

# We Increase Ad Revenue By 33% Without Increasing Spend

## Problem

Fieldsheer came to Digital Position with no server-side tracking in place. They were relying on the Google Tag Manager and CAPI to report accurate conversions back to Google & Meta and optimize their campaigns, which was resulting in:

- 33% of all ads revenue lost to 3rd-party cookies
- Thousands of data points lost each month
- Limited visibility into the customer journey and what was driving sales
- Limited campaign optimization

## Solution

- Implemented Server-Side Tracking on All Advertising Platforms
- Without Server-Side Tracking: \$678,851 tracked revenue
- Without Server-Side Tracking: \$904,901 tracked revenue

### Before & After

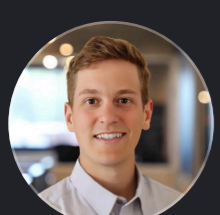
Without Server-Side Tracking:  
**\$678,851**  
TRACKED REVENUE

without Server-Side Tracking:  
**\$904,901**  
TRACKED REVENUE

Website purchases...	3rd Party Purchase US...
\$106,322.81	\$70,631.34
<del>\$26,337.67</del>	<del>\$16,614.72</del>
<del>\$57,317.82</del>	<del>\$34,806.32</del>
\$0.00	\$0.00
<del>\$29,360.82</del>	\$0.00
<del>\$56,667.66</del>	<del>\$41,416.14</del>
<del>\$19,566.83</del>	\$0.00
<b>\$325,655.47</b> Total	<b>\$168,330.70</b> Total

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> SST	Primary	Website	856.16	169,982.52	Needs attention	
<input type="checkbox"/>	Secondary	Website (Google Analytics (GA4))	582.01	119,974.16	Active	
<input type="checkbox"/>	Secondary	Website (Google Analytics (UA))	0.00	0.00	No recent conversions	

Conversion action	Action optimization	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> SST	Primary	Website	3,036.90	409,273.40	Needs attention	
<input type="checkbox"/>	Secondary	Website	2,872.77	390,547.92	Active	
<input type="checkbox"/>	Secondary	Website (Google Analytics (GA4))	2,169.11	301,215.34	Needs attention	



Server-Side tracking should be implemented in every single ad platform to truly know how much your paid efforts impact your business."

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