METRIC OWL

TRACKING WATCH · TRACKING HEALTH REPORT

demo-shop.test

Consent, the data layer, every event the site sends, what each advertising and analytics platform receives, and the Content Security Policy, checked in a real browser.

D

Overall, 40 out of 100

4 critical · 15 high · 0 medium

CHECKED

20 November 2026, 11:03

JOURNEYS

Browse to basket, Checkout, Reject all

CHECKED AGAINST

Demo shop data layer specification

01 · SUMMARY

Where tracking stands

4 critical issues need attention now, because they affect consent or personal data. 15 more issues are losing data today.

D
Overall, 40 out of 100

4
Critical: consent or personal data

15
High: data lost or wrong today

0
Medium: data quality

WHAT'S WORKING

- ✓ Analytics already runs through a server container, so moving it to the main domain is a configuration change rather than a rebuild
- ✓ The site's own code adds tracking only through Tag Manager: no tags, pixels or ad scripts are hard-coded in the 10 pages and 9 scripts read

THE FIRST THINGS TO FIX

1. Meta sets _fbp before a choice and keeps it after "Reject all"
2. "Reject all" isn't on the banner's first screen
3. Meta Pixel runs before a choice and after "Reject all"
4. `page_data` contains personal data

AT A GLANCE

3	7	5	18	3	17
journeys, desktop	pages visited	tracking and monitoring tools	events recorded	tracking cookies	metadata suggestions

02 · SCORECARD

How each part of the setup scores

Each area starts at 100 and loses points for what this check found. The lines under each score show exactly what moved it, with the finding numbers used in the rest of the report.

E — Consent and privacy

10 out of 100

−25 · Meta tracks without consent (#1, #3)

−25 · #2 "Reject all" isn't on the banner's first screen (#mo-reject)

−40 · #4 `page_data` contains an email address

D — Platform delivery

40 out of 100

−15 · #16 Microsoft Ads didn't receive pageLoad (open the homepage)

−15 · #17 Meta didn't receive AddToCart (add to basket)

−15 · #18 Microsoft Ads didn't receive `add_to_cart` (add to basket)

−15 · #5 The Content Security Policy blocks Microsoft Ads (bat.bing.com)

C — Content Security Policy

70 out of 100

−20 · #5 The Content Security Policy blocks Microsoft Ads (bat.bing.com)

−10 · No violation reporting

E — Data layer and metadata

0 out of 100

−12 · #6 Prices change with the price display switch: `view_item` value 24.99 becomes 29.99

−12 · #7 item.`is_sample` is missing (must)

−12 · #8 Ecommerce pushes aren't cleared with `{ ecommerce: null }` first, so they can carry the previous event's products

−12 · #9 `add_to_cart` was pushed 2 times, expected 1 (add to basket)

−12 · #10 purchase: ecommerce.value is 65.98 but price × quantity across items is 49.98

−12 · #11 purchase was pushed more than once with the same `event_id`

−12 · #12 `add_shipping_info` wasn't pushed (choose standard delivery)

−12 · #13 value + tax + shipping on purchase is 81.98, but the page shows 65.98

−12 · #14 purchase was pushed again (reload the confirmation page), so it would be counted twice

−12 · #15 `view_item_list`, `select_item`, `view_item`, `add_to_cart`, `view_cart`, `begin_checkout` and 2 more (data layer) have changed shape since earlier runs: ecommerce.items[].`is_sample` is missing

−20 · 17 metadata suggestions across 9 events

B — Signal for advertising

80 out of 100

+ Meta Pixel receives ViewContent, AddPaymentInfo, InitiateCheckout, Purchase

+ Pinterest Tag receives addtocart, viewcategory, checkout

– X Pixel only receives page views

A — Performance cost

100 out of 100

+ Tracking doesn't measurably delay the main content (LCP 99 ms without, 108 ms with)

03 · KEY INSIGHTS

What this means for the business

RISK

Meta tracks visitors who haven't consented

It sends data (5 requests) and sets _fbp (session) before a choice and after "Reject all" (findings #1, #3). The ICO treats analytics as needing consent, so this is where a complaint would start. It's usually a single setting, or a script that needs moving into Tag Manager.

DATA LOST

100% of Microsoft Advertising UET requests are blocked by the site's own security policy

Microsoft Advertising UET: 100% of requests blocked (24). Blocked requests carry measurement data that never reaches the platform, and nothing in its interface shows it. Each is fixed by adding one domain to the policy.

OPPORTUNITY

X Pixel only see page views

The site already tracks `view_item_list`, `select_item`, `view_item`, `add_to_cart`, `view_cart`, `begin_checkout`, `add_payment_info`, purchase with item details, but these platforms only receive page views. Passing item views on would let them build audiences around what people actually looked at.

STRENGTH

Tracking has little effect on page speed

With and without tracking, the main content appeared within 9 ms of each other and blocking time differed by 0 ms on a 4× slowed CPU. That's a good base to protect as tags are added.

04 · ROADMAP

What to do, and when

Numbers match the findings in detail. Consent comes first because it carries legal risk; then anything fixed in an hour; then the data quality work; then the improvements that build on it.

THIS WEEK Quick wins: consent, and anything fixed in an hour

#	WHAT TO DO	WHO	EFFORT
1	Meta sets _fbp before a choice and keeps it after "Reject all"	Whoever manages Tag Manager or the cookie banner	Under an hour
2	"Reject all" isn't on the banner's first screen	Whoever manages the cookie banner	Under an hour
3	Meta Pixel runs before a choice and after "Reject all"	Whoever manages Tag Manager or the cookie banner	Under an hour per tag
4	`page_data` contains personal data	Web developers	Under a day
5	The Content Security Policy blocks Microsoft Advertising UET (bat.bing.com)	Web developers or whoever sets the site's HTTP headers	Under an hour, plus a release
8	`view_item` isn't cleared before it's pushed	Web developers	Under an hour
15	8 data layer events changed shape	Web developers	Usually an hour or two once the change is found
16	Microsoft Ads didn't receive pageLoad	Whoever manages Tag Manager	Under an hour once the cause is found
17	Meta didn't receive AddToCart	Whoever manages Tag Manager	Under an hour once the cause is found
18	Microsoft Ads didn't receive `add_to_cart`	Whoever manages Tag Manager	Under an hour once the cause is found

NEXT 30 DAYS Fix the data

#	WHAT TO DO	WHO	EFFORT
6	Prices change with the price display switch	Web developers	Under a day
7	item.`is_sample` is missing	Web developers	Under a day
9	`add_to_cart` was pushed 2 times, expected 1	Web developers	Depends on the cause
10	purchase: value doesn't match the items	Web developers	Under a day
11	purchase is pushed twice for one action	Web developers	Under a day
12	`add_shipping_info` wasn't pushed	Web developers	Depends on the cause
13	The purchase total doesn't match the order	Web developers	Under a day
14	purchase is sent again on reload	Web developers	Under a day
19	Make returning Safari visitors recognisable	Whoever manages Tag Manager, with web developers	Days, depending on hosting
	Work through the 17 metadata suggestions, starting with the events used for advertising	Web developers	A few days

60 TO 90 DAYS Build on it

#	WHAT TO DO	WHO	EFFORT
	Turn on CSP reporting	Marc Alexander, with your team	Varies
	Keep the tracking allowlist next to Tag Manager	Marc Alexander, with your team	Varies
	Use the server container for ad platforms too	Marc Alexander, with your team	Varies
	Check session recording masking	Marc Alexander, with your team	Varies
	Compare tracked conversions with real ones each week	Marc Alexander, with your team	Varies

05 · ROOT CAUSES

Why these problems happen

Most findings come from a handful of habits. Fixing the habit stops the same problems coming back after the next release.

The security policy is maintained separately from Tag Manager

Tags are added and updated in Tag Manager, but the domains they need live in the site's HTTP headers, owned by a different team. The two drift apart, and the policy silently blocks what Tag Manager adds.

Change: Keep one list of tracking platforms and their domains, and check it as part of every Tag Manager publish. Findings #5

Some tools aren't connected to the cookie banner's categories

Most tags respect consent, but at least one is loaded in a way the banner doesn't control, such as a direct script or a tag without a consent setting.

Change: Audit every tag in Tag Manager for a consent setting, and move any hard-coded scripts into Tag Manager. Findings #1, #3

06 · FINDINGS IN DETAIL

What I found, and how to fix it

Each finding has its evidence, why it matters, the steps to fix it and how to check the fix. Each one stays on a single page.

PROVEN seen directly in this run · LIKELY a strong sign worked out from what was seen · CHECK depends on context the monitor can't see, so confirm it first

1

CRITICAL PROVEN Consent · seen 4 times · Browse to basket · still open

Meta sets _fbp before a choice and keeps it after "Reject all"

WHY IT MATTERS

Setting a non-essential cookie without consent is exactly what PECR regulates, and cookies are what the ICO and browser privacy checks look for first.

EVIDENCE

Before a choice: cookie _fbp

```
on demo-shop.test, ends with the session
```

Before a choice: cookie _fbp

```
on demo-shop.test, ends with the session
```

After "Reject all": cookie _fbp

```
on demo-shop.test, ends with the session
```

Re-checked in a fresh browser

```
Meta sent data and set its cookie before a choice again; Meta sent data and set its cookie after “Reject all” again
```

HOW TO FIX IT

1. Find what sets _fbp (it belongs to Meta). It may be a Tag Manager tag, or a script in the site's own code, which the cookie banner can't control.
2. With Google Consent Mode, check the defaults are denied before Tag Manager loads, so Google tags run without cookies until consent.
3. Clear the cookie on reject if the tool doesn't: most cookie banners can delete named cookies when a category is rejected.

HOW TO CHECK IT'S FIXED

- In the browser's developer tools, Application tab, Cookies: _fbp should not appear before a choice, or after rejecting and reloading.

WHO	Whoever manages Tag Manager or the cookie banner
EFFORT	Under an hour

2

CRITICAL PROVEN Consent · seen 3 times · Browse to basket · still open

"Reject all" isn't on the banner's first screen

WHY IT MATTERS

The ICO expects rejecting to be as easy as accepting. Hiding "Reject all" behind a settings screen is one of the things it has written to sites about.

