



Conversion Tracking Handbook

Configure, track, troubleshoot

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I can help you master conversions

Hi, my name is Julius. I founded Analytics Mania in 2016. Since then, the blog has grown to hundreds of thousands of monthly visits. Here I share my knowledge, experiments, and learnings related to web analytics, mainly Google Tag Manager (GTM) & Google Analytics 4 (GA4).

I actively help others to learn Google Tag Manager and Google Analytics 4 with blog posts, videos, and online courses. In my [GTM/GA4 courses](#), you will learn:

- How to **plan** your setup
- How to define what is essential to measure KPIs, conversions
- How to properly **configure** Google Analytics 4 and other tools
- How to **troubleshoot** them
- How to build **reports**
- How to **get insights** from your conversion data

You can [learn more about my courses here](#).

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Chapter I

Conversion tracking essentials



IMPORTANT. READ THIS FIRST.

Google Analytics 4 and Google Tag Manager are constantly updated. It means that every month you might get some new features (and sometimes, the current ones change). Current features might be renamed, moved to a different part of the interface.

So if you notice some differences between this e-book and what you see in the interface, don't panic. Just keep looking and you will eventually find what you need.

#1.1 What is a conversion?

Let's start with the basics. If you feel like you already know this, feel free to skip to chapter II of this e-book.

A conversion is a specific action you want visitors to take when they visit your website, use your app, engage with a marketing campaign, etc. It represents a successful outcome of user interaction that contributes to your business objectives. The definition of a conversion varies greatly depending on the goals and nature of your business, for example:

- Purchase
- When a visitor subscribes to your newsletter
- When a visitor downloads your e-book
- When a visitor signs up and creates an account
- When a visitor starts a trial on your SaaS website, etc.

Usually, conversions are split into two major categories:

- **Macro conversions.** These primary conversions contribute directly to your business's bottom line. They are the ultimate goals of your website, such as making a purchase or submitting a contact form for a high-value product.

- **Micro conversions.** These are smaller engagements that lead towards a macro-conversion. They are indicative of user interest and engagement, such as signing up for a newsletter or downloading a brochure.

#1.2. The importance of conversion tracking

In the context of digital marketing, conversion tracking is significant. Imagine that you are driving traffic to your website (with paid ads) but not tracking any meaningful interactions on it. Just page views, maybe clicks on links.

But you don't know (by looking at your Google ads or Google Analytics data) which ads bring you more sales, and which ones are performing poorly.

You are sailing in the dark without a compass.

Conversion tracking allows you to measure the direct impact of your marketing campaigns. By understanding which campaigns, channels, or messages drive the most conversions, you can optimize your efforts and allocate your budget accordingly.

Also, with detailed conversion data, you can get a clearer picture of who your most valuable customers are. This enables you to refine your targeting, personalize your messaging, and create more effective marketing campaigns.

Later in this book, we'll look closely at some conversion tracking steps. But right now, you must understand the general concept: conversion tracking will help you see which campaigns and ads perform better (read: generate more sales, leads, etc.).

If you run four different ads, you can see how many sales each ad generated. Maybe you will find out that only 2 of those ads actually bring value and increase your revenue. The other two just eat your marketing budget with no meaningful results.

If you had these numbers (conversions) in your reports, you could identify the potential problems and fix them, e.g.:

- Maybe your ads are targeting irrelevant keywords (therefore, people don't convert)
- Perhaps your landing page is poorly related to the content of the ad that a visitor clicked
- Maybe your ad is shown in regions that are not your direct target audience

One of the ways to optimize your ads could be to turn off two poorly performing ads and then increase the budget for those two that do work.

While your marketing budget remains the same, you get more sales because your better-performing ads are shown to more people.

See where the magic is?

#1.3. Conversion rate

Tracking conversions is good, but “Conversion count” (a.k.a. “Number of conversions”) is not the only metric you should care about in this context.

Let's say that you are running two ads; each got ten conversions.

Ad 1	Ad 2
10 conversions	10 conversions

You might say, “Great! Both ads are performing well”.

Don't rush to conclusions. What if I told you that the first ad was clicked 100 times and the 2nd ad was clicked 500 times?

Ad 1	Ad 2
100 clicks 10 conversions	500 clicks 10 conversions

Now, the 2nd ad does not look that good. Why?

Enter "Conversion rate".

Technically speaking, it's the ratio of the total number of conversions to the total number of visitors (or sessions), expressed as a percentage.

$$\text{Conversion rate} = \frac{\text{Number of conversions}}{\text{Number of visitors}} \times 100\%$$

There can be different ways in which the conversion rate is calculated. For example, in Google Analytics, there is a session conversion rate and a user conversion rate.

The formula of session conversion rate:

$$\text{Session conversion rate} = \frac{\text{Sessions with conversions}}{\text{Number of all sessions}} \times 100\%$$

The user conversion rate is calculated like this:

$$\text{User conversion rate} = \frac{\text{Number of converted users}}{\text{Number of all users}} \times 100\%$$

Let's get back to our example with two ads and calculate session conversion rates (we assume that only one conversion can happen per session and one ad click is related to 1 session):

$$\text{Session conversion rate of Ad 1} = \frac{10 \text{ sessions with conversions}}{100 \text{ sessions}} \times 100\% = 10\%$$

While the conversion rate of 2nd ad is:

$$\text{Session conversion rate of Ad 2} = \frac{10 \text{ sessions with conversions}}{500 \text{ sessions}} \times 100\% = 2\%$$

As you can see, ad #2 performs much worse than the first. Of course, keep in mind that these numbers are still tiny, and in real-life projects, you should wait longer to conclude (get at least several thousand sessions).

But the main point here is that using conversion rate lets us see the ratios and helps us choose a more prominent ad.

#1.4. Quality of conversion data matters even more than you think

Hopefully, the explanations from the previous chapter showed you the importance of conversion tracking – it's to evaluate which ads/campaigns/products/etc. perform better so that you can optimize (e.g., get more sales, leads, subscribers, etc.).

But in the current context, there is one more reason. And it's related to AI (artificial intelligence) and/or ML (machine learning).

The biggest ad networks in the market work with vast amounts of data to identify the right audience for you and pick the most relevant audience to show your ads to.

Various algorithms use their data (and data they get from you) to understand what performs better and drives better results for you.

So, sending the conversion data to those ad networks will not only help you see the data in reports but also help those ad networks pick a more relevant audience (to which they can show your data).

This means that the higher the quality of your conversion data (which you send to those ad networks), the more effective your advertising data will be.

#1.5. This is not a simple ride

In the 2010s, web tracking was much more straightforward: you activate tracking codes and send the events to a tool of your choice (e.g., Google Analytics, Ads, etc.), and those numbers were pretty accurate compared to your backend data (e.g., CRM, e-commerce data, etc.).

But things started changing drastically and very fast, which limited the accuracy of your conversion tracking, for example:

- **Browsers became more restrictive** (e.g., Apple introduced Intelligent Tracking Prevention (ITP) that limits the lifetime of cookies that are necessary for conversion tracking to work. As a result, more and more conversions cannot be connected with ad clicks; therefore, your conversion rates go down.
- **Privacy regulations.** Governments in different regions created different laws (the best known is GDPR in the European Union). Companies (seeking to be more compliant) must get consent before they track visitors (conversion tracking is part of that). Naturally, not everyone will give consent for tracking. As a result, fewer conversions are reported to Google, Meta, etc., making your marketing campaigns less effective.

