METRIC OWL

TRACKING WATCH · MANAGEMENT SUMMARY

demo-shop.test

D

Significant problems, 40 out of 100

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

Checked 20 November 2026 in a real browser on the live site · 4 critical · 15 high · 0 medium

IN ONE MINUTE

Privacy risk

1 tracking tool collects data from visitors who haven't agreed to cookies, or who said no. This is the main regulatory exposure under UK GDPR and PECR, which the ICO enforces.

Data you rely on

15 issues mean reports or ad platforms are missing data today.

Advertising

Minor gaps (B). X Pixel only learns that a page was viewed, so its targeting and bidding have less to work with. The others receive shopping or lead actions.

Site speed

Tracking has little effect on how fast pages load.

Measuring results

10 of the 14 recommended KPIs can be reported today. 1 needs work.

SCORECARD

E **Consent and privacy**
Serious problems. page_data contains an email address, and 2 more issues

C **Content Security Policy**
Needs work. The Content Security Policy blocks Microsoft Ads (bat.bing.com), and 1 more issue

B **Signal for advertising**
Minor gaps. One to fix: X Pixel only receives page views

D **Platform delivery**
Significant problems. Microsoft Ads didn't receive pageLoad (open the homepage), and 3 more issues

E **Data layer and metadata**
Serious problems. 17 ways to improve the detail sent with 9 events, and 10 more issues

A **Performance cost**
In good shape. Tracking doesn't measurably delay the main content (LCP 99 ms without, 108 ms with)

WHAT IT MEANS FOR THE BUSINESS

1 tool tracks visitors without their consent

Meta collect data before visitors choose, or after they reject cookies. The ICO treats analytics and advertising cookies as needing consent, so this is where a complaint or an ICO letter would start. Most are a setting in Tag Manager or the cookie banner: about a day's work for each.

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.

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.

WHAT I RECOMMEND

WHEN	ACTION	WHO	EFFORT
This week 10 items	Stop Meta tracking visitors who haven't consented	Whoever manages Tag Manager or the cookie banner	Under an hour
	"Reject all" isn't on the banner's first screen	Whoever manages the cookie banner	Under an hour
	Stop Meta tracking visitors who haven't consented	Whoever manages Tag Manager or the cookie banner	Under an hour per tag
Next 30 days 10 items	Prices change with the price display switch	Web developers	Under a day
	item.is_sample is missing	Web developers	Under a day
	add_to_cart was pushed 2 times, expected 1	Web developers	Depends on the cause
60 to 90 days 5 items	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

MEASURING SUCCESS

Online shop. The headline KPIs, and whether they can be reported today. The full report lists 14 KPIs with how to report each one.

Ready to report today: Revenue, Ecommerce conversion rate, Average order value, Product view to basket rate, Basket to checkout rate, Checkout completion rate, List to product click-through, Revenue per session by channel, Return on ad spend, Cost per order.

READY

Revenue

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

READY

Ecommerce conversion rate

Share of sessions that end in an order

READY

Average order value

Revenue divided by orders

HOW I'D BUILD CONFIDENCE IN YOUR DATA

From a report to numbers demo-shop.test can rely on

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

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

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

- Connect GA4 and your CRM through shared IDs, so every order lines up across both (if applicable)
- 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

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

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

FROM DATA TO DECISIONS

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

THE NUMBER THAT MATTERS MOST

Online revenue that stays

Sessions × conversion rate × average order value, less returns

TRAFFIC THAT BUYS

Revenue per session by channel

READY

- Move spend to the channels that bring buyers
- Give ad platforms richer data

VISITS THAT BECOME ORDERS

Ecommerce conversion rate

READY

- Fix the checkout steps that lose people
- Clearer stock and delivery on product pages

BIGGER BASKETS

Average order value

READY

- Bundles and delivery thresholds
- Better list and search placement

REVENUE THAT STAYS

Return rate

NEEDS CRM DATA

(if applicable)

