Conversion Tracking Sync

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confirmed\_attendee: True

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True,True,True,False,True,False,False

internal,unknown,external,unknown,unknown,internal,internal

5c932cb4-4506-40f4-9e83-a4039c92ce3c

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https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v

\*\*Discussion Topics\*\*

- Conversion Tracking Issues

- Search event tracking has issues, affecting data accuracy, including inconsistencies in triggering and differentiation of search types (global, quick, advanced).

- View cart event shows inflated revenue due to the data layer retaining previous e-commerce data when navigating between pages.

- Page type tracking is inconsistent, causing confusion in data collection due to issues with the page view event and reliance on history change events rather than traditional page loads.

- GA4 Setup Adjustments

- Review event names for clarity to ensure accurate tracking and reporting.

- [(36:57)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=2217379) Some event names are vague and do not clearly indicate their function, which can lead to confusion in reporting.

- [(36:57)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=2217379) A consistent naming convention should be established for better clarity.

- Event values for certain actions are incorrectly attributed, leading to misleading analytics.

- [(14:48)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=888110) Events like View Item and View Cart are showing inflated values due to incorrect data layer handling.

- [(25:33)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=1533706) The event revenue should reflect actual transactions rather than inflated estimates.

- GA4 setup adjustments made to improve event tracking accuracy, including changes to trigger conditions and addition of new tags for Facebook and Pinterest.

- Integration Challenges

- Potential to enhance conversion tracking with proper implementation of the conversion API.

- [(47:54)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=2874720) The conversion API can help mitigate issues caused by browser tracking limitations.

- [(47:54)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=2874720) Implementing the API can improve the accuracy of conversion data sent to ad platforms.

- Google Ads integration with GA4 needs monitoring for accurate conversion values.

- [(34:15)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=2055429) The integration should ensure that all relevant events in GA4 are correctly linked to Google Ads for accurate reporting.

- [(56:42)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=3402059) Potential discrepancies in conversion values need to be addressed to avoid misleading analytics.

- Pinterest verification issues may relate to conversion tracking setup, requiring confirmation of the conversion API implementation and communication with Pinterest support.

- Data Layer Management

- Tracking plan shared needs to be reviewed for completeness and accuracy.

- [(06:21)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=381623) The tracking plan should align with the current website structure and user interactions.

- [(06:21)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=381623) Regular audits of the tracking plan can help identify gaps in data collection.

- The data layer is not clearing out properly, leading to inflated event values.

- [(14:48)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=888110) Previous data remains in the layer, causing inflated numbers for events like View Cart and View Item.

- [(17:01)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=1021503) A systematic approach to clear the data layer on page transitions is required.

- Implement a method to clear e-commerce data layer when navigating pages to avoid carrying over irrelevant data and ensure accurate revenue figures.

\*\*Key Takeaways\*\*

[(06:29)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=389503) - The tracking plan for search events is mostly functional, but issues remain with the global search results not triggering correctly. Further investigation is needed to ensure accurate tracking.

[(16:43)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=1003303) - The inflated revenue numbers in the cart are likely due to the data layer not clearing out between page transitions. This needs to be addressed to prevent incorrect data reporting.

[(24:39)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=1479826) - Garima needs to implement changes discussed regarding event values to ensure accurate reporting in GA4 and Google Ads. An email update will be sent once these changes are validated.

[(47:31)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=2851929) - Pinterest verification requires confirmation that the conversion API is set up correctly. Follow-up with Pinterest is necessary to resolve outstanding verification issues.

\*\*Action Items\*\*

[(1:02:42)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=3762339) - Reach out to Pinterest for verification status

[(1:03:46)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=3826379) - Email Zuhaid about Garima's progress on tasks

[(1:03:52)](https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v?t=3832539) - Test the setup after Garima completes the tasks

Reviewing and troubleshooting conversion tracking setup for MarketLytics and addressing issues with Pinterest and Google Ads integration.

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https://grain.com/share/recording/5c932cb4-4506-40f4-9e83-a4039c92ce3c/0jS6MeWghcfEovBCzOKqr9VIglFQS61Ijbvpex2v

Brian and Zuhaid Khan discuss academic achievements. SAT requirements are evolving for college applications. Brian shares confusion about the meeting link.,Zuhaid Khan explains website search functionality. Different search types are outlined for clarity. Parameters are crucial for Google Analytics 4 tracking.,Zuhaid Khan addresses global search functionality issues. Inflated revenue figures are analyzed due to incorrect item data. Clearing the data layer is necessary for tracking.,Page view tracking issues in Google Analytics 4 are discussed. Misconfiguration leads to missing page types. Adjustments for the View Item event are still pending.,Zuhaid Khan raises concerns about inflated event values. Immediate attention is required for the data layer. Google Ads and Pinterest setups are confirmed as correct.,Inflated metrics in Google Ads are addressed. Adjustments to Google Analytics 4 setup are confirmed. Clarity of event names is discussed.,Event tracking in Google Analytics 4 is reviewed. Inflated numbers require resolution. Pinterest conversion setup issues are also addressed.,Zuhaid Khan explains conversion tracking implementation. User behavior tracking is essential for ad optimization. Brian offers access to ad accounts for testing.,Conversion tracking implementation emphasizes Pinterest's importance. Google Ads performance is analyzed for conversion values. Brian is confident in the tracking setup.,Revenue metrics tracking issues in Google Analytics 4 are discussed. A follow-up call with Omar is planned. Challenges for Garima's implementation should be communicated.

142810,381623,745670,1133323,1582376,2065309,2369023,2869839,3240700,3565799