Conversion tracking (and analytics in general) becomes complex (while the accuracy still declines). So, in this landscape, you should adjust your mindset accordingly: strive for the best possible results with your data, but don't expect it to be 100% accurate. It's OK to have "good enough" data—more on that – later in this book.



Chapter II

Quick Conversion setup checklist

This chapter aims to show you the direction and the essential steps you must take to implement conversion tracking.

Sometimes, I will link to external resources where you can learn more details. This book is more like an overview that shows you what must be done, rather than going too much into each possible detail (because it would make this book probably 50x longer, and then this e-book would not be free).

#2.0. The process of conversion tracking

In a nutshell, the process looks like this:

- Identify the conversions. Which events/things are the most important?
- Configure conversion tracking with the tools you use (e.g., GA4, Google Ads)
- Keep user consent in mind and align with privacy regulations that apply to your company.
- Verify and test the configuration
- Collect data, review, and refine
- Occasionally, revisit your setup
- Stay updated (our industry is constantly changing, so it's always a good practice to stay up-to-date. Follow industry leaders, keep an eye on the changelog of Google Analytics, etc.

And now, let's take a closer look at each step.

#2.1. Identify conversions

It might sound boring, but this is one of the most critical steps. Everything else you do in this book depends on this.

You must identify your conversions. Which events/interactions are the most important to your business? When you prepare that list, you can start thinking about the implementation.

So, how can you decide what's important to measure and which events should be considered conversions?

Here's the main idea (I talk much more about this in my [Google Analytics 4 course](#)):

- Talk with stakeholders and others, and learn more about the organization – why does it exist, what are its goals, and what do the stakeholders consider a business's success? It might be sales, donations, getting more leads, etc.
- When you better know the business and its objectives, you will know what kind of interactions should be measured as conversions, and that's where KPIs (Key Performance Indicators) will arise, too. If the primary goal of the business is to get more sales (that applies to most organizations), then obviously, the number of purchases is a conversion that you should measure. But this is just the end of the user journey. What are micro conversions that visitors can complete before they make a purchase? Maybe they can subscribe to your newsletter and then get nurtured with valuable content/offers. If yes, then newsletter subscriptions can be considered as one more conversion (of course, they're not as important purchases, but they can potentially move the user one step closer to the end goal – spending money).
- Avoid vanity conversions. For most businesses, the number of pageviews shouldn't matter that much. Even though it might be nice to see that you got 50% more pageviews this month, did it move the needle and increase sales? Probably not. So, when it comes to conversions, avoid fluffy but useless things such as page views, staying for x amount of time on a page, etc., as conversions. For most businesses, these are just distractions.
- Occasionally revisit them and check if they still align with the business goals.

#2.2. Configure conversions

This step will differ from vendor to vendor. There is no single universal approach. Some might ask you to add their JavaScript code to the source code of your website. Others might say that you should send data server-side.

That's where you must rely on vendors' documentation and learning resources online.

The idea of conversion tracking goes like this: when it happens on your website, you send the data to the vendor (regardless of whether the visitor landed on your site from a paid ad or not).

Depending on the method you use to send data (e.g., in the browser or server-side), the vendor (e.g., Google) checks the information about that conversion and sees if the user interacted with a paid ad before or not.

For example, if you use client-side (a.k.a. browser) tracking codes, Google Ads will check visitors' cookies. If the visitor's browser contains a cookie with a Google Click ID, that conversion will be attributed to a particular paid ad.

If you send additional user data (like email address, first name, etc.), Google (or another vendor) will check its internal data to verify if the visitor with that particular data has interacted with any ad of yours. If yes, the conversion will be properly attributed.

As I have said before, the conversion tracking process differs from vendor to vendor. Here are some of the examples:

- **Google Analytics.** First, you must send an event to GA4, e.g., *purchase*, *form_submission*, etc. Then, you mark that event as a [conversion](#). From that moment, all new events (marked as conversions) will be displayed in particular sections of reports (e.g., in [Traffic Acquisition reports](#)). Additionally, you can customize your reports to show the [conversion rate metrics](#). Furthermore, you can also [import Google Analytics 4 conversions into Google](#)

[Ads](#), although I don't recommend that. Many companies have noticed better results and more accurate data using the native [Google Ads conversion tracking codes](#) that send the data to Google.

- **Google Ads.** With Google Ads, you should complete several steps. First of all, implement a [Conversion Linker tag](#) on all pages of your website. This will store the Google Click ID in a first-party cookie in your visitor's browser. Then, implement conversion tracking tag(s). The process here differs based on how you already measure visitors' behavior.
 - You can fire a [Google Ads conversion tag](#) whenever a conversion happens. This tag will be looking for a first-party cookie containing the click ID.
 - Additionally, you can configure [enhanced conversions](#). This means that together with the conversion data, you are also sending user information (e.g., first name, email address, etc.). The tracking code hashes that information before the data is sent. Hashing means that readable values are transformed into non-readable values. For example, john@doe.com can be hashed, and its value will become something like `1a79a4d60de6718e8e5b326e338ae533`. Then Google will compare this to its hashes internally and try to find a match. However, this technique belongs to the gray area from the privacy and ethical standpoint.
 - Also, you can use server-side tagging to track conversions. When you send a conversion to Google, they will check the cookie information (if available) and personal user details, like email (if possible). I talk more about server-side tagging in my [intermediate/advanced GTM course](#).
 - Friendly reminder: even though importing GA4 conversions into Google Ads is possible, I don't recommend doing that.
- **Facebook (Meta).** When an interaction occurs on a website, you can send it to Facebook as an event. It can be done with [Facebook pixel](#) client-side or via Conversions API (it's a server-side solution). I explain the technical details of both options in my [Google Tag Manager courses](#). Facebook supports a list of [standard events](#) that it automatically recognizes. For example, if you send a purchase event to FB, you don't need to mark it as a conversion. You can use

it in your Facebook Ads reports right away. [Custom conversions](#) can also be configured.

Working across multiple domains? Then **cross-domain** tracking is also necessary. Let's say that you drive ad traffic to a website, www.example.com, but visitors navigate to www.ecommercestore.com (which is a completely different domain) to make a purchase. To persist the cookie information, cross-domain tracking is necessary. Some vendors offer it. Some don't.

For example, cross-domain tracking can be configured in GA4 pretty easily. [Here's a guide to learn more.](#)

If you are running Google Ads, then add the domains to your [conversion linker tag](#).

As of the moment of writing this book, Facebook does not offer any official cross-domain tracking solution.

Important: if you are operating on different [subdomains](#) of the same domain (e.g., www.example.com, blog.example.com, etc.), this DOES NOT require cross-domain tracking. Vendors like Google or Facebook set the first-party cookies so that they can be accessed across all subdomains of the same domain. In this case, all subdomains belong to the same example.com domain.

#2.3. Keep user consent in mind

The content of this section depends on the region where your business operates and from which countries you get traffic.

The best-known privacy regulation (GDPR) comes from the European Union; therefore, I will be the main focus.

The main idea of GDPR is that you must get consent before you track visitors. Conversion tracking is part of that. If you want to activate the conversion tracking

code, consent is necessary. At least if you want to comply with privacy regulations and not get [fined by the authorities](#).

That's the reason there are so many popups on the web asking you for consent.

From the legal standpoint, the safest option is to block tracking codes from firing until the consent is received. If consent is not given, the tags should remain inactive. I explain how to do this in my [GTM course for beginners](#).

