

How We Got A \$69,000 Refund from Google Ads

Problem

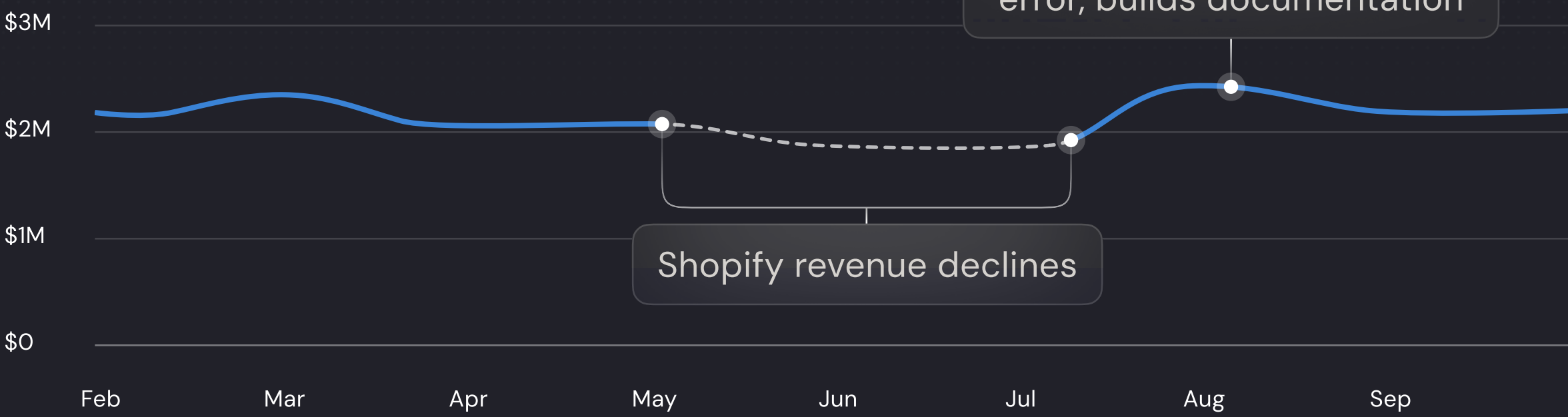
When a Google rep from the “Technical Solutions Team” told our client they had to update conversion tracking, they trusted the advice. On **April 18th**, the rep added a new Google Ads Purchase Conversion in GTM. The problem was that it was **already installed** in Shopify scripts. This caused **double-counting of purchases**.

Google Ads reported revenue going UP, while actual Shopify sales went DOWN. The algorithm raised bids based on bad data, wasting **\$69,000** of the business's money on conversions they didn’t actually get!

Timeline

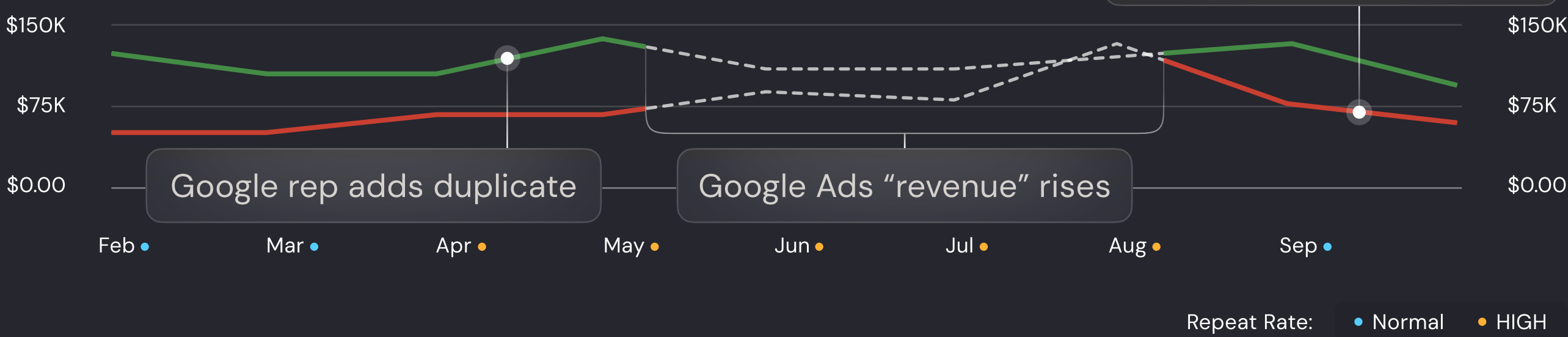
 Shopify

\$19,288,970.80



 Google Ads

Purchases/Sales 3.56M Cost \$1.14M



Our Solution

- Full audit of GTM, Shopify, and Google Ads tracking
- Collected evidence of double-counting & wasted ad spend
- Escalated repeatedly with Google until the full spending refund was approved
- Restored accurate conversion tracking & optimized spend

Results

⌵ \$69,000 refunded directly to the business

⌵ Accurate tracking reestablished

⌵ Spend stabilized around their business metrics



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At the end of the day, revenue in your bank account is the only metric that matters. If you’ve seen that drop after making a Google recommended update... You may be entitled to compensation.”

Frank Field

Ready to see similar results for your brand?
Let's optimize your marketing strategy and
drive new customer growth today!



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