EVIDENCE

Looked for

```
#mo-reject, visible without opening settings
```

HOW TO FIX IT

1. Turn on a "Reject all" button on the banner's first layer, next to "Accept all", with the same size and weight.
2. Most banners (Cookiebot, OneTrust, Commanders Act, CookieYes) have this as a setting rather than a code change.

HOW TO CHECK IT'S FIXED

- Open the site in a private window: "Reject all" should be visible without clicking anything else.

WHO	Whoever manages the cookie banner
EFFORT	Under an hour

3

CRITICAL PROVEN Consent · seen 5 times · Browse to basket · still open

Meta Pixel runs before a choice and after "Reject all"

WHY IT MATTERS

Under PECR, anything that stores or reads information on a visitor's device for analytics or advertising needs consent first, and the ICO's guidance covers similar technologies as well as cookies. The ICO expects rejecting to stop it as fully as accepting allows it.

Data collected before a choice also can't be relied on, and it inflates platform figures compared with consenting traffic.

A visitor who rejected cookies is still being tracked, which is the situation most likely to lead to a complaint.

EVIDENCE

Before a choice: request, no consent state

```
https://www.facebook.com/tr?id=1234567890123456&ev=PageView&noscript=1
```

Before a choice: request, no consent state

```
https://www.facebook.com/tr?id=1234567890123456&ev=PageView&noscript=1
```

After "Reject all": request, no consent state

```
https://www.facebook.com/tr?id=1234567890123456&ev=PageView&noscript=1
```

Re-checked in a fresh browser

```
Meta sent data and set its cookie before a choice again; Meta sent data and set its cookie after “Reject all” again
```

HOW TO FIX IT

1. Find where Meta Pixel is added: a Tag Manager tag, a tag managed by the cookie banner, a plugin or a script in the site's code.
2. If it's in Tag Manager, require consent before it fires: in the tag's Advanced settings, set Consent Settings to "Require additional consent" for `ad_storage`, or fire it only on the cookie banner's consent event for that category.
3. If the cookie banner manages it, put it in the marketing category so it only loads once that category is accepted.
4. If it's hard-coded in the site, move it into Tag Manager, or wrap it in the banner's consent callback.
5. The Meta Pixel has its own consent switch: `fbq('consent', 'revoke')` before `fbq('init')`, then `fbq('consent', 'grant')` when marketing cookies are accepted.

HOW TO CHECK IT'S FIXED

- Open the site in a private window with the browser's developer tools on the Network tab, filtered to "www.facebook.com".
- Load two pages without touching the banner: there should be no requests.
- Click "Reject all", then visit three pages: there should be no requests.
- The monitor rechecks this every night.

WHO	Whoever manages Tag Manager or the cookie banner
EFFORT	Under an hour per tag

4

CRITICAL PROVEN Data layer · seen 12 times · Browse to basket · still open

`page_data` contains personal data

WHY IT MATTERS

Google's terms forbid sending personal data such as email addresses to GA4, and Google can delete affected data or the property.

Anything in the data layer can reach every tag in Tag Manager, so it can leak to platforms that were never meant to get it.

EVIDENCE

Push, with the personal data masked

```
{
  "event": "page_data",
  "page_type": "home",
  "customer_status": "guest",
  "customer_group": "guest",
  "price_display": "excl_tax",
  "customer_email": "[email]"
}
```

HOW TO FIX IT

1. Remove the personal data from this push.
2. If it's needed for Enhanced Conversions or a Conversions API, put it in a separate `user_data` object on the purchase or lead only, send it only to the ad platforms, and hash it before it leaves (ideally in the server container).
3. Check URLs and page titles too: form values in query strings end up in GA4's `page_location`.

HOW TO CHECK IT'S FIXED

- In Tag Manager Preview, open the event's Data Layer tab: no email address or phone number should appear.

WHO	Web developers
EFFORT	Under a day

5

HIGH PROVEN Content Security Policy · seen 24 times · Browse to basket · still open

The Content Security Policy blocks Microsoft Advertising UET (bat.bing.com)

WHY IT MATTERS

The browser refuses the request, so the data it carries never reaches Microsoft Advertising UET. Nothing shows in the platform's interface: numbers are just lower than they should be.

Microsoft now serves UET from bat.bing.net as well as bat.bing.com; when one is blocked, part of UET's data is lost.

EVIDENCE

Blocked request

```
https://bat.bing.com/action/0?ti=123456&evt=pageLoad
```

Directive

```
img-src
```

Mode

```
enforced: the request never left the browser
```

HOW TO FIX IT

1. Add `https://bat.bing.com` to `img-src`.
2. `img-src` currently allows 5 sources, and none of them covers bat.bing.com.
3. While the policy is open, these are also on Microsoft Advertising UET's recommended list and missing. Add them only if reports show they're needed:
   - `script-src`: `https://bat.bing.com` `https://bat.bing.net`
   - `img-src`: `https://bat.bing.com` `https://bat.bing.net`
   - `connect-src`: `https://bat.bing.com` `https://bat.bing.net`
4. Allow exact hosts rather than broad wildcards, and don't add 'unsafe-inline' or 'unsafe-eval' to fix a tracking problem.
5. Source: Microsoft's UET CSP guide, and Microsoft support for bat.bing.net and `connect-src`.

HOW TO CHECK IT'S FIXED

- Reload the page with the browser console open: the "Refused to connect" or "Refused to load" message for this host should be gone.
- In the Network tab, requests to bat.bing.com should complete instead of being marked as blocked.

WHO	Web developers or whoever sets the site's HTTP headers
EFFORT	Under an hour, plus a release

6

HIGH PROVEN Data layer · seen once · Browse to basket · still open

Prices change with the price display switch

WHY IT MATTERS

Revenue mixes prices with and without VAT depending on what each visitor chose to see.

EVIDENCE

Before switching

```
{"value":24.99,"prices":[24.99]}
```

After switching

```
{"value":29.99,"prices":[29.99]}
```

HOW TO FIX IT

1. Send prices on one basis, whatever the visitor sees: read them from the platform's own data, not the page.

HOW TO CHECK IT'S FIXED

- Switch the display both ways and compare `view_item` in Preview: values should be identical.

WHO	Web developers
EFFORT	Under a day

7

HIGH PROVEN Data layer · seen 22 times · Browse to basket · on view_item_list, select_item, view_item, add_to_cart, view_cart, begin_checkout, add_payment_info, purchase · still open

item.`is_sample` is missing

WHY IT MATTERS

The `is_sample` field is required for `view_item_list`, `select_item`, `view_item`, `add_to_cart`, `view_cart`, `begin_checkout`, `add_payment_info`, purchase, so reports and platforms that use it get blanks or "(not set)".

EVIDENCE

Page

```
https://demo-shop.test/
```

Example push (view_item_list)

```
{
  "event": "view_item_list",
  "ecommerce": {
    "item_list_id": "home_featured",
    "item_list_name": "Featured candles",
    "items": [
      {
        "item_id": "CAN-OAK-PIL-L",
        "item_name": "Oak Pillar Candle",
        "item_brand": "Demo Candle Co",
        "item_category": "Candles",
  …
```

HOW TO FIX IT

1. Add item.`is_sample` to `view_item_list`, `select_item`, `view_item`, `add_to_cart`, `view_cart`, `begin_checkout`, `add_payment_info`, purchase. If it's an item field, add it in the shared function that builds items, so every event gets it at once.
2. Leave a field out when there's genuinely no value, rather than sending an empty string or a placeholder.

HOW TO CHECK IT'S FIXED

- In Tag Manager Preview, check `view_item_list`, `select_item`, `view_item`, `add_to_cart`, `view_cart`, `begin_checkout`, `add_payment_info`, purchase: item.`is_sample` should be present and correct on every push.
- The monitor rechecks every push on every run.

WHO	Web developers
EFFORT	Under a day

8

HIGH PROVEN Data layer · seen 4 times · Browse to basket · on view_item · still open

`view_item` isn't cleared before it's pushed

WHY IT MATTERS

Tag Manager merges each push into what came before. Without a `{ ecommerce: null }` push first, an event can carry the previous event's items, so a view can report products the visitor never saw.

EVIDENCE

Page

```
https://demo-shop.test/p/oak-pillar-candle.html
```

Push just before it

```
{
  "event": "page_data",
  "page_type": "product",
  "customer_status": "guest",
  "customer_group": "guest",
  "price_display": "excl_tax",
  "customer_email": "[email]"
}
```

HOW TO FIX IT

1. Push `{ ecommerce: null }` immediately before every push that contains ecommerce data, as Google's own GA4 ecommerce guide shows.
2. Do it in the shared function that sends ecommerce events, so no template can forget it.

HOW TO CHECK IT'S FIXED

- In Tag Manager Preview, the push before each ecommerce event should be ecommerce: null.

WHO	Web developers
EFFORT	Under an hour

9

HIGH PROVEN Data layer · seen once · Browse to basket · still open

`add_to_cart` was pushed 2 times, expected 1

WHY IT MATTERS

The wrong number of pushes means the action is under- or over-counted.

EVIDENCE

Pushed in this step

```
add_to_cart
```

HOW TO FIX IT

1. Check in Tag Manager Preview whether the site pushes the event for this action.
2. If it used to work, compare with the last release: a template, module or checkout change is the usual cause.
3. If the event arrives late, push it as soon as the action succeeds rather than after other scripts load.

HOW TO CHECK IT'S FIXED

- Repeat the step in Preview: the event should appear exactly once.

WHO	Web developers
EFFORT	Depends on the cause

10

HIGH PROVEN Data layer · seen 2 times · Checkout · still open

purchase: value doesn't match the items

WHY IT MATTERS

The event's value should be the sum of price × quantity, so GA4's revenue and item revenue agree. A mismatch usually means VAT, shipping or discounts are counted in one and not the other.