Naturally, the number of conversions that you track will significantly decrease. In the best-case scenario, you can lose 20-30% of data. In worst-case scenarios, it would be 50-70% or even more.

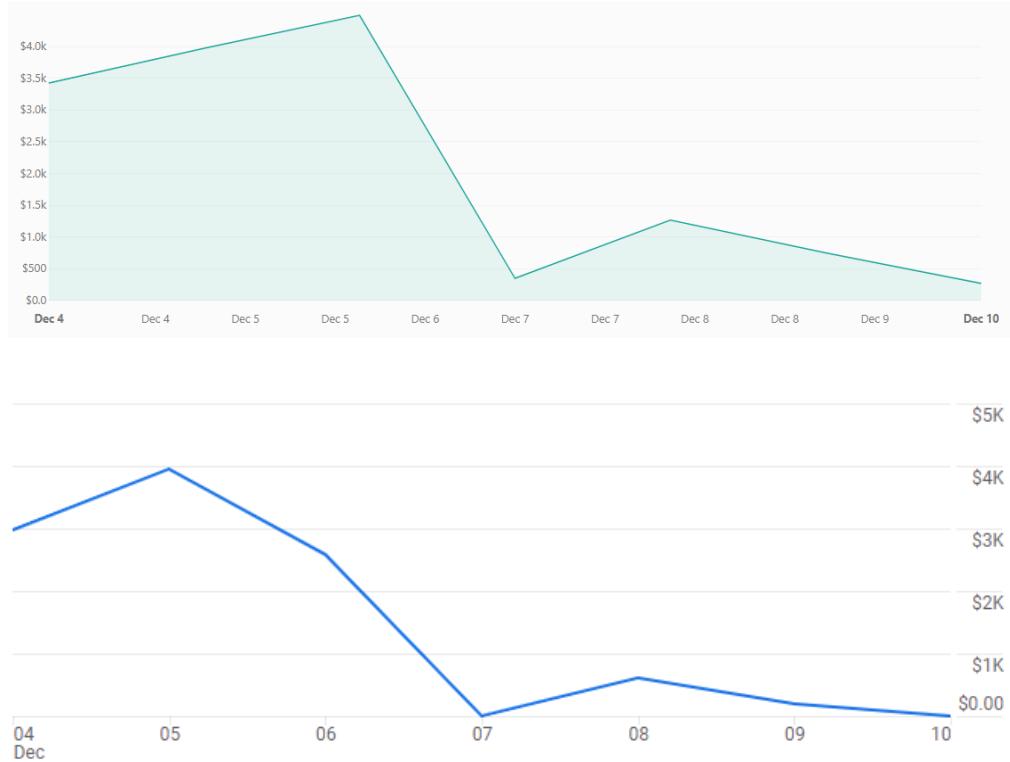
Fewer conversions = less data, which means that ad-tech vendors will have fewer data points to work with and optimize your ad delivery.

This is not the end of the world, but it makes optimization more difficult. For example, if you are using Google Analytics 4 to measure conversions, even without 40% of data, it's still possible to work.

Remember, you will never have perfect data. It's OK to have good enough data. When it comes to analytics, your main goal is to spot trends and patterns. If you see (in your backend system) that you had a spike in sales last week, your analytics tool should still show that spike. Yes, it will be much lower (e.g., 40% lower) than what you really had, but you can still look at the data and identify which traffic sources caused this.

The main goal here is to ensure that your charts in Analytics are somewhat similar to what you see in your backend system. We don't necessarily need the data to match 100%.

For example, below you can see a chart from a backend system vs Google Analytics.



In this case, ~30-40% of website visitors don't consent to tracking. But we can still see that patterns are similar between both platforms. I mean, the shape of the chart is similar. We'll talk more about this example later in the e-book.

Another option that is mentioned nowadays is to use AI to model the data. Google is heavily pushing its solution called Consent Mode. Even though they use the word "Consent" here, it does not mean it complies with GDPR.

The idea here goes like this:

- If a visitor gives consent, your tags fire as usual and collect data (including conversions)
- If consent is not given, then your Google tags send a limited amount of data to, say, Google Analytics or Google Ads. Plus, cookies are not used here. But the critical point here is that some data is still sent. Then, Google's algorithms take consented data, spot patterns, and try to model the non-consented data and fill in the gaps. Data modeling does not restore all of the missing data, but it definitely helps improve your data accuracy. On the other hand, this is a

black box, and you cannot know precisely how the algorithm works and what it does.

So, the main problem here (from the legal standpoint) is that some data is still sent to vendors without consent. If your business is willing to take this risk, consider using Consent Mode. But as I have said, blocking the tracking codes altogether is much safer.

The process I explained above is called Advanced Consent Mode (when you send all data with consent and limited data without consent). P.S. I explain the implementation steps in great detail in my [GTM course for beginners](#).

But if you are using Google's advertising products and you run them in the EEA ([European Economic Area](#)), then you still MUST implement at least a basic consent mode.

You can go with the advanced consent mode or with the basic consent mode. But you must use one of them.

Let me explain the basic consent mode and how it differs from the advanced one.

With the basic consent mode, you are still blocking your tracking codes completely if consent is not given (from the legal standpoint, that's safe). But when consent is given, together with events that you send to Google Analytics, Google Ads, and Floodlight, you also must send additional parameters related to consent.

Basically, it's like proof (although pretty weak) that the visitor gave you the consent. Google is doing that because of some regulations in the European Union.

A lightweight conversion modeling will still happen (which means that Google may reattribute some "direct" conversions to other traffic sources, but it will not fill in the missing data gaps. So, with basic consent mode, you get basic modeling.

Also, it's important to note that in this context, modeling and consent mode apply to Google's advertising and analytics products. It does not apply and does not

magically fill in the missing data in other tools you might be using (e.g., Facebook Ads).

If you are not using Google Ads or they are not run in the EEA, neither consent mode is needed. If you are using just Google Analytics 4, then you also don't need the consent mode.

#2.4. Verify and test your configuration

After configuring conversion tracking, the next step is to test if you see your own data there. Some vendors might offer built-in troubleshooting tools, while others don't.

Data freshness (how fast it is updated) depends solely on the vendor. For example, Google Analytics 4 standard reports and explorations might take up to 48 hours to display the conversion data. Google Analytics 4 might reattribute certain conversions (from the past) from direct to another channel, and this kind of updates can take up to 9 days after the conversion was tracked.

So, if you wonder about the data freshness in the platform/tool you are using, read the vendor's documentation or contact their support.

So, one way to validate your conversions is to check the regular reports. It will take some time to wait, but it's the final destination of your data. You must make sure that the data is appropriately displayed there.

As mentioned before, some platforms might offer troubleshooting features. For example, Google Analytics 4 has a [debugview](#). Facebook Events Manager has a [Test Events feature](#). So, definitely use them. I will not be explaining all the steps here. You can click the links in this chapter to learn more.

As for Google Ads conversions, just firing the conversion tag for testing purposes is not enough. If you want to count the conversion and see it in the reports, you must

interact with your own ad (or wait until visitors do so). But for that, your conversion tracking must be published (read “live”).

When the conversion tag is fired, and the user has interacted with the ad before (e.g., the browser contains the ad click ID), then Google Ads will be able to attribute that conversion and will count it correctly. Not doing so is a common mistake among beginners.

Speaking of standard Google Analytics 4 reports, the conversions can be found in various places, e.g., the [Traffic Acquisition report](#).

