

SERVER-SIDE TRACKING

OFFLINE CONVERSIONS

VALUE-BASED BIDDING

From counting leads to bidding on **what they're worth**

How a multi-million-euro B2B merchandise brand fixed the data its ad platforms were learning from, then taught Google, Meta and Microsoft the difference between a cheap lead and a valuable one.

Monday Merch Corporate merchandise · Europe · mondaymerch.com

50% → 13%

Website traffic with no identifiable source, before and after

>3×

New-customer opportunities in July and August versus the same weeks the previous year

9 vs 2

Won deals, value-bidding tests versus control, at roughly 75% lower spend per win

01

The problem

02

Fix the foundation

03

Teach the platforms value

04

What happened next

05

What's next

INDUSTRY

Corporate merchandise & branded swag

MODEL

B2B ecommerce + quote-led sales

STACK

GTM web + server · GA4 · Odoo CRM · Google, Meta, Microsoft & OpenAI Ads

ENGAGEMENT

Audit, remediation, CRM-to-platform value pipeline

PERIOD

June to August 2026

The account looked healthy. The business couldn't tell if that was true.

Monday Merch sells branded merchandise to companies across Europe. Prospects research on the marketing site, move to a separate products storefront to build a quote, and the deal is then worked by a sales team in Odoo. Paid media on four platforms feeds the top of that funnel, and every platform was optimising toward whatever the tracking told it.

1

The numbers were wrong, not missing

Every major event was being counted twice, from two independent sources. Conversion rates, audience sizes and the reporting the team relied on were all built on a base inflated by an unknown multiple. Wrong numbers are more dangerous than missing ones, because they still look like data.

2

Half the journey was invisible

Roughly 50% of sessions had no identifiable source. The paid click that brought a buyer in was disconnected from the quote they submitted, so half the evidence behind every channel decision simply wasn't there.

3

Every lead counted the same

Google Ads saw one generic conversion. A small sample request and a large enterprise order looked identical to the bidding algorithm, so it did what it was told and went looking for the cheapest leads it could find.

Sound familiar?

- Your platforms report strong CPAs, but sales says lead quality is falling.
- Average order value is under pressure and you're not sure whether ad spend is helping or hurting.
- Your buyers cross more than one domain, or convert in a CRM the pixel never sees.
- Nobody on the team can say, with evidence, whether the tracking is right.

What we did, in two phases

Phase 1 • Fix the foundation July

Audit the full tag estate, remove the defects producing false data, standardise the event model, and give Google Ads a real funnel to optimise toward instead of a single count.

Phase 2 • Teach the platforms what an opportunity is worth August

Connect the CRM to every ad platform through a first-party server, so each opportunity is reported with its expected value and updated as the deal moves.

Four defects, and the worst of them were producing confident, wrong numbers

The container had accumulated years of tags across platform migrations, with a server-side layer added later. Nothing was obviously broken. The problems only show up when you compare what the tags send against what the business actually did.

CRITICAL

Every event counted twice, and one duplication path was invisible to GTM

Found. Two parallel tag sets per event, some of them double-triggered. Two competing GA4 configurations. And, entirely outside the container, the Odoo CRM was pushing its own lead events straight to GA4, a second pathway that no amount of container auditing would have surfaced.

Why it mattered. Every efficiency metric the business used was calculated on an inflated base. 22 duplicate and legacy tags became 13 single-purpose ones, and the CRM-side duplication was closed separately.

HIGH

The storefront was missing from the cross-domain configuration

Found. The Conversion Linker listed only the marketing domain. The products storefront, where quotes actually happen, was not in the linked-domains list.

Why it mattered. This was the single largest driver of the 50% unattributed traffic. One configuration field, verified by a live click-through test, and the buyer's journey became one session again.

HIGH

Lead events arrived under four different names, so none of them counted

Found. Quote requests, contact forms and calendar bookings each sent a differently-named lead event. None matched GA4's standard, so a lead-led business showed zero leads in the report built for exactly that purpose.

Why it mattered. Standardised to one event fired from three sources. The downstream growth report, which had been counting the old names, was corrected in the same pass.

MEDIUM

Google Ads could see one conversion, not a funnel

Found. A single generic quote action. No add-to-cart, checkout, booking or lead-form conversions, and no value attached to any of them.

