

We Increased Ad Revenue By \$300K+ Without Increasing Spend

Problem

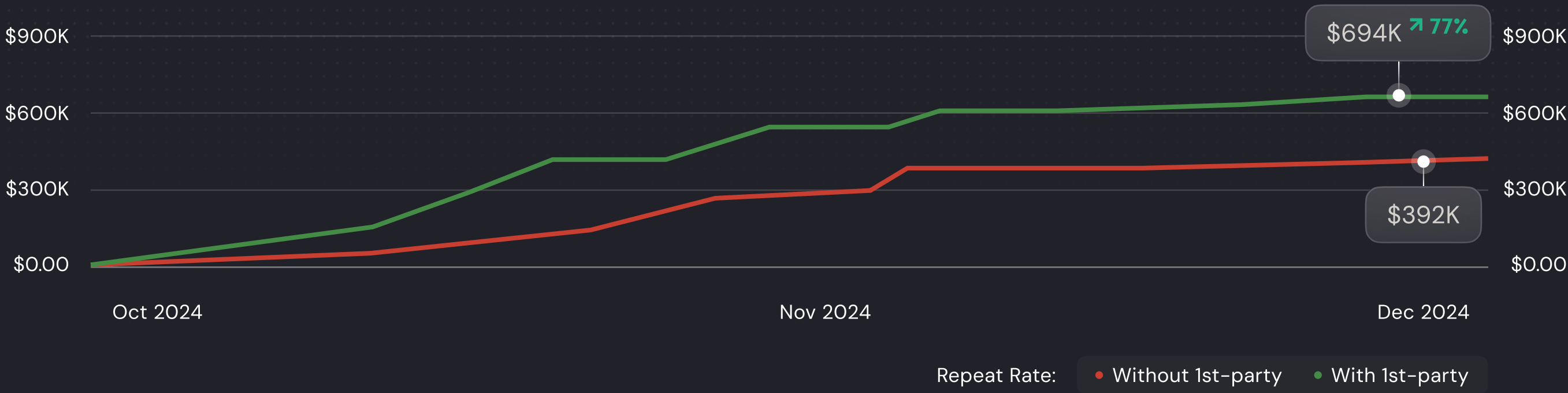
In 2024, PeachSkinSheets hired us to overhaul their tracking because their Google Ads data wasn’t accurately reflecting performance.

During Q4, their peak season, they typically doubled ad spend, but in 2023 a \$282K revenue discrepancy between Shopify and Google Ads caused hesitation and limited spend on the channel.

To uncover their *true* return and confidently scale holiday budgets, we implemented first-party, server-side tracking to restore data clarity and prove real performance.

Google Ads

Google Ads reported ad revenue, Q4 2024



Primary						
Custom Oct 1 – Dec 31, 2024						
Purchase Account-default goal 63 of 64 campaigns						
☐ Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
☐ SGTM - NEW PURCHASE	Primary	Website	6,470.52	694,053.08	Needs attention	
☐ SGTM - Purchase	Secondary	Website	6,194.68	655,137.99	Active	
☐ PeachSkinSheets - GA4 (web) purchase	Secondary	Website (Google Analytics (GA4))	3,726.00	391,960.88	Needs attention	
☐ Transactions (All Web Site Data)	Secondary	Website (Google Analytics (UA))	0.00	0.00	No recent conversions	

Our Solution -----> Results

- Implemented Server-Side Tracking on All Advertising Platforms

- ⌄ +\$300K in Additional Google Ads Revenue
- ⌄ +3,000 Reported Purchasers
- ⌄ The business is able to make better decisions with improved data



// 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