The screenshot shows a Google Analytics 4 report interface. At the top, there is a search bar, a 'Rows per page' dropdown set to 10, and a 'Go to:' button. Below this is a table with the following data:

Session campaign	Events per session	Engagement rate	Event count	Conversions
	All events		All events	purchase
	24.98 Avg 0%	66.46% Avg 0%	2,373,255 100% of total	1,469.00 0.73% of total
1 (organic)	23.00	75.92%	828,294	463.00
2 (direct)	27.95	68.71%	974,090	783.00
3 (referral)	26.99	71.73%	229,340	164.00
4 1009693 Google Analytics Demo DR joelf NA US en Hybrid DISP MT Banner ~ Test	7.62	36.44%	38,298	0.00
5 (not set)	54.49	13.61%	206,581	23.00
6 Demo YouTube Action US 2022-04-28	9.57	49.72%	20,346	0.00

If you want to check the data in [Explorations](#), build a free form report where you use the Session Source / Medium, Session Campaign dimensions, and “Conversions” metric. Also, add a filter where Session Source / Medium exactly matches “google / cpc”.

Since there are more ad networks (e.g., Pinterest, Twitter (X), etc.), you’ll need to research their options on your own.

#2.5. Review and refine

After you ensure everything works fine and your conversions are tracked, publish your changes. If you are using Google Tag Manager, it's enough to click the SUBMIT button in the top-right corner of the GTM interface and complete the steps you are asked for.

If a developer is managing your tracking codes, then he/she must deploy those changes to the live website's source code.

Now, you need to wait for a while and accumulate data. I don't have the ideal timeframe for that. Every business is different.

For high-volume businesses, it can be enough to wait for one day. For small-scale companies, you might need to wait even for a week.

I would say that the bare minimum number of conversions that you should verify is 50. Ideally, at least 100. And I mean conversions in your backend system (e.g., sales or email subscribers, or something like that, if possible).

Why wait? Imagine a situation where you have made two sales, but Google Analytics shows only 1. That's a 50% discrepancy! Sounds scary. But maybe after several days, you will have 50 sales with five missing in GA4. That's much better, only a 10% discrepancy.

Later in this book, I will give more specific troubleshooting tips when conversion tracking goes wrong, and your data is incorrect (something is missing, or maybe data is duplicated, etc.).

In this chapter, I wanted to talk more about the mindset. I have seen way too many companies getting stuck and lost in the attempts to reach 100% accuracy between their analytics/ad platforms and their backend systems (e.g., CMS, CRM, payment gateways, etc.).

Don't go that way. You'll waste too much time and resources while the results are questionable. Our industry is changing rapidly, and things (related to data accuracy) keep getting worse.

In the mid-2010s, it was easy to have 95% accuracy in your Google Analytics. Now that is a dream that's often unachievable. Remember what I mentioned previously:

- Privacy regulations require consent from users (at least in some regions). Naturally, not all visitors will give it. That causes data loss. No matter what technology you use. Technically, you could hide behind server-side tagging and enrich your data with personal user information (before sending it to ad networks). But this means that you are no longer respecting the user's consent. Also, more and more countries are joining the privacy movement every year and launching their versions of GDPR or CCPA.
- Browsers are implementing more restrictions related to tracking. Apple has ITP, Mozilla has ETP. There are also ad blockers, Brave browser, etc. As more users become tech-savvy and privacy-conscious, more people will block your tracking attempts. Of course, there might be workarounds in some situations (e.g., server-side tagging). But it's a constant whack-a-mole game where a workaround appears, and then later browsers tackle that issue.

What was once a reality (95%+ accuracy) is now often a dream.

So, what accuracy should you be striving for in your marketing/analytics platforms? I hate this answer, but "it depends".

If your company is operating in a region where privacy regulations are less strict (maybe you don't need to show any cookie consent popups at all), then 90% accuracy is good. Maybe in your region, things like ad blockers are not that popular. Then, perhaps even 95% accuracy can be achieved.

If, on the other hand, you are operating in the European Union, it's possible that you can lose even 50%+ of the data (if you choose to stay on the compliance side).

If your audience is more tech-savvy, the loss can be even more significant. I have seen projects where even 30% of the data is lost due to ad blockers. There are ways to mitigate that (e.g., with server-side tagging, which I explain in my [intermediate/advanced Google Tag Manager course](#)), but there are no silver bullets for getting consent.

It comes down to your organization's risk tolerance and ethics. If you want to be more respectful and safe (at least legally), you will lose more data. And that's a fact you must accept.

Sure, you might have seen some vendors using language like "cookieless tracking" and "you won't need the consent banner for that anymore", but this is bullshit.

Consent is not just about cookies. Consent is about tracking users in any shape or form. If you don't use cookies but use the browser's session storage for tracking, that's still tracking.

OK, I drifted away for a bit. Let's get back on track.

Missing data. How can you work with something missing 50% of data? Is that even possible at all?

It depends on what that "work" is. For ads, this will have a negative impact, for sure. Your ad costs and user acquisition costs will go up.

Using [server-side tagging](#) can help to some extent (e.g., to load Google Tag Manager and Google Analytics from your own domain or extend the lifetime of first-party cookies). But it will not force more people to give consent.

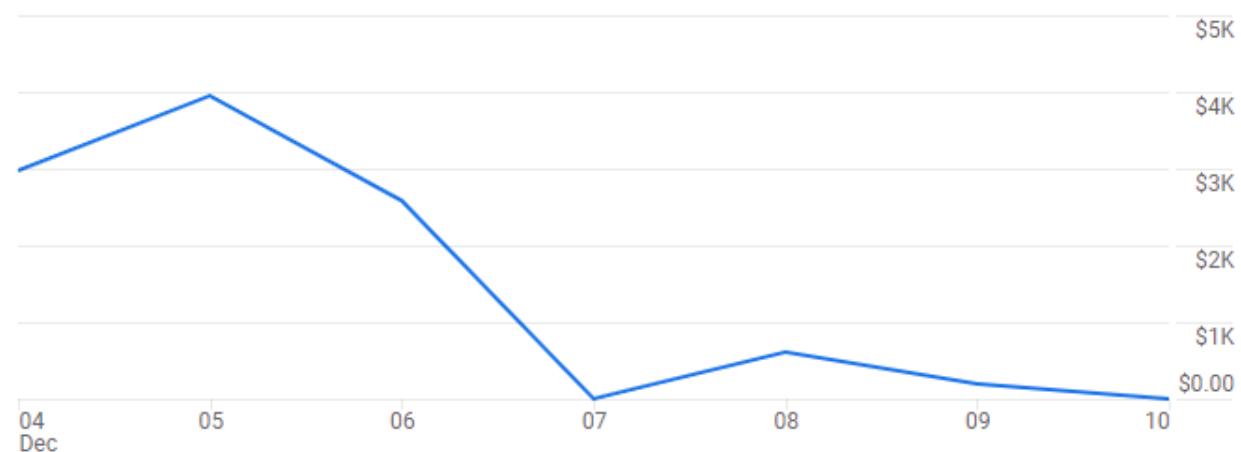
So, if your organization has chosen the ethically and legally right option (to stay compliant), that's just something you will need to accept. Maybe this is a wake-up call to consider other marketing mediums, like organic search, etc.

But when it comes to non-ad-related work, it's still possible to work with the missing data because we are looking for trends and patterns.

Here's an example: a screenshot of sales (taken from the backend system). This is the correct data and the main source of truth. Total revenue: \$14,570.



Now let's look at Google Analytics, same period.