EVIDENCE

Page

```
https://demo-shop.test/checkout/onepage/success/
```

Example push (purchase)

```
{
  "event": "purchase",
  "ecommerce": {
    "transaction_id": "100042456",
    "currency": "GBP",
    "value": 65.98,
    "tax": 11,
    "shipping": 5,
    "payment_type": "Card",
    "shipping_tier": "Standard delivery",
    "customer_type": "new",
  …
```

HOW TO FIX IT

1. Decide the value basis once (for example ex VAT and ex shipping) and calculate value from the same items that are sent.
2. Put tax and shipping in their own fields on the purchase.

HOW TO CHECK IT'S FIXED

- In Tag Manager Preview, check purchase: valueEqualsItems should be present and correct on every push.
- The monitor rechecks every push on every run.

WHO	Web developers
EFFORT	Under a day

11

HIGH LIKELY Data layer · seen once · Checkout · still open

purchase is pushed twice for one action

WHY IT MATTERS

Each push fires the tags again, so the action is counted twice in GA4 and the ad platforms.

EVIDENCE

event_id

```
100042456
```

Page

```
https://demo-shop.test/checkout/onepage/success/
```

HOW TO FIX IT

1. Find the second source: usually a second listener, a module and a theme both pushing, or a script that runs again on a partial page update.
2. Keep one push per action, after the action succeeds.

HOW TO CHECK IT'S FIXED

- In Tag Manager Preview, do the action once: the event should appear once.

WHO	Web developers
EFFORT	Under a day

12 HIGH PROVEN Data layer · seen once · Checkout · still open

`add_shipping_info` wasn't pushed

WHY IT MATTERS

Without the push, every tag that depends on it stays silent, so the action is missing from GA4 and the ad platforms.

EVIDENCE

Pushed in this step

```
nothing
```

HOW TO FIX IT

1. Check in Tag Manager Preview whether the site pushes the event for this action.
2. If it used to work, compare with the last release: a template, module or checkout change is the usual cause.
3. If the event arrives late, push it as soon as the action succeeds rather than after other scripts load.

HOW TO CHECK IT'S FIXED

- Repeat the step in Preview: the event should appear exactly once.

WHO	Web developers
EFFORT	Depends on the cause

13 HIGH PROVEN Data layer · seen once · Checkout · still open

The purchase total doesn't match the order

WHY IT MATTERS

Revenue in GA4 and the value ad platforms bid on won't match real sales.

EVIDENCE

Event fields

```
{"value":65.98,"tax":11,"shipping":5}
```

Total on the page

```
65.98
```

HOW TO FIX IT

1. Check which fields make up the order total: value, tax and shipping should add up to the grand total shown to the customer.
2. Make sure value has one basis everywhere (for example ex VAT and ex shipping).

HOW TO CHECK IT'S FIXED

- Place a test order and compare the push with the order in the shop's admin.

WHO	Web developers
EFFORT	Under a day

14 HIGH PROVEN Data layer · seen once · Checkout · still open

purchase is sent again on reload

WHY IT MATTERS

Reloading or revisiting the confirmation page counts the conversion again, which inflates revenue and the conversions ad platforms bid on.

EVIDENCE

Times pushed in this step

```
1
```

HOW TO FIX IT

1. Send it once per order: mark the order as tracked on the server and don't output the push again, or store the order number in the browser and skip the push if it's been sent.
2. Use the order number as `transaction_id` and `event_id`, so GA4 and the platforms can also drop duplicates.

HOW TO CHECK IT'S FIXED

- Place a test order, reload the confirmation page: the event should appear once in Tag Manager Preview.

WHO	Web developers
EFFORT	Under a day

15

HIGH LIKELY Data layer · seen once · Browse to basket · on view_item_list, select_item, view_item, add_to_cart, view_cart, begin_checkout, add_payment_info, purchase · still open

8 data layer events changed shape

WHY IT MATTERS

Nothing errors when a field disappears or changes type, so reports just go quiet or wrong: revenue drops to zero, products show as (not set), audiences stop filling.

This kind of break usually arrives with a site release, so catching it the next morning saves weeks of bad data.

EVIDENCE

Learned from

```
3 earlier runs (since 2026-11-15), where these ev
ents always had these fields
```

Missing: ecommerce.items[].is_sample

```
Was always there as true or false. This run: ther
e in 0 of 4 pushes of view_item_list
```

HOW TO FIX IT

1. Check what was released since the last clean run, especially templates, the basket and the data layer code.
2. Put the field back with the same name and type. Numbers such as price and value should be numbers, not text.
3. If the change was deliberate, run the monitor once with --relearn so it learns the new shape.

HOW TO CHECK IT'S FIXED

- On the next run this finding closes by itself once these events have their usual fields again.

WHO	Web developers
EFFORT	Usually an hour or two once the change is found

16

HIGH PROVEN Platforms · seen once · Browse to basket · still open

Microsoft Ads didn't receive pageLoad

WHY IT MATTERS

Microsoft Advertising UET isn't getting the event, so its reports, audiences and bidding miss it.

EVIDENCE

Microsoft Ads received in this step

```
nothing
```

HOW TO FIX IT

1. Check for a CSP finding for Microsoft Advertising UET in this report first: a blocked domain is the most common cause.
2. In Tag Manager Preview, check the tag fired on this event and wasn't held back by consent or a trigger condition.
3. Check Tag Manager's version history for a recent change to the tag or trigger.

HOW TO CHECK IT'S FIXED

- Repeat the step with the Network tab filtered to Microsoft Advertising UET: the event should be sent.

WHO	Whoever manages Tag Manager
EFFORT	Under an hour once the cause is found

17

HIGH PROVEN Platforms · seen once · Browse to basket · still open

Meta didn't receive AddToCart

WHY IT MATTERS

Meta Pixel isn't getting the event, so its reports, audiences and bidding miss it.

EVIDENCE

Meta received in this step

```
nothing
```

HOW TO FIX IT

1. Check for a CSP finding for Meta Pixel in this report first: a blocked domain is the most common cause.
2. In Tag Manager Preview, check the tag fired on this event and wasn't held back by consent or a trigger condition.
3. Check Tag Manager's version history for a recent change to the tag or trigger.

HOW TO CHECK IT'S FIXED

- Repeat the step with the Network tab filtered to Meta Pixel: the event should be sent.

WHO	Whoever manages Tag Manager
EFFORT	Under an hour once the cause is found

18

HIGH PROVEN Platforms · seen once · Browse to basket · still open

Microsoft Ads didn't receive `add_to_cart`

WHY IT MATTERS

Microsoft Advertising UET isn't getting the event, so its reports, audiences and bidding miss it.

EVIDENCE

Microsoft Ads received in this step

```
nothing
```

HOW TO FIX IT

1. Check for a CSP finding for Microsoft Advertising UET in this report first: a blocked domain is the most common cause.
2. In Tag Manager Preview, check the tag fired on this event and wasn't held back by consent or a trigger condition.
3. Check Tag Manager's version history for a recent change to the tag or trigger.

HOW TO CHECK IT'S FIXED

- Repeat the step with the Network tab filtered to Microsoft Advertising UET: the event should be sent.

WHO	Whoever manages Tag Manager
EFFORT	Under an hour once the cause is found

19

HIGH LIKELY Platforms · seen once · Safari return visit (simulated) · still open

Make returning Safari visitors recognisable

WHY IT MATTERS

Safari keeps cookies set by scripts for 7 days. A visitor who comes back after that is a new user to analytics and a new person to the ad platforms, so users are overcounted, journeys break in two and audiences shrink.

Safari is a large share of UK traffic, and most of it on phones.

EVIDENCE

GA4: _ga

```
Set by a script. Lasts 13 months in other browser
s, 7 days (24 hours after an ad click) in Safari.
After 8 days: recog…
```

Google Ads: _gcl_au

```
Set by a script. Lasts 13 months in other browser
s, 7 days (24 hours after an ad click) in Safari.
After 8 days: recog…
```

HOW TO FIX IT

1. Serve the visitor cookies from the website's own server instead of a script: a first-party server container on the site's own domain and IP range, which sets the FPID cookie for GA4.
2. Check the server container's IP range matches the website's, or Safari caps its cookies at 7 days as well.
3. For the ad platforms, send conversions server-side too (Meta's Conversions API, Google's enhanced conversions), so a sale is matched even when the cookie has gone.

HOW TO CHECK IT'S FIXED

- Run the Safari return-visit check again: GA4 and the ad platforms should recognise the visitor after 8 days.

WHO	Whoever manages Tag Manager, with web developers
EFFORT	Days, depending on hosting

07 · PLATFORM PROFILES

Every tracking tool on the site

Everything this check learned about each tool in one place: the accounts it reports to, what it receives, how it behaves with and without consent, the cookies it sets, its weight and the findings that involve it.

Meta

Account or tag IDs	`1234567890123456`
After accepting	23 requests from 6 pages: `AddPaymentInfo InitiateCheckout PageView Purchase ViewContent`
Before a choice	**Tracking sent (3)**
After "Reject all"	**Tracking sent (2)**
Cookies	`_fbp`
Findings	#1 Meta sets _fbp before a choice and keeps it after "Reject all" #3 Meta Pixel runs before a choice and after "Reject all" #17 Meta didn't receive AddToCart

Server container (for GA4)

Account or tag IDs	`G-DEMO123`
After accepting	23 requests from 7 pages: `add_payment_info add_to_cart begin_checkout page_view purchase select_item view_cart view_item view_item_list`
Before a choice	Nothing
After "Reject all"	Nothing
Cookies	None seen
Findings	None

Pinterest

Account or tag IDs	`1111111111111`
After accepting	15 requests from 6 pages: `addtocart checkout pagevisit viewcategory`
Before a choice	Nothing
After "Reject all"	Nothing
Cookies	None seen
Findings	None

Hotjar

Account or tag IDs	None visible in its requests
After accepting	9 requests from 6 pages
Before a choice	Nothing
After "Reject all"	Nothing
Cookies	None seen
Findings	None

X (Twitter)

Account or tag IDs	`o1abc`
After accepting	9 requests from 6 pages: `pageview`
Before a choice	Nothing
After "Reject all"	Nothing
Cookies	None seen
Findings	None

How GA4 is set up and what it receives

GA4 is the reporting source for most decisions, so it gets its own section: how data reaches it, what Consent Mode tells it, every event it receives and what to improve.

