

We Increased Ad Revenue By 60%+ Without Increasing Spend

Problem

Mary Square came to Digital Position with no server-side tracking in place. They were relying on the Google Sales Channel App to report accurate conversions back to Google Ads and optimize their campaigns, which was resulting in:

- 33% of all Google Ads conversions lost to 3rd-party cookies;
- Thousands of data points lost each month;
- Limited visibility into the customer journey;
- Limited campaign optimization.

Our Solution

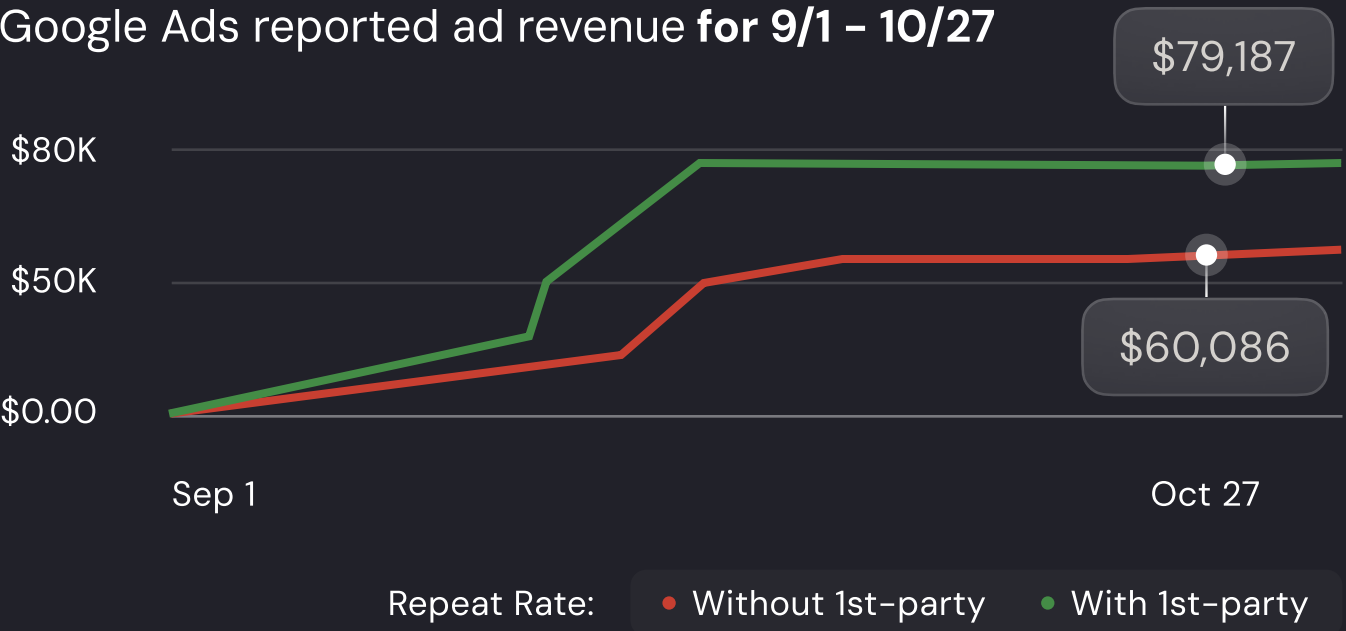
- Implemented Server-Side Tracking on All Advertising Platforms

Google Ads

Google Ads Results After 6 Weeks

- +\$10.5K in Google Additional Ad Revenue
- -22% CPA
- +26% ROAS
- The business can make better decisions with improved data