Part of the data is missing; thus, the total revenue is nearly \$10,000. More than 30% of data is missing (primarily because of consent). But look at the shape of both charts. They are quite similar.

For me, this would signal that the setup is pretty good, and reports show the similar trends. If a spike in sales or traffic happens, I want to see a spike in both platforms.

You need to keep in mind that when you lose data due to consent, the data is lost from various segments of your audience. Not just one particular group or country (usually).

If you look at your traffic acquisition report and see that the top traffic source is Google Organic Search, then imagine that all numbers in the report are 30, 40, or more percent higher. In reality, Google Organic Search should still be your top traffic source.

I understand that you can start nitpicking and find situations where my logic is flawed, and you're right. I accept that. But I am just telling you what I have experienced, and this works.

#2.6. Revisit your setup regularly

Some stakeholders might think conversion tracking (or any other tracking) is a “set-it-once-and-then-forget” project. In most cases, it’s the opposite.

Websites are updated, ad and analytics vendors can change something, and developers can publish some breaking changes. These are just some examples of why your conversion tracking can break.

So, always keep an eye on your data. If possible, do occasional checks and compare your tracking data against some source of truth (e.g., your CRM or your ecommerce platform).

I have seen many situations where companies realize their setup has been broken for the last month.

This can mean more flaws in decision-making (if your company looks at the data at all 😊), increased acquisition costs (if paid ads are used as a marketing channel), etc.

#2.7. Stay updated

This is not directly related to the setup process, but I just wanted to include this as a quick tip. I have been keeping an eye on this industry since the early 2010s, and I have to say that the speed at which things are changing now is growing every year.

I don't have data to back this up. But it feels like there were more changes in the last three years than there were in the previous ten years combined.

And the pace of how things have been changing in 2022 (or later) has been insane.

So it's not enough to learn the things once. You have to keep your edges sharp. Find experts that you like and follow them. I haven't found a single place where you can get all the updates, so follow multiple people/companies and try to put the puzzle pieces together.

Here are some of the places and people where you can stay up-to-date. I'll start with my own resources:

- [Analytics Mania newsletter](#)
- [Analytics Mania Youtube channel](#)
- [Analytics Mania courses \(paid\)](#). I keep them updated.
- My social media profiles: [Twitter](#), [Facebook](#), [Linkedin](#)

Resources and people I follow:

- [The official release notes of Google Analytics](#)
- [The official release notes of Google Tag Manager](#)
- [Charles Farina](#)
- [Simo Ahava](#)
- [Brais Calvo Vázquez](#)
- [Fred Pike](#)
- [Matteo Zambon](#)

Of course, you could find more, but these are the ones that I prefer.



Chapter III

Conversion Tracking Tips

In Chapter III of this book, I want to focus on important conversion tracking tips. Some of them have already been mentioned in the previous chapters, but I just wanted to put more emphasis on them.

#3.1. Set clear and measurable goals

As mentioned before, when you start thinking about conversion tracking, you must have business goals in mind. The goals must be clear and measurable. Once you have those, coming up with what conversions you should track should be a piece of cake.

Let me give you an example of an unclear and poorly measurable business goal. Later, we will transform it into something much better and clearer.

Unclear and poorly measurable business goal: **boost product sales**.

Why it's unclear/poorly measurable: This goal is too general and lacks specificity. "Boost" is a vague term that doesn't indicate how much of an increase is desired or over what time frame. There's no way to gauge success or determine when the goal has been met.

Let's imagine this: last year, the company earned \$500,000. This year, it earned \$505,000. Is this good? I don't know. 1% growth is not good for most businesses striving to grow more. But maybe there is more context to that? Perhaps a recession started, and a business anticipated that there would be a slowdown in the economy. Then keeping the same revenue level is good.

But I am just speculating here. Since our goal is not specific, it isn't easy to comment.

Now, let's transform that goal into a clear and measurable one: **Increase product sales by 15% over the year compared to the previous year**.

Why it's clear and measurable: This goal is specific (15% increase), time-bound (a year), and provides a clear reference point (compared to the previous year). This

makes it possible to track sales figures through the quarter precisely and compare them against a defined benchmark, allowing for a clear assessment of whether the target has been achieved.

Even though we still know that the conversion we should track is a purchase in both cases, it's essential to know what we will do with that conversion data later. When we know that we are looking for a 15% increase compared to the last year, then the \$505,000 is not a good result.

With the conversion (sales) data that we have in our analytics platform, we could identify which traffic sources, products, locations, etc., performed well and which ones poorly. Here, we have various options, such as cutting spending on poorly performing items while focusing more on what's already working (and then trying to make it even better).

#3.2. Server-side tagging

I can't emphasize this enough: server-side tagging is not a silver bullet to all your problems related to data accuracy. It can help you improve certain things, but it will not solve everything.

Examples of what server-side tagging can do:

- With server-side tagging and proxying, you could increase the lifetime of first-party cookies (at least that's possible when I am writing this book). This means that your attribution can be more accurate.
- You can load 3rd party JavaScript libraries (e.g., Google Analytics) from your subdomain or domain. This means that some browsers or adblockers will not block tracking codes by default, and you will track more conversions. But as I have said, this is a constant whack-a-mole game, and things can change in the future. Hence, it would be best if you stayed up-to-date.

I explain this and more in my [Intermediate/Advanced Google Tag Manager course](#).

But here's what server-side tagging cannot solve:

- Using server-side tagging does not make you magically compliant with privacy regulations. It's just a technology. Just because you send data to your own server first does not mean you no longer need to get the user's consent. You still do. Sure, bad actors can hide behind the curtain all the sketchy stuff and still continue sending user data (like email addresses) to vendors, but that's a topic for another time.

#3.3. Hashed user data

Together with conversion event data, you can also send user data, e.g., email addresses, to vendors. Google calls this Enhanced Conversions (I explain this in my [GTM courses](#)), and Facebook uses the “Advanced Matching” term.

Even though Google claims that this is a “privacy-friendly” approach (spoiler: it’s not) because that data is automatically hashed before it is sent, this is a controversial topic in the industry (to say the least). Google and Facebook are the main players here, but more vendors will follow suit (or they are already doing it).

With the death of 3rd-party cookies, ad tech companies still need to somehow attribute conversions with the best accuracy possible. So what is happening now? Even worse thing (from the ethical and privacy standpoint): sending personal data such as email address, first name, last name, address, etc., to those vendors.

From the user’s perspective, it was easier to deal with cookies. You can clear the browser, and they are gone (yes, I know fingerprinting also exists, but let’s not focus on that now). Email or first name is a much stickier identifier that is used to track you. So, it’s much more difficult to avoid leaving trails of your behavior online.

But from the marketing point of view, using enhanced conversions or advanced matching significantly increases data and attribution accuracy, which can also decrease your acquisition costs.

So there's a dilemma. Profit or Ethics? Yes, this sounds naïve. Most companies, of course, will choose profits. But you could at least do your best to get valid consent from the visitor/user before this data is sent to ad networks.

But if you are wondering if things such as enhanced conversions will increase your data accuracy in Google Ads, yes, they will.

#3.4. Leverage segmentation

We have already discussed how conversion data helps ad platforms optimize targeting and find potential customers or leads better.

But another important aspect is the essential of analytics. It's finding insights and optimizing whatever you need: user experience on the website, checkout process, etc.

That's where segmentation becomes a superpower.

If you look at overall numbers and averages, it will be challenging to tell what works for your company and what is not.

Let's say your organization got 20% more conversions this quarter than the previous quarter. That's great. But what caused this? Just looking at the total number of conversions is not helpful. You have to dig deeper.