SETUP

Property	`G-DEMO123`
How data arrives	Through the first-party server container at demo-shop.test
Events received	9 types, 23 requests after consent
Cookies	`_ga` 13 months

WHAT CONSENT MODE TELLS GA4

After "Accept all": `G111` (analytics and ads granted): 23

The gcs code in each request: G1, then ad storage, then analytics storage, where 1 is granted and 0 is denied.

EVENT	TYPE	REQUESTS	PARAMETERS	ITEM FIELDS
`page_view`	Automatic	10	0	–
`add_to_cart`	Recommended	4	3	–
`view_item`	Recommended	2	2	–
`purchase`	Recommended	2	3	–
`view_item_list`	Recommended	1	0	–
`select_item`	Recommended	1	0	–
`view_cart`	Recommended	1	3	–
`begin_checkout`	Recommended	1	3	–
`add_payment_info`	Recommended	1	3	–

HOW TO GET MORE FROM GA4

1. GA4's cookies are set by the browser script, and Safari limits script-set cookies to 7 days. The server container shares the website's address, so switching its GA4 client to server-managed client IDs (the FPID cookie) would keep returning visitors recognised for longer in Safari.

The questions I will help the business answer

Reports aren't the goal. Better decisions are. These are the questions I will help your teams answer with confidence, once the tracking is fixed and the KPIs below are in place.

ECOMMERCE

Where in the checkout do we lose the most sales, and on which devices?

ANSWERABLE NOW

MARKETING

Which channels bring customers who buy, and which only bring visits?

ANSWERABLE NOW

FINANCE

What does each pound of ad spend really return?

ANSWERABLE NOW

TRADING

Which product lists and searches earn their place on the page?

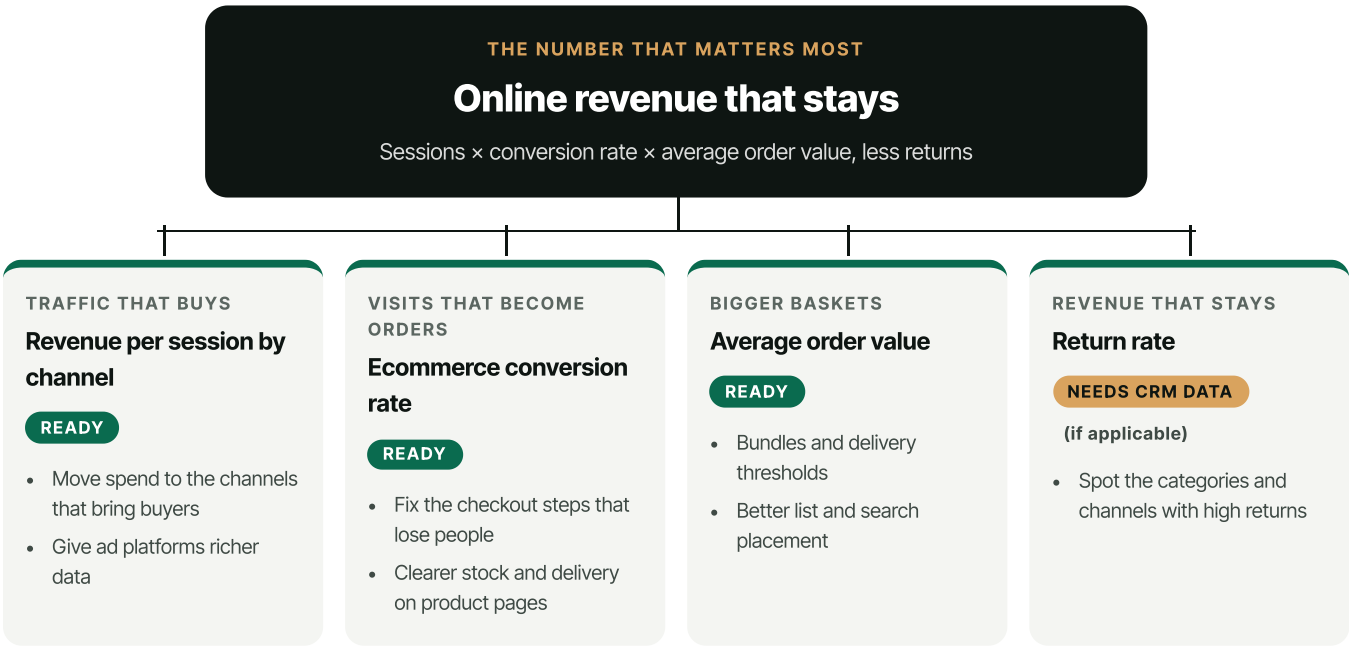
AFTER THE FIXES

LEADERSHIP

Which channels bring customers who come back, and who don't send things back?

ONCE CONFIRMED (IF APPLICABLE)

ONE NUMBER TO STEER BY



Each team owns a driver and the levers under it, so every report connects what they do to the number the board cares about.

WHAT THE LEADERSHIP PAGE LOOKS LIKE

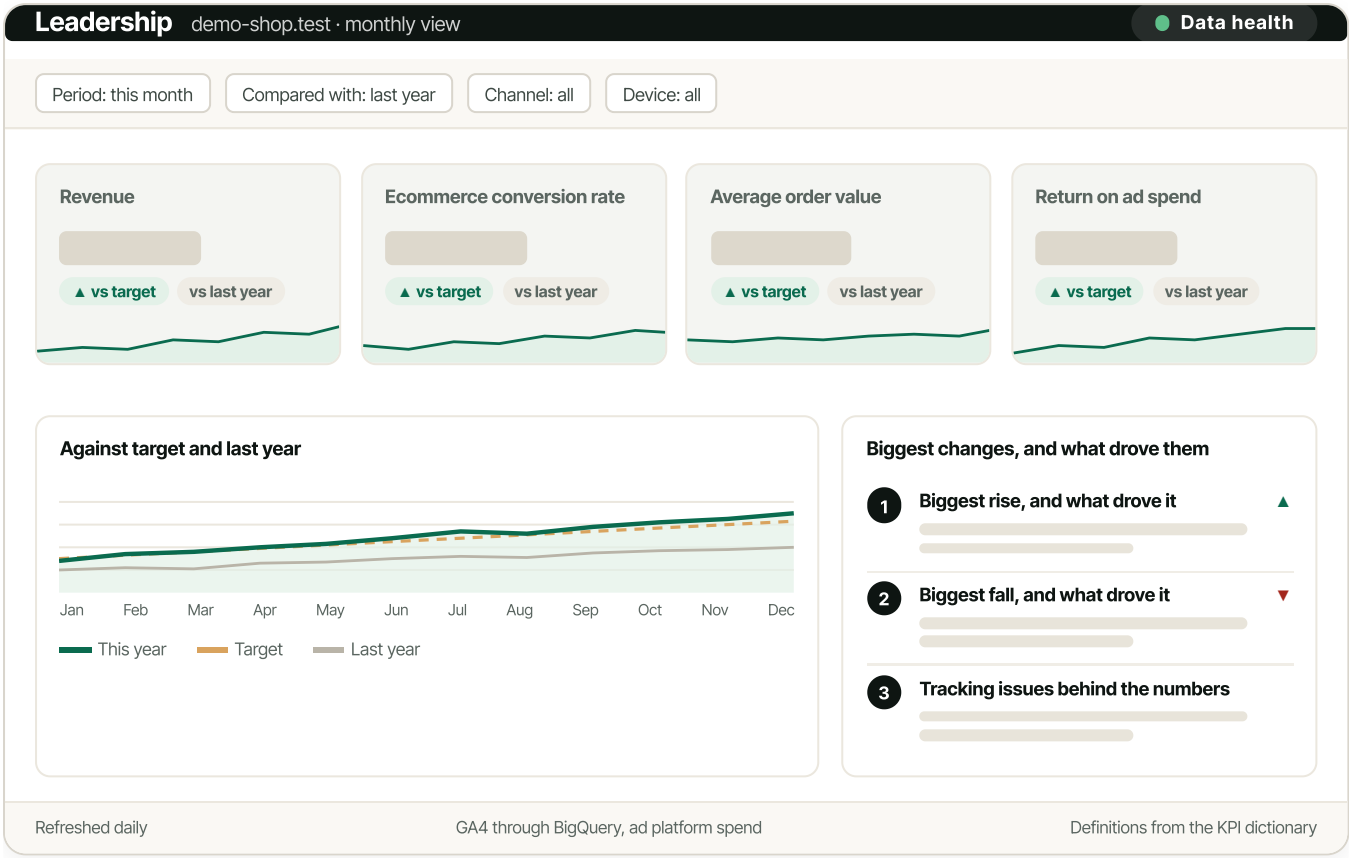


Illustration of the layout only: no real figures. Built in Power BI or Looker Studio and updated automatically: BigQuery breaks each change down by channel, device and product to show what drove it, and this monitor flags any tracking problem behind a number.

WHAT CHANGES

TODAY		WITH THIS IN PLACE
1 tracking tool collects data from people who said no or haven't chosen	→	**Numbers you can defend to the board and the ICO, built only on consented data**
10 of 14 recommended KPIs can be reported from what GA4 receives today	→	**Every KPI defined, owned and reported on a set rhythm, with a target from your own baseline**
Website data and sales outcomes sit in separate systems (if applicable)	→	**Each order followed from the first click to repeat purchase and returns**
Each team can quote different figures for the same thing without one agreed definition (if applicable)	→	**One KPI dictionary, so the board, finance and marketing quote the same numbers**
Problems are found when a monthly number looks odd	→	**Tracking checked every night, and a data health panel on every report**

THE FIRST 90 DAYS

1

WEEKS 1 TO 2

Agree what matters

A KPI workshop with each stakeholder group: the number that matters most, its drivers, owners and the decisions each report must support

2

WEEKS 3 TO 4

One set of definitions

The KPI dictionary signed off, baselines taken, and the leadership page live in Power BI or Looker Studio

3

WEEKS 5 TO 8

A page for every team

Marketing, trading or content and site pages live, with targets, alerts and the data health panel

4

MONTH 3

From clicks to revenue

CRM outcomes joined through shared IDs (if applicable), and the first quarterly review: what was decided, and what changed

10 · RECOMMENDED KPIS

The numbers to judge the site by

Business model: online shop. The site sends shopping events (product views, basket, checkout), so these KPIs follow the path from product to order. I worked out the business model from what the site sends; tell me if it's different and the list changes with it. 10 of 14 can be reported today from what GA4 receives. 3 need CRM data. Set a baseline from the first four weeks of clean data before setting targets.

