Partner, based in Chaumont-Gistoux, Belgium. We support SMEs in Belgium, France and Luxembourg with online advertising, SEO, GEO, data and Odoo.

The agency was founded by two brothers. **Timothy Jacqmin**, Co-Founder Acquisition & Growth, leads Google Ads, LinkedIn and Microsoft Ads campaigns. **Bryan Jacqmin**, Co-Founder Web, Data & CRM, leads the website, measurement and Odoo CRM. You speak directly to one of them, and you keep ownership of all your accounts.

Our approach, in three stages

1
Diagnostic
Your campaigns, forms, Odoo fields and consent, before any spend.

2
Projects
Fixed-scope workstreams: pages, source capture, conversion feedback.

3
Ongoing support
Steering over time: reviews, tests, decisions.

Odoo 19 Functional Certification · Timothy Jacqmin
Certification no. **0001080063**, issued by Odoo S.A. on 03/04/2026.

Odoo 19 Functional Certification · Bryan Jacqmin
Certification no. **0001080044**, issued by Odoo S.A. on 03/04/2026. Nexuro is an Official Odoo Partner and a Cookiebot Certified Partner.

Connect your campaigns to Odoo

We review your offers, your forms, the source of your Odoo leads and what flows back to Google, LinkedIn and Microsoft today. You leave with the priorities of your 90-day plan. Timothy or Bryan will get back to you within 24 hours.

Request my free audit — nexuro-digital.com/en/audit-gratuit

Our marketing offer for companies that use Odoo: **nexuro-digital.com/en/marketing-clients-odoo**

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SOURCES

Official sources

Facts checked against the sources below on 26 November 2026. Platforms and Odoo change quickly: check the date of each page and the setting in your account before deciding.

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