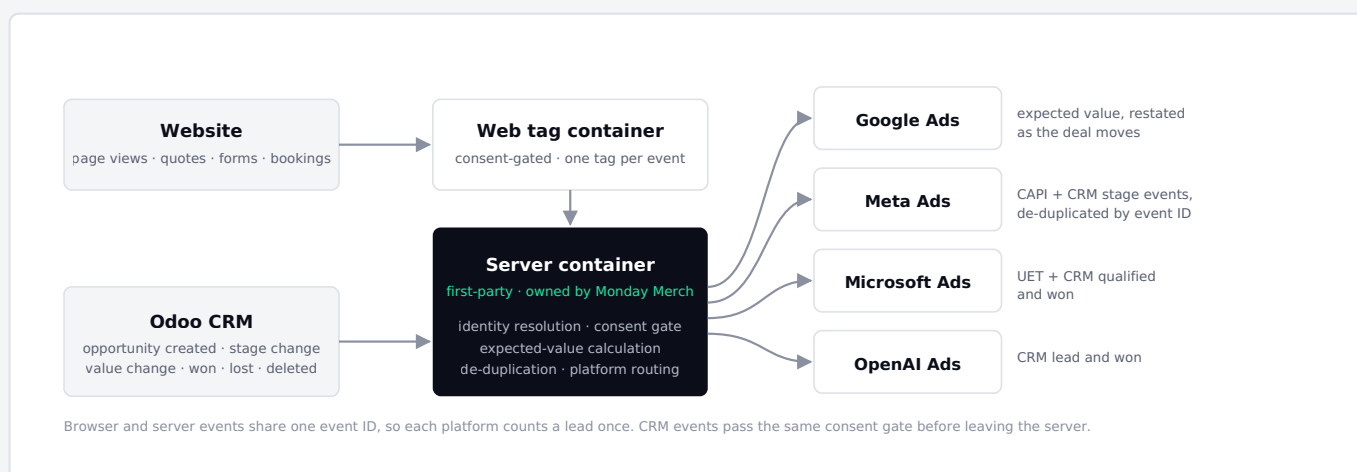
Why it mattered. We built five dedicated conversion actions, each with its own trigger and label, and attached an estimated euro value to lead submissions derived from the budget range the prospect selects. The first step from counting to valuing.

PHASE 1 OUTCOME	BEFORE	AFTER
Sessions with no identifiable source	Roughly 50%	13%
GA4 tags in container	22 duplicate and legacy	13 single-purpose
Lead duplication pathways	2, running independently	0
Google Ads conversion actions	1 generic	5, per funnel stage, value-bearing
Event naming	Non-standard and inconsistent	GA4 standard taxonomy across the container
Conversion delivery	Browser tags, per platform	One server-side stream, routed to every platform

03 · PHASE 2, TEACH THE PLATFORMS WHAT AN OPPORTUNITY IS WORTH

The CRM knows which deals are valuable. The ad platforms didn't.

Clean website data solves half the problem. The other half is that the most important events in a B2B funnel, an opportunity being qualified, moving stage, or being won, happen inside the CRM, days or weeks after the click, where no pixel can see them. Phase 2 built the pipeline that carries those moments back to every ad platform with a value attached.



One conversion that evolves, not five that disagree

Google Ads receives a single opportunity conversion carrying an **expected value**: the opportunity's value multiplied by its probability of closing, looked up by customer type, sales stage and country. When the deal moves stage, the same conversion is **restituted**. If it's lost, the value drops to near zero. If it's deleted or reverts to a lead, it's **retracted**. The platform learns from what actually happened rather than from a snapshot.

Meta, Microsoft and OpenAI see the same truth

Website leads fire in the browser and again through the server, sharing one event ID so Meta and Microsoft count each once. CRM milestones, qualified and won, follow as server-side events with full customer matching. Microsoft rejected the first version over a timestamp format; we caught it by inspecting the API response body rather than trusting the tag's green tick.