HEADLINE	WHAT IT TELLS YOU	HOW TO REPORT IT	CAN IT BE MEASURED?
Revenue	Money taken online, net of tax and shipping if that's how the business reports it	GA4 metric **Purchase revenue**	READY Measurable now: GA4 receives purchase
Ecommerce conversion rate	Share of sessions that end in an order	GA4 **Session key event rate** with purchase as the key event	READY Measurable now: GA4 receives purchase
Average order value	Revenue divided by orders	GA4 metric **Average purchase revenue**	READY Measurable now: GA4 receives purchase

FUNNEL	WHAT IT TELLS YOU	HOW TO REPORT IT	CAN IT BE MEASURED?
Product view to basket rate	Sessions that add to basket, out of sessions that view a product	GA4 funnel exploration: `view_item`, then `add_to_cart`	READY Measurable now: GA4 receives view_item and add_to_cart
Basket to checkout rate	Sessions that start checkout, out of sessions that add to basket	GA4 funnel exploration: `add_to_cart`, then `begin_checkout`	READY Measurable now: GA4 receives add_to_cart and begin_checkout
Checkout completion rate	Orders out of checkouts started; the clearest sign of checkout friction	GA4 funnel exploration: `begin_checkout`, `add_shipping_info`, `add_payment_info`, purchase	READY Measurable now: GA4 receives begin_checkout and purchase
List to product click-through	How often a product list or search leads to a product view	GA4 **Item list click-through rate**, from `view_item_list` and `select_item`	READY Measurable now: GA4 receives view_item_list and select_item

SUPPORTING	WHAT IT TELLS YOU	HOW TO REPORT IT	CAN IT BE MEASURED?
Search conversion	Orders from sessions that used site search, against those that didn't	GA4 segment on `view_search_results` or search	NEEDS WORK Needs view_search_results, which GA4 didn't receive on any page visited
Revenue per session by channel	Which channels bring buyers, not just visitors	GA4 Traffic acquisition report, Purchase revenue divided by Sessions	READY Measurable now: GA4 receives purchase
Return on ad spend	Revenue each ad platform reports per pound spent, checked against GA4	Each ad platform's conversion value with the purchase value and currency	READY Measurable now: GA4 receives purchase
Cost per order	What each order from paid channels costs in ad spend	Ad platform spend divided by orders from paid channels in GA4	READY Measurable now: GA4 receives purchase

BUSINESS OUTCOMES (WITH YOUR CRM)	WHAT IT TELLS YOU	HOW TO REPORT IT	CAN IT BE MEASURED?
Customer lifetime value	What a customer is worth over a year, by the channel that first brought them	CRM data joined to GA4 through shared IDs	NEEDS CRM DATA **(if applicable)** Needs CRM data joined to GA4 through a shared ID, as set out in the working plan
Return rate	How much of what's sold comes back, by category and channel	CRM data joined to GA4 through shared IDs	NEEDS CRM DATA **(if applicable)** Needs CRM data joined to GA4 through a shared ID, as set out in the working plan
New customer share	How much of the business comes from new customers	CRM data joined to GA4 through shared IDs	NEEDS CRM DATA **(if applicable)** Needs CRM data joined to GA4 through a shared ID, as set out in the working plan

DATA HEALTH	WHAT IT TELLS YOU	HOW TO REPORT IT	CAN IT BE MEASURED?
Consent rate	Share of visitors who accept analytics and advertising cookies. Every other KPI only covers these visitors, so a change here moves them all	The cookie banner's own reporting, or a consent choice event sent without identifiers	SET UP Track it weekly, and read other KPIs alongside it
Tracking health score	The overall score from this report, run after run	This monitor	READY A drop means a release has broken tracking before the KPIs show it
GA4 revenue against the order system	GA4 purchase revenue as a share of revenue in the order system, for the same days	Daily export from both, compared	SET UP Expect a gap from consent and ad blockers; a sudden change means lost or duplicated purchases

The KPIs I'd recommend, defined

What each KPI means, how it's calculated, who owns it, how often to review it, how to set a target and what to watch out for. Agree these once with stakeholders, keep them in one KPI dictionary, and every report and board pack uses the same numbers.

HEADLINE

Revenue READY

Money taken online, net of tax and shipping if that's how the business reports it

Formula	Sum of purchase value in GA4, for the period
Source	GA4 metric **Purchase revenue**
Owner	Ecommerce or trading director
Reviewed	Weekly, reported monthly
Target	Baseline from four weeks of clean data, then agree a target for each month against the same month last year
Watch out for	GA4 only counts visitors who accept cookies, so compare it with the order system for the true total

HEADLINE

Ecommerce conversion rate READY

Share of sessions that end in an order

Formula	Sessions with a purchase ÷ all sessions
Source	GA4 **Session key event rate** with purchase as the key event
Owner	Ecommerce or trading director
Reviewed	Weekly
Target	Baseline from four weeks of clean data, then agree a target by device and channel, as mobile and desktop convert differently
Watch out for	A change in traffic mix moves this without any change to the site

HEADLINE

Average order value READY

Revenue divided by orders

Formula	Purchase revenue ÷ number of orders
Source	GA4 metric **Average purchase revenue**
Owner	Trading and merchandising
Reviewed	Weekly
Target	Baseline from four weeks of clean data, then agree a target, and read it alongside promotions
Watch out for	Promotions and free-delivery thresholds move it; a rise with fewer orders isn't always good news

FUNNEL

Product view to basket rate READY

Sessions that add to basket, out of sessions that view a product

Formula	Sessions with `add_to_cart` ÷ sessions with `view_item`
Source	GA4 funnel exploration: `view_item`, then `add_to_cart`
Owner	Ecommerce manager
Reviewed	Weekly
Target	Baseline from four weeks of clean data, then agree a target per category
Watch out for	Stock, price and delivery messages on product pages drive this more than design

FUNNEL

Basket to checkout rate READY

Sessions that start checkout, out of sessions that add to basket

Formula	Sessions with `begin_checkout` ÷ sessions with `add_to_cart`
Source	GA4 funnel exploration: `add_to_cart`, then `begin_checkout`
Owner	Ecommerce manager
Reviewed	Weekly
Target	Baseline from four weeks of clean data, then agree a target
Watch out for	Many visitors use the basket as a wish list, so compare trends rather than the absolute rate

FUNNEL

Checkout completion rate READY

Orders out of checkouts started; the clearest sign of checkout friction

Formula	Sessions with purchase ÷ sessions with `begin_checkout`
Source	GA4 funnel exploration: `begin_checkout`, `add_shipping_info`, `add_payment_info`, purchase
Owner	Ecommerce manager with the development team
Reviewed	Weekly, and after every checkout release
Target	Baseline from four weeks of clean data, then agree a target, and investigate any drop of a few points within a day
Watch out for	Payment provider outages and redirects (PayPal, Klarna) can lose the purchase event, not just the sale

FUNNEL

List to product click-through READY

How often a product list or search leads to a product view

Formula	`select_item` ÷ `view_item_list`, per list or search
Source	GA4 **Item list click-through rate**, from `view_item_list` and `select_item`
Owner	Merchandising
Reviewed	Weekly
Target	Baseline from four weeks of clean data, then agree a target per list
Watch out for	Needs `item_list_name` on both events, or every list looks the same

SUPPORTING

Search conversion NEEDS WORK

Orders from sessions that used site search, against those that didn't

Formula	Conversion rate of sessions with a site search ÷ sessions without
Source	GA4 segment on `view_search_results` or search
Owner	Ecommerce manager
Reviewed	Monthly
Target	Baseline from four weeks of clean data, then agree a target; searchers usually convert better, so a falling gap needs a look
Watch out for	Searches with no results are worth a report of their own

SUPPORTING

Revenue per session by channel READY

Which channels bring buyers, not just visitors

Formula	Purchase revenue ÷ sessions, split by default channel group
Source	GA4 Traffic acquisition report, Purchase revenue divided by Sessions
Owner	Marketing director
Reviewed	Weekly
Target	Baseline from four weeks of clean data, then agree a target per channel
Watch out for	GA4 credits the last channel by default; agree the attribution model before comparing channels

SUPPORTING

Return on ad spend READY

Revenue each ad platform reports per pound spent, checked against GA4

Formula	Revenue from each ad platform ÷ that platform's spend
Source	Each ad platform's conversion value with the purchase value and currency
Owner	Paid media lead
Reviewed	Weekly
Target	Set from margin: the return needed to break even on each pound, then a target above it
Watch out for	Each platform claims its own conversions; compare with GA4 and the order system, not just the platform's view

SUPPORTING

Cost per order READY

What each order from paid channels costs in ad spend

Formula	Ad spend ÷ orders from paid channels
Source	Ad platform spend divided by orders from paid channels in GA4
Owner	Paid media lead
Reviewed	Weekly
Target	Below the margin of an average order, agreed with finance
Watch out for	Read with average order value, as cheap orders can still lose money

BUSINESS OUTCOMES (WITH YOUR CRM)

Customer lifetime value NEEDS CRM DATA (if applicable)

What a customer is worth over a year, by the channel that first brought them

Formula	Revenue from a customer over 12 months, from the CRM, by first channel
Source	CRM data joined to GA4 through shared IDs
Owner	Commercial or finance director
Reviewed	Quarterly
Target	Grow it year on year for each acquisition channel
Watch out for	Needs a customer ID shared between GA4 and the CRM, and never an email

BUSINESS OUTCOMES (WITH YOUR CRM)

Return rate NEEDS CRM DATA (if applicable)