For example, you could look at your traffic acquisition report and see which source/medium performed the best.

Once you identify the source of this success, you could take a look at particular campaigns.

Session campaign	Events per session	Engagement rate	Event count	Conversions
			All events	purchase
	24.98 Avg 0%	66.46% Avg 0%	2,373,255 100% of total	1,469.00 0.73% of total
1 (organic)	23.00	75.92%	828,294	463.00
2 (direct)	27.95	68.71%	974,090	783.00
3 (referral)	26.99	71.73%	229,340	164.00
4 1009693 Google Analytics Demo DR joelf NA US en Hybrid DISP MT Banner ~ Test	7.62	36.44%	38,298	0.00

So, what you have done here is that you looked at a particular segment of your data: a specific traffic source and campaign.

Your further analysis could continue outside of the analytics platform. You could look at that marketing campaign and research what was done during it. Maybe the marketing team launched a very appealing offer/sale. Perhaps something else was done.

Once you learn what worked in this campaign in particular, maybe some of those techniques could be replicated in another traffic source.

P.S. I talk much more about segmentation and getting insights from your data in my [Google Analytics 4 course](#).

#3.5. Funnels

In conversion optimization, funnels are an essential part. Let's say that your business is focusing on one conversion - purchases.

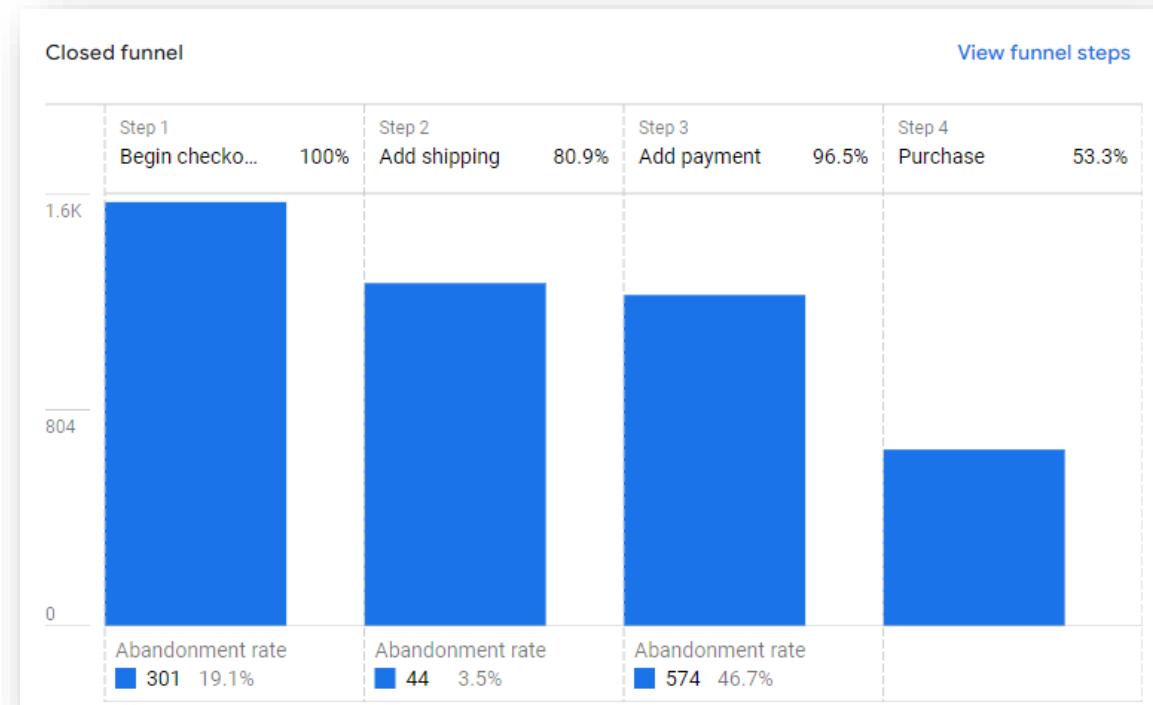
But do you know where your users struggle the most in their journey towards purchasing? That's where funnels become very useful.

Yes, user journeys are not linear, and they can be pretty chaotic, but even in long journeys, there can be small funnels, for example, a checkout. When a visitor adds a product to a cart, they can proceed to the checkout, which may consist of multiple forms:

- Shipping information
- Billing information
- Maybe even something else

This linear journey can be one of the funnels that you check.

With funnel analysis, you can find the most significant drop-offs.



Consequently, this can help you narrow down the most problematic areas. Maybe a lot of people are dropping off at a billing information step. Why? Although analytics

platforms usually cannot answer the “why” question, they helped you identify where the problem occurs.

Then, you could do a breakdown and try to narrow down the root of a cause. Maybe mobile devices are dropping off the most? Maybe something else?

You could then raise the hypothesis (e.g., not enough payment methods are supported by our website), then cooperate with the product team to implement more payment methods and see if the conversion rate has increased. If the conversion rate did not improve, try another hypothesis.

Analytics can help you identify the problematic area and then measure the impact of the hypothesis. However, coming up with a hypothesis might require other resources, such as customer interviews.

By the way, I talk a lot about funnel and their analysis in my [Google Analytics 4 course](#).

#3.6. Page speed

You can look at this as a cliché, but it still works. You will get fewer conversions if your website is slow. Fast-loading pages create a smooth and enjoyable user experience. When a website loads quickly, users are likelier to stay, browse, engage with content, and hopefully convert.

Optimized images, better servers, content delivery networks, etc. There are many ways to improve page speed and I will not be explaining that in this book. There are other resources for this.

However, in the context of analytics and tag management, there are several ways, too.

In a nutshell, here's how analytics and tracking pixels affect your page.

Let's say you are running ads on multiple ad networks: Google, Facebook, etc.

These vendors ask you to add their tracking codes to your website. Each tracking code adds more load to your page performance because the browser must download additional resources (libraries). If you are using just Google Analytics, the page performance will not be affected *that much*.

But if you have five different JavaScript libraries loaded, the page loading speed will definitely suffer.

What can be done? I talk more about this in [my blog post](#). But in a nutshell, you can choose from several approaches.

- Delay less essential tags. Don't fire them as soon as the page loads. An example could be session recording tools like Microsoft Clarity. The later your tags fire, the less impact they will have on your page performance.
- Server-side tagging. It can help you reduce the number of tracking codes activated in the browser. Let me explain.
 - You have GA4, Facebook Pixel, and Tiktok Pixel installed on your website. It means that the visitor's browser loads 3 JavaScript libraries.
 - With server-side tagging, you could keep just GA4 installed on the browser side. When GA4 loads on your website, it could send the data to your tagging server. In that server, the incoming data would be processed, and then it would be sent to 3 platforms: Google Analytics, Facebook (Meta), and Tiktok.
 - The end result is that the heavy lifting is handled by your tagging server here, and the visitor's browser now downloads only one JavaScript library. Page speed is improved.
 - This process is called data consolidation, and I explained it in my [intermediate/advanced Google Tag Manager course](#).

#3.7. If possible, configure alerts

Not all tools or platforms offer this, but this is definitely something you should investigate.

For example, Google Analytics 4 offers a [Custom Insights](#) feature. Here, you can look for anomalies, and if GA4 notices you, you can get an email notification about it.

Read their [documentation](#) and configure an alert for conversions. And if something goes wrong, you can react within a day, not after 1 or 2 weeks (or even later).