Google Ads reported ad revenue for 9/1 – 10/27



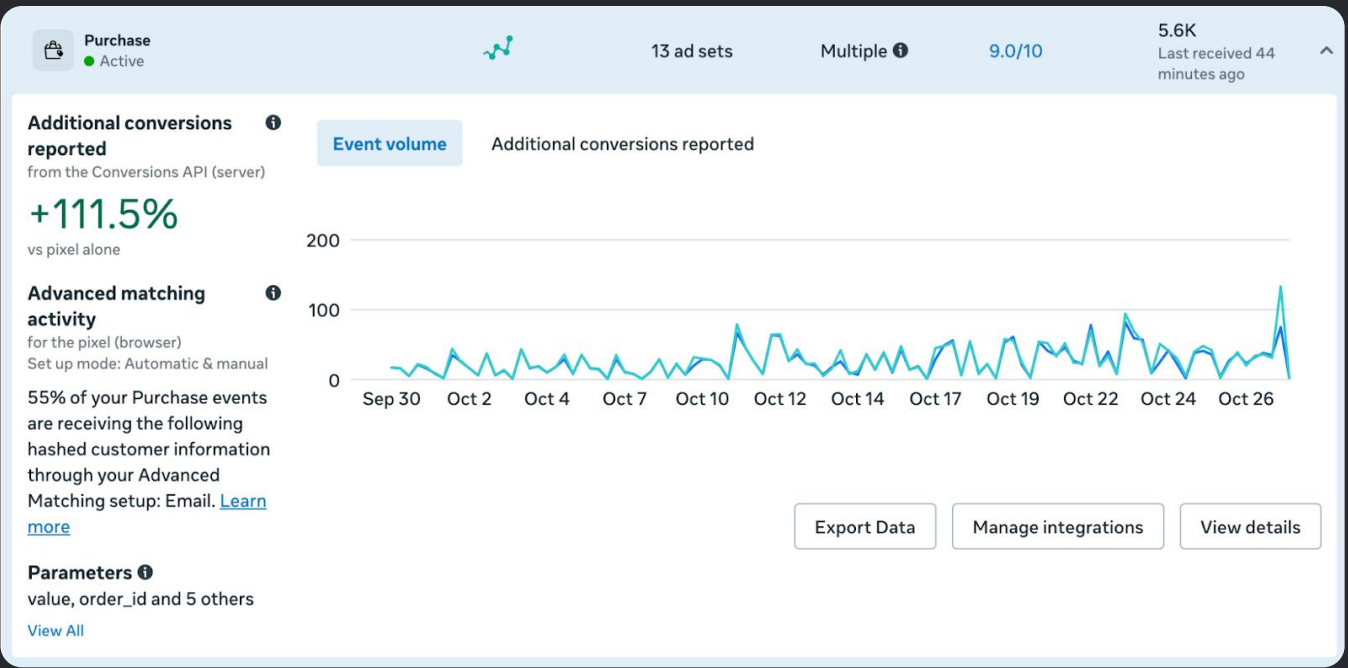
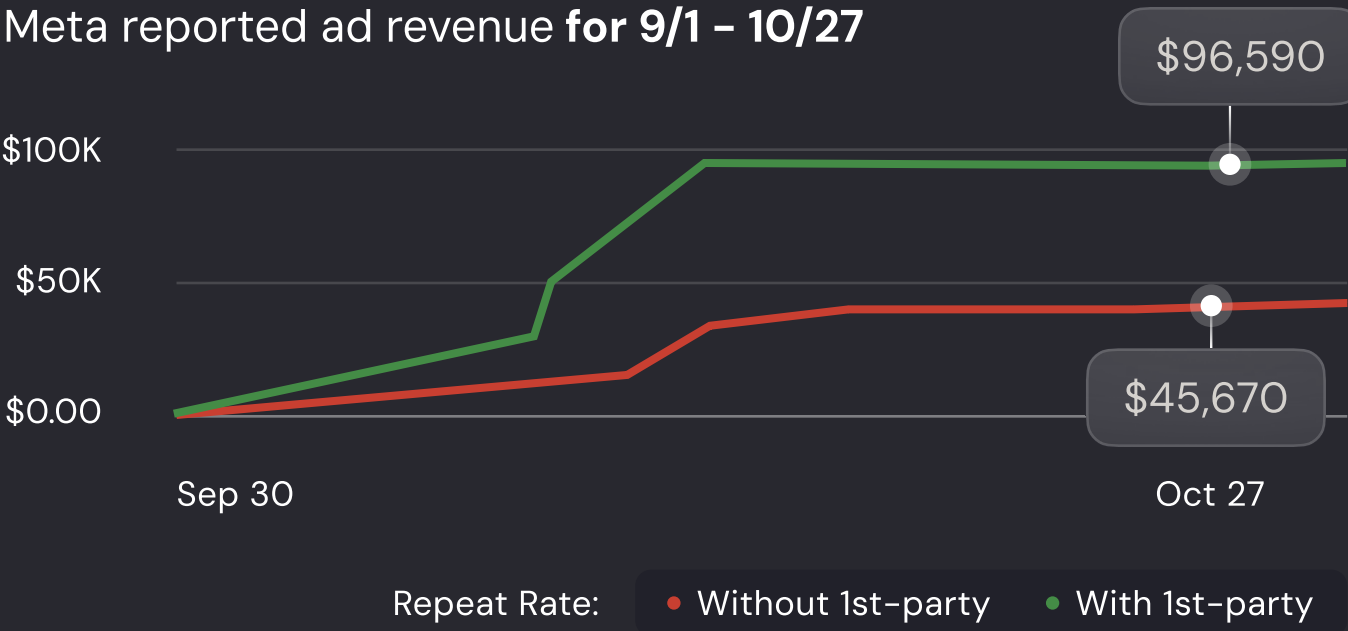
Custom Sep 1 – Oct 27, 2025						
Audience segments						
To improve new customer acquisition, you need to include an audience segment with at least 1,000 active members in at least one network to help identify existing customers.						
CUSTOMER RETENTION						
Incremental conversion value for customer retention \$0.01 for lapsed customer						
Account-default: Purchase	Campaigns: 23 of 23	Primary conversion actions: 1	Status: Needs attention	Edit goal		
☐ Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
☐ 1st-Party Purchase	Primary	Website	639.83	79,187.31	Needs attention	
☐ Google Sales App Purchase	Secondary	Website	515.72	60,085.62	Needs attention	

Meta

Meta Ads Results After 4 Weeks

- +111% Reported Conversions Compared To 3rd-Party Pixel Setup
- +\$51K Ad Revenue
- +318 Purchases

Meta reported ad revenue for 9/1 – 10/27



Server-Side Tracking should be implemented on every single ecommerce website running paid ads. It gives you much more visibility into the true performance of your acquisition efforts.

Steve Cozzolongo

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



BOOK A DISCOVERY CALL