How much of what's sold comes back, by category and channel

Formula	Returned order value ÷ ordered value, from the CRM or order system
Source	CRM data joined to GA4 through shared IDs
Owner	Operations and trading
Reviewed	Monthly
Target	Baseline from four weeks of clean data, then agree a target per category
Watch out for	Channels with high return rates can look profitable in GA4 alone

BUSINESS OUTCOMES (WITH YOUR CRM)

New customer share NEEDS CRM DATA (if applicable)

How much of the business comes from new customers

Formula	Orders from first-time customers ÷ all orders
Source	CRM data joined to GA4 through shared IDs
Owner	Marketing director
Reviewed	Monthly
Target	Agree the balance of growth and loyalty the business wants
Watch out for	GA4's new users aren't new customers; this needs the CRM

DATA HEALTH

Consent rate SET UP

Share of visitors who accept analytics and advertising cookies. Every other KPI only covers these visitors, so a change here moves them all

Formula	Visitors who accept analytics cookies ÷ visitors who see the banner
Source	The cookie banner's own reporting, or a consent choice event sent without identifiers
Owner	Data protection lead, with digital
Reviewed	Weekly
Target	No target: it should reflect free choice; watch for sudden changes
Watch out for	A change here moves every other KPI, so show it on every report

DATA HEALTH

Tracking health score READY

The overall score from this report, run after run

Formula	The overall score from this monitor
Source	This monitor
Owner	Whoever runs the site
Reviewed	Every release
Target	Hold it at the level reached after the fixes
Watch out for	A drop means a release broke tracking before the numbers show it

DATA HEALTH

GA4 revenue against the order system SET UP

GA4 purchase revenue as a share of revenue in the order system, for the same days

Formula	GA4 purchase revenue ÷ order system revenue, for the same days
Source	Daily export from both, compared
Owner	Finance, with ecommerce
Reviewed	Weekly
Target	A stable share; agree the expected gap from consent and ad blockers
Watch out for	A sudden change means lost or duplicated purchases

12 · CONSENT

What each platform does with and without consent

Requests from each platform before the banner was answered, after "Reject all" and after "Accept all". Cookieless pings are Google's and Microsoft's Consent Mode signals. They carry no cookies, but still send the visitor's IP address, browser details and page to Google or Microsoft, so they're shown in red when sent without consent.

PLATFORM	BEFORE A CHOICE	AFTER "REJECT ALL"	AFTER "ACCEPT ALL"
Hotjar	Nothing	Nothing	Sent (9)
Meta	**Tracking sent (3)**	**Tracking sent (2)**	Sent (23)
Pinterest	Nothing	Nothing	Sent (15)
Server container	Nothing	Nothing	Sent (23)
X (Twitter)	Nothing	Nothing	Sent (9)

13 · COOKIE AUDIT

Every cookie, who sets it and when

Cookies on the site's own domain, and tracking cookies anywhere, at the end of the accepting journey. "After reject" shows whether the cookie also exists for a visitor who rejected cookies. Tracking cookies set without consent are in red.

COOKIE	SET BY	DOMAIN	LIFETIME	BEFORE A CHOICE	AFTER REJECT
`_fbp`	Meta	demo-shop.test	Session	**Yes**	**Yes**
`_ga`	GA4	demo-shop.test	13 months	No	No
`_gcl_au`	Google Ads	demo-shop.test	13 months	No	No

14 · SAFARI

What Safari does to your tracking

A visitor lands from an ad link, accepts cookies and browses. Then the same visitor comes back three ways: the same day, 8 days later in another browser, and 8 days later in Safari, with Safari's published cookie rules applied to what the first visit left behind. Simulated with those rules rather than a live Safari, so these findings are marked Likely.

TOOL	COOKIE	LASTS IN OTHER BROWSERS	LASTS IN SAFARI	SAME DAY	8 DAYS, OTHER BROWSERS	8 DAYS, SAFARI
GA4	`_ga` set by a script	13 months	7 days (24 hours after an ad click)	Recognised	Recognised	**New visitor**
Google Ads	`_gcl_au` set by a script	13 months	7 days (24 hours after an ad click)	Recognised	Recognised	**New visitor**
Meta	`_fbp` set by a script	Until the browser closes	Until the browser closes	Recognised	Recognised	Recognised

Where a tool changes its own cookie on every visit, the same-day result shows it, and it isn't counted in the findings. Chromium with an iPhone Safari identity; Safari's cookie rules applied to the saved cookies.

15 · SITE SEARCH

Whether search works, and what tracking hears about it

Three searches through the site's own search box (`input[type=search]`): one that should find something ("Pillar"), one that shouldn't, and one with an email address in it, as visitors sometimes type. Tracking requests were recorded and answered by the monitor, so none reached the site's accounts.

CHECK	RESULT	DETAIL
Search box found	Passed	input[type=search]
A search for "Pillar" works	Passed	1 result at /search/?q=Pillar
GA4 receives the search and its term	Passed	view_search_results with search_term "Pillar"
A search with no results shows a clear message	Passed	"qzxjv mowtest" showed a no-results message
Searches that find nothing can be told apart in GA4	Passed	A results count or no-results event is sent
An email typed into search stays out of tracking	Passed	No tracking request carried it

16 · DATA LAYER

Changes to the shape of the data

Each run learns which fields every data layer and GA4 event normally carries, and what type each one is. When a release drops a field or turns a price into text, the next run flags it, without anyone writing a spec.

8 EVENTS CHANGED SHAPE
See the findings for which fields went missing or changed type.

STILL LEARNING
Every event seen has a learned shape.

17 · MEASUREMENT COVERAGE

What each platform learns at each step

Every step of the accepting journeys, and what each platform received at that step. The last column lists the platforms that received nothing there: those gaps are where audiences and bidding have no signal.

STEP	WHAT EACH PLATFORM RECEIVED	RECEIVED NOTHING
Open the homepage Browse to basket	**Server container** `page_view` **Hotjar** data sent **Meta** `PageView` **Pinterest** `pagevisit viewcategory` **X (Twitter)** `pageview`	–
Open Stores, a page change without a reload Browse to basket	**Server container** `page_view`	Hotjar, Meta, Pinterest, X (Twitter)
Open a category Browse to basket	**Server container** `view_item_list page_view` **Hotjar** data sent **Meta** `PageView` **Pinterest** `viewcategory pagevisit` **X (Twitter)** `pageview`	–
Click the first product Browse to basket	**Server container** `select_item view_item page_view` **Hotjar** data sent **Meta** `PageView ViewContent` **Pinterest** `pagevisit` **X (Twitter)** `pageview`	–

Continued (2 of 4)

STEP	WHAT EACH PLATFORM RECEIVED	RECEIVED NOTHING
Switch between Ex and Inc VAT Browse to basket	**Server container** `view_item page_view` **Hotjar** data sent **Meta** `PageView ViewContent` **Pinterest** `pagevisit` **X (Twitter)** `pageview`	–
Add to basket Browse to basket	**Server container** `add_to_cart` **Pinterest** `addtocart`	Hotjar, Meta, X (Twitter)
Open the basket Browse to basket	**Server container** `view_cart page_view` **Hotjar** data sent **Meta** `PageView` **Pinterest** `pagevisit` **X (Twitter)** `pageview`	–
Open a product Checkout	**Server container** `page_view` **Hotjar** data sent **Meta** `PageView ViewContent` **Pinterest** `pagevisit` **X (Twitter)** `pageview`	–

Continued (3 of 4)

STEP	WHAT EACH PLATFORM RECEIVED	RECEIVED NOTHING
Add to basket Checkout	**Server container** `add_to_cart` **Pinterest** `addtocart`	Hotjar, Meta, X (Twitter)
Open the checkout Checkout	**Server container** `begin_checkout page_view` **Hotjar** data sent **Meta** `PageView InitiateCheckout` **Pinterest** `pagevisit` **X (Twitter)** `pageview`	–
Enter the test email Checkout	Nothing	Server container, Hotjar, Meta, Pinterest, X (Twitter)
Choose standard delivery Checkout	Nothing	Server container, Hotjar, Meta, Pinterest, X (Twitter)

STEP	WHAT EACH PLATFORM RECEIVED	RECEIVED NOTHING
Choose card payment Checkout	**Server container** `add_payment_info` **Meta** `AddPaymentInfo`	Hotjar, Pinterest, X (Twitter)
Place a test order Checkout	**Server container** `purchase page_view` **Hotjar** data sent **Meta** `PageView Purchase` **Pinterest** `checkout pagevisit` **X (Twitter)** `pageview`	–
Reload the confirmation page Checkout	**Server container** `purchase page_view` **Hotjar** data sent **Meta** `PageView Purchase` **Pinterest** `checkout pagevisit` **X (Twitter)** `pageview`	–

What fired on every page visited

Each page from the accepting journeys: the site's own data layer events, the events GA4 received, every platform that sent data, and any request the security policy blocked. These data layer events fire on most pages, so they're listed here once and left out of the table: page_data.

PAGE	DATA LAYER	GA4 RECEIVED	PLATFORMS	BLOCKED
`/candles/pillar.html`	view_item_list, select_item	view_item_list, page_view, select_item	Meta, Server container, Pinterest, Hotjar, X (Twitter)	bat.bing.com
`/p/oak-pillar-candle.html`	view_item, add_to_cart	view_item, page_view, add_to_cart	Meta, Server container, Hotjar, Pinterest, X (Twitter)	bat.bing.com
`/checkout/cart/`	view_cart	view_cart, page_view	Meta, Server container, Hotjar, Pinterest, X (Twitter)	bat.bing.com
`/`	–	page_view	Server container, Hotjar, Meta, Pinterest, X (Twitter)	bat.bing.com
`/stores/`	–	page_view	Server container	–
`/checkout/`	begin_checkout, add_payment_info	begin_checkout, page_view, add_payment_info	Meta, Server container, Hotjar, Pinterest, X (Twitter)	bat.bing.com

Continued (2 of 2)

PAGE	DATA LAYER	GA4 RECEIVED	PLATFORMS	BLOCKED
`/checkout/onepage/success/`	purchase	purchase, page_view	Meta, Server container, Pinterest, Hotjar, X (Twitter)	bat.bing.com

What tracking costs each page, and how developers can cut it

I loaded 3 pages 2 times with tracking and 2 times with every tracking script blocked, after accepting cookies, on a 4× slowed CPU (close to a mid-range phone). The difference between the two is what tracking costs. Lab timings vary from run to run, so treat small differences as noise.