#3.8. Regularly audit your tracking setup

I will repeat it. Conversion tracking (and any analytics tracking in general) is not a one-time project. It requires continuous maintenance and regular audits.

One of the factors that affect your paid ad results is data quality. The better data you feed into the ad platforms, the better results you'll get.

Outdated or poorly configured setups are a recipe for disaster and wasted money.

Many things can go wrong. To name a few:

- Cross-domain tracking is not configured or is configured incorrectly
- Some conversions are tracked twice
- Incorrect values sent
- Developers launched a new checkout and forgot to add your analytics tracking codes.

This means that audits are necessary. Once a quarter, maybe once every six months. But someone at your company must do them. Maybe it's you?

P.S. My [Google Analytics 4 course](#) contains a very extensive GA4 audit checklist, and my [intermediate/advanced GTM course](#) (LINK) contains an in-depth GTM audit

checklist. So, if you need a helping hand for this tedious task (because it is), then take a look at those courses.

Audits require a lot of technical knowledge and troubleshooting skills. In the next chapter of this book, we'll look at the most common issues related to conversion tracking and how to troubleshoot them.



Chapter IV

Troubleshooting conversions

#4.1. Introduction to troubleshooting

I cannot stress enough how testing and troubleshooting are essential in a successful conversion tracking setup.

I could just add a tracking code on a website and immediately publish it. But even if I work on a super basic setup, I never trust myself. Always test what you implement, and ensure the data reaches its final destination, and you can see it in the reports.

There are multiple steps and places that you need to verify to make sure that your conversion tracking is working.

If you are using Google Tag Manager, then the [preview mode](#) is the first step. Check if your tags fire when they are supposed to. Let's say that you are tracking purchases. Complete the purchase and then check the preview mode to check the tag's status (I am talking about the web GTM container now).

The screenshot shows the Google Tag Manager preview interface. On the left, the 'Summary' pane lists various triggers and tags under two containers: 'Subscribe - GTMcourse' and 'GTMcourse'. A red arrow points to the 'Link Click' trigger under 'GTMcourse', which is highlighted with a pink border. This trigger has a count of 5. To the right, the 'Link Click' detail pane is open, showing an 'API Call' section with the code `dataLayer.push({event: 'gtm.linkClick', ...})`. Below it is an 'Output of GTM-TM7QT4F' section, which includes a 'Tags' section and a 'Tags Fired' section. The 'Tags Fired' section contains two items: 'GA4 Event - menu_click' and 'Google Analytics: App + Web Event - Succeeded', both of which are also highlighted with pink borders. Red arrows point from the highlighted 'Link Click' trigger in the summary to its corresponding sections in the detail pane.

If you are using server-side Google Tag Manager, it also has its preview mode. Check that, too.

But even if the tag is displayed as “fired”, it does not mean the data was sent correctly. So, it’s also essential to check the data request that was sent to the vendor.

In the context of website tracking, use the Network tab of the developer tools and see if:

- The request was sent (e.g., to google-analytics.com, analytics.google.com, facebook.com, or some other domain)
- And if its content is correct. Are the necessary parameters sent? Are their values correct?

The screenshot shows the Network tab of a browser's developer tools. The address bar is set to 'facebook.com/tr/'. The table lists several network requests:

Name	Status
?id=735302796861463&ev=Viewed%20Blog%20Post&dl=https%3A%2F%2Fwww.facebook.com%2F...544039035930.629095503&it=154...	307
?id=735302796861463&ev=PageView&dl=https%3A%2F%2Fwww.facebook.com%2F...544039035930.629095503&it=15...	307
?id=735302796861463&ev=Viewed%20Blog%20Post&dl=https%3A%2F%2Fwww.facebook.com%2F...126&coo=false&dt=p9sr4ry05on6...	200
?id=735302796861463&ev=PageView&dl=https%3A%2F%2Fwww.facebook.com%2F...126&coo=false&dt=5dotkdwfrih...	200
tr/	307

Do the same thing in your server-side container’s preview mode (if you’re using it). When the tag fires, you can see the outgoing request sent to the vendors.

The screenshot shows a 'Request' panel in a server-side container's preview mode. It displays a POST request to 'https://region1.google-analytics.com/g/collect?v=2&tid=G-'. The request URL is expanded to show the full URL with various parameters, including user agent information and session details.

P.S. I dived much deeper into troubleshooting in my [intermediate/advanced GTM course](#).

After you see that the request was sent properly, check the real-time/debug features that the vendor might have. Not all vendors offer this, but if such a feature exists, definitely use it. For example, Google ads does not provide a real-time debugging feature. But Google Analytics 4 has a [debugview](#). Facebook Events Manager has a [Test events](#) feature.

See if the incoming data is displayed and if its values are correct. For example, if you are tracking purchases, check if the transaction ID is valid and the value (order total) is correct. Also, compare other parameters if they are present.

Then, the final step is to wait for a while (this depends on how fast the vendor processes the data) and check the final reports. For example, it might take up to 48 hours for Google Analytics 4 to display the event/conversion data in your reports. Check the standard reports (e.g., [Traffic acquisition report](#)) and build Explorations.

So, this was a general troubleshooting process:

- Check if your tracking codes/tags fire
- Check the outgoing requests (browser's Network tab and server-side container's preview mode)
- Check the real-time/debugging features in the vendor's platform (if available)
- Wait for a while and check if the data is displayed correctly in standard/final reports

#4.2. Most common conversion tracking issues

There are probably thousands of possible reasons why your conversion tracking is not working. I picked the most common ones and split them into several groups.

For obvious reasons, edge cases will not be mentioned because, well, they are edge cases. They will not apply to most of you.

Problem #1. You cannot see your own conversions. Here are the first things that I would check in this case:

- Maybe your tags/tracking codes don't fire when the conversion happens. Check Google Tag Manager's preview mode (this means that your tracking codes must be implemented via GTM). Also, take a closer look at the tag status. It might be displayed as "Fired" but in reality, it's "Still running" (which means that the tag did not finish its execution and some (or all) data was not sent).

The screenshot shows the Google Tag Manager interface in preview mode. On the left, a sidebar lists four events: 7 Scrolls, 6 Scroll Depth, 5 Window Loaded, and 4 DOM Ready. On the right, the 'Tags' tab is selected, showing the 'Tags Fired' report. This report lists two tags: 'GA Configuration Tag' and 'Google Analytics: GA4 Configuration - Still running'. A red arrow points to the second item in the list, highlighting the 'Still running' status.

I have shared some ideas about "Still running" tags in [this blog post](#). Also, here is a list of the most common reasons [why your tags don't fire in Google Tag Manager](#).

- Check if the request was sent to the vendor. Maybe your tag was fired, but an adblocker extension blocked the request?
- If you are working with Google ads, there must be an actual ad click before the conversion tag fires. Only then the conversion will be counted in Google Ads.
- Not enough time has passed. Some vendors require more time to process the data. It is not enough if you send a conversion to Google Analytics 4 and check the standard reports after several hours. Wait for 24-48 hours.
- Maybe you are not following the vendor's naming convention and other requirements. Carefully read their documentation. For example, the maximum length of the event name in GA4 is 40 characters. If your event name is longer, its tracking might not work.

- I have listed more possible reasons [in this article](#). Even though that blog post is about Google Analytics 4, some tips might apply to other vendors, too, so take a look.