- Spot the categories and channels with high returns

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

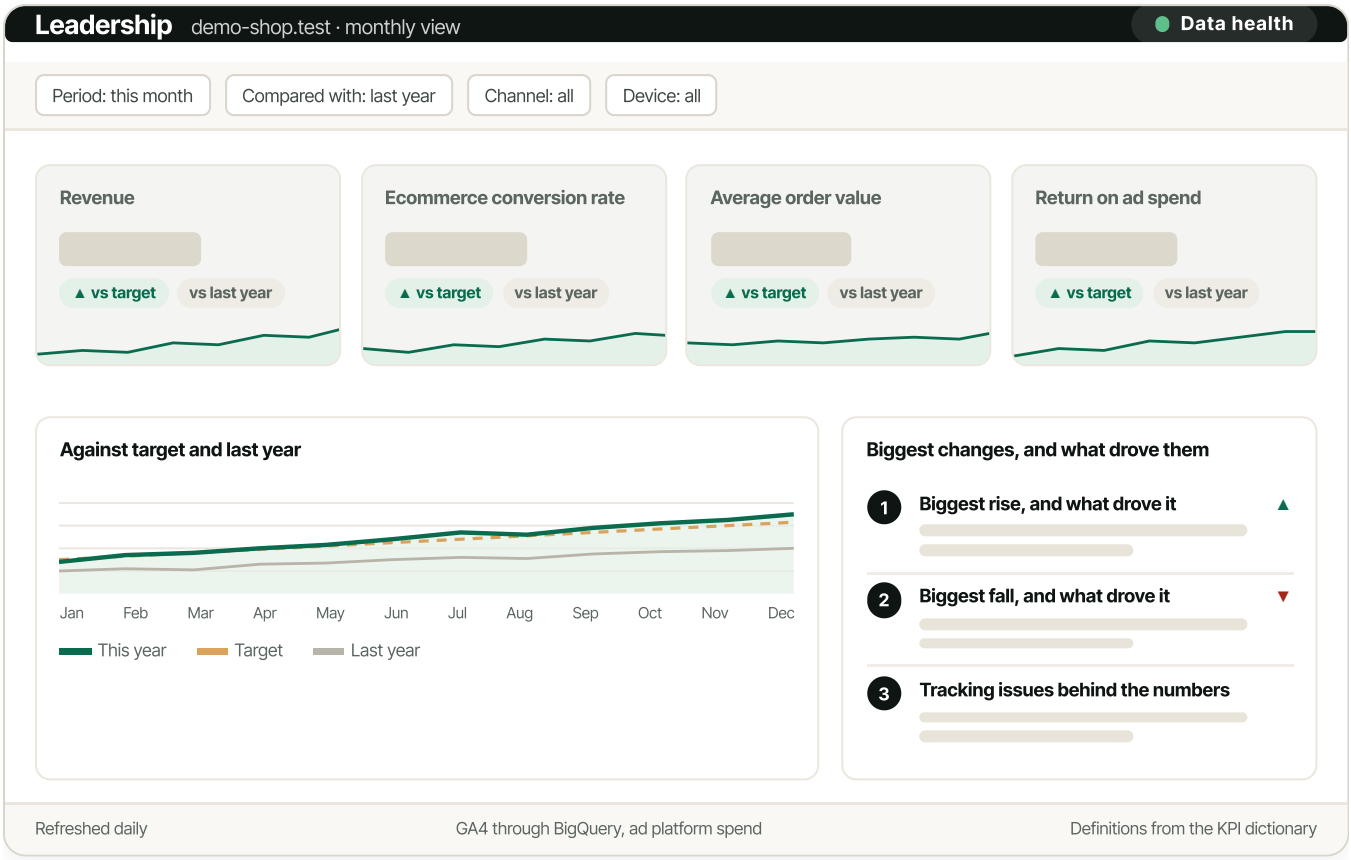


Illustration of the layout only: no real figures. Built in Power BI or Looker Studio and updated automatically: BigQuery breaks each change down by channel, device and product to show what drove it, and this monitor flags any tracking problem behind a number.

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

THE KPIS I'D RECOMMEND

The numbers to run demo-shop.test on

Online shop. Each KPI with its definition, owner and how often it's reviewed. The full report adds the data source, how to set a target and what to watch out for.

KPI	DEFINITION	OWNER AND REVIEW	STATUS
Headline			
Revenue	Sum of purchase value in GA4, for the period	Ecommerce or trading director · Weekly, reported monthly	READY
Ecommerce conversion rate	Sessions with a purchase ÷ all sessions	Ecommerce or trading director · Weekly	READY
Average order value	Purchase revenue ÷ number of orders	Trading and merchandising · Weekly	READY
Funnel			
Product view to basket rate	Sessions with add_to_cart ÷ sessions with view_item	Ecommerce manager · Weekly	READY
Basket to checkout rate	Sessions with begin_checkout ÷ sessions with add_to_cart	Ecommerce manager · Weekly	READY
Checkout completion rate	Sessions with purchase ÷ sessions with begin_checkout	Ecommerce manager with the development team · Weekly, and after every checkout release	READY
List to product click-through	select_item ÷ view_item_list, per list or search	Merchandising · Weekly	READY
Supporting			
Search conversion	Conversion rate of sessions with a site search ÷ sessions without	Ecommerce manager · Monthly	NEEDS WORK
Revenue per session by channel	Purchase revenue ÷ sessions, split by default channel group	Marketing director · Weekly	READY
Return on ad spend	Revenue from each ad platform ÷ that platform's spend	Paid media lead · Weekly	READY
Cost per order	Ad spend ÷ orders from paid channels	Paid media lead · Weekly	READY
Business outcomes (with your CRM)			
Customer lifetime value	Revenue from a customer over 12 months, from the CRM, by first channel	Commercial or finance director · Quarterly	NEEDS CRM DATA (if applicable)
Return rate	Returned order value ÷ ordered value, from the CRM or order system	Operations and trading · Monthly	NEEDS CRM DATA (if applicable)
New customer share	Orders from first-time customers ÷ all orders	Marketing director · Monthly	NEEDS CRM DATA (if applicable)
Data health			
Consent rate	Visitors who accept analytics cookies ÷ visitors who see the banner	Data protection lead, with digital · Weekly	SET UP
Tracking health score	The overall score from this monitor	Whoever runs the site · Every release	READY
GA4 revenue against the order system	GA4 purchase revenue ÷ order system revenue, for the same days	Finance, with ecommerce · Weekly	SET UP

REPORTING THAT DRIVES DECISIONS

Reports each team will act on

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

BUILDING THE REPORTING

Power BI or Looker Studio, on data you can trust

I work in whichever tool your teams already use. What matters more is what sits underneath: one set of definitions, data that joins up, and reports people actually open.

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

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The full technical report has the evidence and step-by-step fixes for developers. The monitor repeats these checks, so new problems are caught before they reach the numbers.