LARGEST CONTENTFUL PAINT
108 ms
99 ms without tracking
no real change

BLOCKING TIME
0 ms
0 ms without tracking
no real change

PAGE LOAD
98 ms
85 ms without tracking
no real change

TRACKING SCRIPT
0 KB
0 KB once unpacked
7 tracking requests per page

PAGE	LCP WITH	LCP WITHOUT	BLOCKING WITH	BLOCKING WITHOUT	TRACKING KB
`/`	124 ms	112 ms	0 ms	0 ms	0
`/stores/`	60 ms	60 ms	0 ms	0 ms	0
`/candles/pillar.html`	140 ms	124 ms	0 ms	0 ms	0

WEIGHT BY PLATFORM

Scripts downloaded and requests sent on the accepting desktop journey (5 pages). Script sizes are counted once, as a first-time visitor downloads them.

PLATFORM	SCRIPTS	SCRIPT SIZE	REQUESTS SENT
Server container	–	–	13
Meta	–	–	11
Pinterest	–	–	8
X (Twitter)	–	–	5
Total	**0**	**0 KB**	**37**

WHAT DEVELOPERS CAN CHANGE

Move ad platforms to the server container

Meta Conversions API, Pinterest Conversions API can take events from the server container you already run instead of browser pixels. The page sends one request to your own domain, and the server fans it out. Keep consent checks in the server tags.

Expected effect: Up to 2 fewer browser scripts, with better match rates · Effort: Large

Sample session recording

Hotjar records the page as people use it, which costs main-thread time on every visit. Record a sample (for example 10% of sessions) or only the pages being studied.

Expected effect: Less main-thread work for most visitors · Effort: Small

Keep measuring

Core Web Vitals from real visitors are in Search Console and the Chrome UX Report. This report repeats the lab test each run, so any new tag that slows pages shows up here.

Expected effect: Problems caught before they reach rankings · Effort: None

20 · EVERY EVENT THE SITE SENDS

Event inventory

Every event seen after cookies were accepted: what the site put in the data layer, and what GA4 actually received. GA4 events can differ from the data layer, because Tag Manager builds some of them itself. Events with no fields are usually internal triggers for Tag Manager. Every field of every event is in the appendix.

IN THE DATA LAYER

EVENT	HOW IT'S SENT	TIMES	FIELDS	SEEN ON
page_data	dataLayer.push	12	5	6 pages
view_item_list	dataLayer.push	4	13	2 pages
select_item	dataLayer.push	1	13	1 page
view_item	dataLayer.push	4	10	1 page
add_to_cart	dataLayer.push	4	11	1 page
view_cart	dataLayer.push	1	11	1 page
begin_checkout	dataLayer.push	1	11	1 page
add_payment_info	dataLayer.push	1	12	1 page
purchase	dataLayer.push	2	18	1 page

RECEIVED BY GA4

EVENT	RECEIVED VIA	TIMES	FIELDS	SEEN ON
page_view	server container	10	none	7 pages
view_item_list	server container	1	none	1 page
select_item	server container	1	none	1 page
view_item	server container	2	2	1 page
add_to_cart	server container	4	3	1 page
view_cart	server container	1	3	1 page
begin_checkout	server container	1	3	1 page
add_payment_info	server container	1	3	1 page
purchase	server container	2	3	1 page

How to make each event more useful

Field-by-field suggestions, measured against Google's recommended GA4 events and parameters and GA4's limits. Most are small changes where the data layer is built, and each one makes reports, audiences and bidding more reliable.

view_item_list · 3 suggestions

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`item_list_id`	GA4	Google recommends `item_list_id` on `view_item_list`, and it isn't sent.	Add `item_list_id`.
`item_list_name`	GA4	Google recommends `item_list_name` on `view_item_list`, and it isn't sent.	Add `item_list_name`.
`items`	GA4	Google recommends items on `view_item_list`, and it isn't sent.	Add items.

select_item · 3 suggestions

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`item_list_id`	GA4	Google recommends `item_list_id` on `select_item`, and it isn't sent.	Add `item_list_id`.
`item_list_name`	GA4	Google recommends `item_list_name` on `select_item`, and it isn't sent.	Add `item_list_name`.
`items`	GA4	Google recommends items on `select_item`, and it isn't sent.	Add items.

view_item · 1 suggestion

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`items`	GA4	Google recommends items on `view_item`, and it isn't sent.	Add items.

add_to_cart · 1 suggestion

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`items`	GA4	Google recommends items on `add_to_cart`, and it isn't sent.	Add items.

view_cart · 1 suggestion

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`items`	GA4	Google recommends items on `view_cart`, and it isn't sent.	Add items.

begin_checkout · 1 suggestion

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`items`	GA4	Google recommends items on `begin_checkout`, and it isn't sent.	Add items.

add_payment_info · 2 suggestions

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`payment_type`	GA4	Google recommends `payment_type` on `add_payment_info`, and it isn't sent.	Add `payment_type`.
`items`	GA4	Google recommends items on `add_payment_info`, and it isn't sent.	Add items.

purchase · 4 suggestions

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`transaction_id`	GA4	Google recommends `transaction_id` on purchase, and it isn't sent.	Add `transaction_id`.
`tax`	GA4	Google recommends tax on purchase, and it isn't sent.	Add tax.
`shipping`	GA4	Google recommends shipping on purchase, and it isn't sent.	Add shipping.
`items`	GA4	Google recommends items on purchase, and it isn't sent.	Add items.

All list events · 1 suggestion

FIELD	SEEN IN	WHAT I SAW	HOW TO IMPROVE IT
`item_list_name`	Data layer	The same lists have different names: "Featured candles", "Candles > Pillar".	Use one name per list everywhere, so `select_item` and `view_item` can be tied back to the list the visitor came from.

22 · FUTURE IMPROVEMENTS

Beyond the fixes

These aren't faults. They're changes that would make the data more complete, more useful for advertising or easier to keep right, based on what this check saw.

Turn on CSP reporting

The policy has no report-uri or report-to, so blocked requests are only visible in each visitor's console. Adding a reporting endpoint means a newly blocked tracking domain shows up the same day, for every visitor and browser.

Catches blocked tracking within a day instead of when someone notices lower numbers

Keep the tracking allowlist next to Tag Manager

Each time a tag or platform is added in Tag Manager, its domains need adding to the policy. A short shared list of platforms and their domains, checked as part of publishing, stops the policy and the tags drifting apart.

Stops the CSP silently blocking new tags

Use the server container for ad platforms too

A server container already runs for analytics, but Meta Pixel, Pinterest Tag only get data from the browser. Sending the same events from the server (Meta's Conversions API, LinkedIn's Conversions API and so on), deduplicated with an event ID, recovers events lost to ad blockers and browser limits.

More complete conversion data for bidding

Check session recording masking

Hotjar records sessions. Check that it masks form fields and any page text that could identify someone, such as enquiry messages, names on account pages and contact details.

Recordings stay useful without holding personal data

Compare tracked conversions with real ones each week

A weekly comparison of the site's own enquiry or order records with GA4 and each ad platform catches problems no browser test can see, such as conversions lost between the server container and the platforms.

Confidence that reported conversions match reality

23 · WORKING TOGETHER

How I'd build confidence in your data

A report finds the problems. This is how I'd work with your team to fix them, prove the numbers to stakeholders and make the most of the money spent on advertising and analytics. Each stage builds on what this check found.

1 · WEEKS 1 TO 2

Make tracking lawful and reliable

WHAT I'D DO

- Work through the consent fixes for Meta with whoever runs Tag Manager and the cookie banner, starting with the tools that keep tracking after "Reject all"
- Fix the 15 issues losing data today
- Turn each fix into a ticket your developers can pick up, with the evidence and how to check it
- Rerun this check after each release, so nothing is marked done until it's proven

WHAT YOU GET

- A clean consent check to share with your data protection lead
- A written record of what was fixed, when and how it was checked

Stakeholders can rely on: Visitors' cookie choices are respected, and that can be shown

2 · WEEKS 3 TO 6

Prove the numbers

WHAT I'D DO

- Compare a week of orders in your order system with GA4 and each ad platform, and explain every gap
- Set up the KPIs that can't be reported yet: search conversion, customer lifetime value, return rate and new customer share

WHAT YOU GET

- A reconciliation showing how close GA4 is to the order system, and why
- Decision-led reports for each team in Power BI or Looker Studio, set out in the reporting section

Stakeholders can rely on: One set of numbers for board packs and budget decisions, with known and explained gaps

3 · MONTHS 2 TO 3

Get more from the investment

WHAT I'D DO

- Work with your developers to connect GA4 and your CRM through shared IDs (if applicable): check GA4's transaction_id is the order number, and send an internal customer ID (never an email) as user_id, so orders, returns and repeat purchases line up across both.
- Send richer actions to X Pixel, so it can target and bid on more than page views
- Make fuller use of the server container, so Meta, Pinterest receive conversions directly from your server, with consent checks kept in place
- Send real order values, and margins where you're comfortable, so bidding favours profitable sales

WHAT YOU GET

- Ad platforms that learn from complete, consented data
- Orders traced from the first visit to returns and repeat purchases, joined up between GA4 and your CRM (if applicable)
- A before-and-after view of each change in the KPIs

Stakeholders can rely on: Clearer return on ad spend, and a site that isn't slowed down by its own tracking

4 · EVERY WEEK

Keep it right

WHAT I'D DO

- Run this check every night on the key journeys, and look into any alert within a working day
- Check releases on staging before they go live, so tracking isn't broken by a site change
- Set up an automatic monthly summary for stakeholders, drawn from the reports and this monitor: what changed, what drove it and any tracking issues
- Train your team to read GA4 and the KPIs with confidence

WHAT YOU GET

- Nightly monitoring and alerts
- An automatic monthly summary for stakeholders

Stakeholders can rely on: Problems are caught within days, not discovered at month end

HOW I WORK

- I work alongside your developers, agency and marketing team, rather than replacing them
- Every recommendation comes with the evidence, the fix and a way to check it
- One point of contact, with plain-language updates for people who don't live in GA4
- Progress is measured run after run, in this report's score and the KPIs

Reporting that drives decisions

Good data only pays off when it changes what people do. Each report below is built around a decision someone makes, uses the KPIs from this check, and says whether it can be built today.