Problem #2. Sudden drop or spike in conversions. Here's what I would check:

- Maybe developers published a code change to the website that broke your tracking setup. Identify the date when the drop/spike happened. Contact the website developers and ask what kind of changes they made to the website on that date. Sometimes, the changes published 1-2 days before can also cause problems, so ask about those, too.
- Maybe it's a seasonal thing? For example, there is always a significant drop in traffic during Christmas.
- If you use multiple tools/platforms, check their data and compare. See if the spike/drop is displayed in one tool or multiple tools. If it's just one tool, most likely, something broke in your setup. If it is displayed in multiple analytics tools, maybe something else has changed (e.g., Google changed its search algorithm, and you lost a significant portion of the traffic). You can verify this by comparing your Google Analytics 4 data and Google Search Console data. If the traffic drop is visible in both tools, your tracking setup is fine, and the company must consult with SEOs to handle the situation.
- Maybe someone in your company modified the setup? E.g., changed GA4 settings or published new tags in Google Tag Manager. If your vendor offers a feature to see the history of changes, take a look at it. In Google Analytics 4, you can do that by going to *Admin > Account change history or Property change history*. In Google Tag Manager, you can do that by going to *Versions* and seeing who changed what.

Problem #3. Duplicate data. I have published [a guide for Google Analytics 4](#) about this topic. But some of those tips might give you ideas even if you work with other vendors.

Problem #4. Data mismatch between platforms. When I say “mismatch between platforms”, I mean between your analytics/marketing tools and your backend

systems (like CRM or ecommerce platform). I don't mean the difference between two analytics platforms (because they will definitely show differences. Different vendors process the data differently.).

Here's what I would check:

- **Time zone.** Maybe your backend system is using a different time zone compared to your analytics platform. Check the settings of your backend system and find out what time zone it is using. If you cannot find it, ask your coworkers, or maybe your backend system has a support team. As for Google Analytics, you can check the time zone by going to your *GA4 admin > Property settings*. If time zones are different, it means that a particular conversion might be included in today's data (in your CRM), but GA4 (or another platform) might include it in tomorrow's data.
- **Ad blockers.** Remember, data in your analytics or marketing tools will almost never match your backend data. One of the most common issues is ad blockers or strict browser settings. For example, ad blockers can block Google Analytics, Google Ads, Google Tag Manager, etc. If the tracking code is blocked, conversion is not tracked. Sure, you can reduce the impact of ad blockers with server-side tagging. But even then, there's still a chance that some requests will be blocked. Or, who knows, maybe ad blockers will be significantly improved in the future and will start blocking requests even if you are using server-side GTM.
- **Consent.** If you have implemented a consent popup on your website and your tracking codes don't fire when consent is denied, then naturally, you will lose a significant portion of the data. Even if you decide to use the Advanced Consent Mode (when limited data is sent when consent is denied), you will still not have 100% accurate data.
- **Read all the tips I shared in Problem #1** (of this chapter). Some of them might apply to you, too.



Chapter V

Resources

In this quick chapter, I wanted to share my resources in a single place. Basically, it contains most of the links mentioned throughout this book (but just in a single place, for your convenience).

- [Google Analytics 4 course](#). It will teach you:
 - How to plan your setup and track what's important
 - How to select the right Key Performance Indicators (KPI)
 - How to configure Google Analytics 4 (including conversions)
 - How to build various reports to see your data
 - How to find insights and optimization opportunities with GA4
- [Google Tag Manager course for beginners](#). It will teach you:
 - The essentials of using Google Tag Manager
 - How to track various events/conversions (clicks, various types of forms, purchases, custom events, etc.)
 - How to implement conversion tracking (e.g., Google ads, Facebook, GA4)
 - How to configure tags having consent in mind (e.g., block tags if consent is not given or how to implement Google Consent Mode v2)
- [Intermediate/advanced Google Tag Manager course](#). It will teach you:
 - Advanced GTM techniques that will help you solve more complex problems
 - Server-side tagging (and how to use it to improve conversion tracking)
 - Complete GA4 ecommerce setup
 - Troubleshooting techniques
- Useful blog posts:
 - [GA4 conversion tracking](#)
 - [GA4 conversion rate](#)
 - [GA4 event tracking guide](#)
 - [GTM preview mode is not working?](#)
 - [Duplicate data in GA4](#)
 - [Events not showing up in GA4](#)
 - [GA4 debugview](#)
 - [Cross-domain tracking in GA4](#)

How to properly learn GA4 and GTM

Some people try to learn Google Analytics 4 and Google Tag Manager by themselves. They read the documentation, watch tutorials, and do a lot by trial and error. That's OK. But often, they waste time. And time is money.

Others might try to enroll in courses. However, the problem with many GA/GTM courses is that they focus just on features. They often forget to explain the logic of why certain things are configured. They also usually skip two essential steps:

- How to collect **meaningful** data
- How to get **insights** from that data

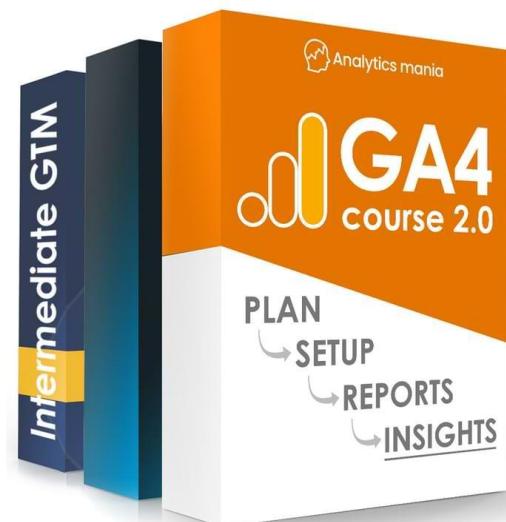
That is the problem that I solve with my [courses](#):

- They will help you **save a lot of time**
- They will teach you how to **plan your setup properly**
- You will learn how to **configure these tools** the right way and troubleshoot
- You will know **what is important to track**
- You will learn how to **get insights** from your data

Since 2016, I have taught many marketers and analysts to get the most out of Google Tag Manager and Google Analytics. If you want to become a GA4/GTM power user and benefit from these tools, check out my [courses](#).

All courses include:

- A lot of content that is not available on my YouTube channel or blog
- Time-saving checklists, templates, etc.
- Practical tasks and a sandbox website to practice
- Lifetime 24/7 access to the course material
- Free updates
- Complete handholding and support
- And so much more!



[Learn more about the courses](#)

Final words

The goal of this e-book was not to be a definitive guide that describes every possible detail. Our industry changes fast. Really fast. If I told every tiny detail, the e-book would probably go out of date in a month or two. I don't want that.

Instead, the goal here was to show you the direction and set the right expectations/mindset when it comes to conversion tracking.

The key things I want you to take from this e-book are (listed in random order):

- Do not strive for 100% accurate conversion data. Strive for “good enough” data.
- Have the user consent in mind.
- Server-side tagging is not a silver bullet that will magically make all your tracking problems disappear. But it can help you increase the accuracy of conversion tracking.
- Don't track everything that comes to your mind. Define the business goals and track what's important.
- Tracking setups require regular maintenance. Don't set it and forget it.
- Learn how to troubleshoot your setup because incorrect data (that you feed to marketing/analytics tools) will waste budgets in the future.
- Keep learning because things are changing fast. Find someone who's style of explaining things you like and follow them. Also, double-check if they update their stuff (because that's often not the case). At [Analytics Mania](#), we take updates seriously.

Thank you for investing time and reading this e-book. I hope that you found it helpful.

This e-book was delivered to you by



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