WHO	WHAT IT SHOWS	THE DECISION IT INFORMS	CAN IT BE BUILT?
Leadership Monthly	**Revenue, Ecommerce conversion rate, Average order value, Return on ad spend** • This month against target and the same month last year • The biggest changes, broken down automatically to show what drove them • Revenue by channel and device	Where next quarter's budget goes, and whether online sales are growing for the right reasons	READY Can be built now
Marketing Weekly	**Revenue per session by channel, Return on ad spend** • Spend, revenue or leads and return for each channel and campaign • Cost per result against target • What changed this week	Which channels and campaigns get more spend, and which get less	READY Can be built now
Ecommerce and trading Weekly	**Product view to basket rate, Basket to checkout rate, Checkout completion rate, List to product click-through, Search conversion** • The funnel from product view to order, by device • Categories and products losing most visitors • Lists and searches that convert best and worst	Which product pages, lists and checkout steps to fix or promote first	AFTER FIXES After the fixes: search conversion needs work first
Whoever runs the site Every release	**Tracking health score, Consent rate, Site speed cost of tracking** • Health score and alerts from this monitor • Consent rate trend • What tracking costs page speed	Whether a release broke tracking or slowed the site, before it reaches the numbers	READY Can be built now: the health score and speed from this monitor, the consent rate from the cookie banner's reporting

HOW I'D BUILD IT

- Start from the decisions, not the data: agree with each team the few decisions they make each month, and build only what informs them
- Build in Power BI or Looker Studio, whichever your teams already use. Power BI reads GA4 through its BigQuery export; Looker Studio connects to GA4 directly
- Lead every page with the question it answers, a target and the trend, so a reader knows in seconds whether to act
- Show the consent rate and tracking health alongside the numbers, so nobody acts on data that can't be trusted
- Mark site releases, campaigns and price changes on the charts, so changes in the numbers can be explained
- Review the reports with each team after a month, and retire anything nobody uses

REPORTING FOUNDATIONS

One KPI dictionary

Every KPI's definition, formula, source, owner and target in one place, so the board, finance and marketing quote the same numbers

A data model that joins up

GA4 exported daily to BigQuery, ad platform spend through connectors, and CRM data joined through shared IDs (if applicable), so each report draws on the same tables

Refresh you can rely on

Daily refresh, a data health panel from this monitor on every report, and alerts when a KPI moves outside its normal range

The right view for each team

A page per audience with only the measures they act on, shared as one link, with access set by role

Reports people use

A short walkthrough with each team, a monthly review that records the decisions made, and changes as the questions change

How this was checked

JOURNEYS

Browse to basket (accepting cookies): Open the homepage, then open Stores, a page change without a reload, then open a category, then click the first product, then switch between Ex and Inc VAT, then add to basket, then open the basket. Completed.

Checkout (accepting cookies): Open a product, then add to basket, then open the checkout, then enter the test email, then choose standard delivery, then choose card payment, then place a test order, then reload the confirmation page. Completed.

Reject all (rejecting cookies): Open the homepage, then open a category, then open a product. Completed.

WHAT WAS CHECKED

- Every request to a tracking platform, before a choice, after accepting and after rejecting
- Every cookie, before a choice, after accepting and after rejecting
- Every data layer push, against Demo shop data layer specification
- Every Content Security Policy violation involving a tracking domain, and the policy headers
- Script weight and requests per platform
- Google Consent Mode v2 signals on every Google request, by consent phase
- Every request to a tracking platform, scanned for email addresses, phone numbers and postcodes
- Page speed with and without tracking (LCP, blocking time, load) on a 4× slowed CPU

LIMITS

- Requests to tracking platforms were stopped in the browser, so no test data reached any account
- Test orders and enquiries were only placed where the configuration allowed it, on a staging site
- One run, from Chrome in the UK; listings and pages change daily
- What the server container sends on to each platform isn't visible to a browser

QUESTIONS

Marc Alexander, Metric Owl. Each finding comes with the request, push or header it was based on, so your developers can see exactly what to change.

Terms used in this report

Data layer	A list on each page where the site describes what happened (a page view, a property view, a search) for Tag Manager to read.
Tag Manager	Google Tag Manager, which reads the data layer and sends the right data to each platform, once the visitor has given consent.
Server container	A Tag Manager container on a server the business controls. The browser sends data to it, and it passes data on to each platform.
Consent Mode	Google's way of passing the visitor's cookie choice to its tags. In basic mode, tags don't load until consent is given. In advanced mode, they send cookieless pings when consent is denied, which still carry the IP address and page.
Safari ITP	Intelligent Tracking Prevention, Safari's privacy feature. It limits cookies set by scripts, and by servers on a different IP range from the website, to 7 days.
Content Security Policy (CSP)	A header that tells browsers which domains a page may load scripts from and send data to. Anything not listed is blocked.
Event and parameter	An event is something that happened, such as view_item. Parameters are its details, such as the price or the item ID.
Consent Mode v2	Google's way for a site to tell its tags what the visitor agreed to, through four signals: ad_storage, analytics_storage, ad_user_data and ad_personalization. Google requires the last two for UK and EEA visitors before it uses their data for advertising.
Key event	GA4's name for an action that counts as a conversion, such as purchase or generate_lead. GA4 renamed conversions to key events in 2024.
KPI	Key performance indicator: one of the few numbers that show whether the site is doing its job.
Item	A product or property inside an ecommerce event, with its own ID, name, category and price.
PECR and the ICO	The Privacy and Electronic Communications Regulations set the UK's cookie rules; the Information Commissioner's Office enforces them.

APPENDIX

Every field of every event

The full inventory behind the metadata suggestions: each field the site sent, the format it arrived in and up to two example values. Formats are as received, so "number as text" means a number written in quotes.

DATA LAYER

page_data · 12 times · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
customer_email	text	"jane@example.co.uk"
customer_group	text	"guest"
customer_status	text	"guest"
page_type	text	"home" "category"
price_display	text	"excl_tax" "incl_tax"

view_item_list · 4 times · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.item_list_id	text	"home_featured" "category"
ecommerce.item_list_name	text	"Featured candles" "Candles > Pillar"
item.index	number	0 1
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar" "Jar"
item.item_id	text	"CAN-OAK-PIL-L" "CAN-FIG-JAR-M"
item.item_list_id	text	"home_featured" "category"
item.item_list_name	text	"Featured candles" "Candles > Pillar"
item.item_name	text	"Oak Pillar Candle" "Fig Jar Candle"
item.item_variant	text	"Large, oak and amber" "Medium, fig and cedar"
item.price	number	24.99 22.49
item.quantity	number	1

select_item · 1 time · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.item_list_id	text	"category"
ecommerce.item_list_name	text	"Candles > Pillar"
item.index	number	0
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_list_id	text	"category"
item.item_list_name	text	"Candles > Pillar"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99
item.quantity	number	1

view_item · 4 times · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.currency	text	"GBP"
ecommerce.value	number	24.99 29.99
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99 29.99
item.quantity	number	1

add_to_cart · 4 times · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.currency	text	"GBP"
ecommerce.value	number	49.98
event_id	text	"atc-ff0eeb30" "atc-3b89773f"
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99
item.quantity	number	2

view_cart · 1 time · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.currency	text	"GBP"
ecommerce.value	number	49.98
event_id	text	"vc-5642dde2"
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99
item.quantity	number	2

begin_checkout · 1 time · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.currency	text	"GBP"
ecommerce.value	number	49.98
event_id	text	"bc-5351a159"
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99
item.quantity	number	2

add_payment_info · 1 time · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.currency	text	"GBP"
ecommerce.payment_type	text	"Card"
ecommerce.value	number	49.98
event_id	text	"pi-930ce4ac"
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99
item.quantity	number	2

purchase · 2 times · dataLayer.push

FIELD	FORMAT	EXAMPLE VALUES
ecommerce.currency	text	"GBP"
ecommerce.customer_type	text	"new"
ecommerce.payment_type	text	"Card"
ecommerce.shipping	number	5
ecommerce.shipping_tier	text	"Standard delivery"
ecommerce.tax	number	11
ecommerce.transaction_id	number as text	"100042456"
ecommerce.value	number	65.98
event_id	number as text	"100042456"
item.item_brand	text	"Demo Candle Co"
item.item_category	text	"Candles"
item.item_category2	text	"Pillar"
item.item_id	text	"CAN-OAK-PIL-L"
item.item_name	text	"Oak Pillar Candle"
item.item_variant	text	"Large, oak and amber"
item.price	number	24.99
item.quantity	number	2
user_data	object	{"email":"watch@example.co.uk"}

RECEIVED BY GA4

view_item · 2 times · via server container

FIELD	FORMAT	EXAMPLE VALUES
currency	text	"GBP"
value	number	24.99 29.99

add_to_cart · 4 times · via server container

FIELD	FORMAT	EXAMPLE VALUES
currency	text	"GBP"
event_id	text	"atc-ff0eeb30" "atc-3b89773f"
value	number	49.98

view_cart · 1 time · via server container

FIELD	FORMAT	EXAMPLE VALUES
currency	text	"GBP"
event_id	text	"vc-5642dde2"
value	number	49.98

begin_checkout · 1 time · via server container

FIELD	FORMAT	EXAMPLE VALUES
currency	text	"GBP"
event_id	text	"bc-5351a159"
value	number	49.98

add_payment_info · 1 time · via server container

FIELD	FORMAT	EXAMPLE VALUES
currency	text	"GBP"
event_id	text	"pi-930ce4ac"
value	number	49.98

purchase · 2 times · via server container

FIELD	FORMAT	EXAMPLE VALUES
currency	text	"GBP"
event_id	number as text	"100042456"
value	number	65.98