HOW THE OFFLINE CONVERSION PIPELINE WORKS

- **The CRM owns the lifecycle.** Odoo emits an event whenever an opportunity is created, changes stage, changes value, is won, is lost, or is removed. Each carries a stable identifier for that opportunity, the current stage, the customer type, the market, and the matching details the platforms need.
- **The server decides what it is worth.** A lookup returns the probability that an opportunity at that stage, for that customer type, in that country will close. Multiplied by the opportunity value, that becomes the expected value sent to Google Ads.
- **Three operations, not one.** The first eligible event creates the conversion. Later stage or value changes restate it against the same identifier. Removal retracts it. Google Ads therefore holds one evolving conversion per opportunity rather than a pile of snapshots that disagree.
- **Every platform gets the version it can use.** Meta and Microsoft receive qualified and won as separate server events with full customer matching. Google receives the single evolving conversion. All of them are built from the same payload, so the platforms are working from one source rather than four.
- **Identity resolved once, on the server.** Email, phone, user ID and the click identifiers are read from the event, then from the server cookie if the event does not carry them, then hashed before they leave. Doing it in one place is what stops six tags each solving it slightly differently.
- **Delivery is verified at the API, not the tag.** Every platform's outbound request body and its response are inspected before the tag is trusted. A green tick in the tag manager only means the request was sent.

Why this matters when order values are under pressure

When average order value falls, as it has for many B2B sellers this year, "more leads at a lower cost" becomes the wrong objective. It pushes the platform toward smaller deals. Bidding on modelled opportunity value inverts that: the algorithm is rewarded for finding buyers who look like the ones that close big, and the CRM keeps correcting its guesses. It is the only lever in the account that pushes up on deal size.

One place where the rules live

Consent, identity resolution and platform routing all sit on the server rather than being repeated in each browser tag. One rule set, applied to browser and CRM events alike, so the same logic cannot drift out of sync across six destinations.

Owned, not rented

The server container runs on Monday Merch's own first-party domain in their own GTM account, with version history and rollback. No agency lock-in, and every tag is inspectable.

Better signals, and the first evidence that they work

Two months on, the tracking foundation is clean and the platforms are being fed opportunity value instead of raw lead counts. The early read comes from two places: a year-on-year comparison, and a set of controlled bidding experiments run inside Google Ads.

>3x

New-customer opportunities in July and August versus the same weeks the previous year

Client CRM reporting. Year on year, not attributed to any single cause.

9 vs 2

Won deals across five value-based bidding experiments, treatment versus control

Early results, with one market driving most of the lift. Directional, not conclusive.

~3x

Won value from the value-bidding treatment versus control, at roughly 75% lower spend per win

Same experiment set, as measured by Google Ads experiments.

What we are, and aren't, claiming

Tracking does not create demand, and we don't take the credit for a strong quarter. What it does is stop the platforms optimising toward the wrong thing. The honest statement is this: **the business now has data it can trust, the platforms are bidding on value instead of volume, and the first controlled experiments say that is working.**

The Marketing Mix Model planned next is what will separate the tracking effect from everything else.

Clean data is the start, not the finish

Retire the legacy integrations

Older direct CRM-to-platform connections still run alongside the new pipeline. A deliberate cutover once the new signals are proven, so nothing gets counted twice again.

Scale the value-bidding tests

The early experiments are encouraging but concentrated in one market. Next is expanding across countries and campaign types, and moving the Meta and Microsoft budgets onto the new CRM signals.

Marketing Mix Model

At this level of spend, platform attribution is no longer enough. A Bayesian MMM will show which channels drive incremental revenue, and put a number on what the tracking work itself was worth.

How this was verified. Container version history across six releases; live Tag Assistant sessions under both granted and denied consent; GTM Preview with one qualifying and one non-qualifying event before every publish; a live cross-domain click-through test; inspection of outbound API request and response bodies for every platform, not just tag status; and reconciliation of the downstream growth report against the corrected event names. Results reported from the client's own CRM reporting and Google Ads experiments.

Are your ad platforms learning from the truth?

Most accounts we audit have at least one of the six defects in this study. Start with what people actually searched before they clicked. The free audit connects to your Google Ads account and shows you in minutes.

[Run a free Google Ads audit](#)

Selling through a CRM, or across more than one domain? [Book a tracking review →](#)

About Swishiy

Swishiy is a data and measurement agency for ecommerce and B2B brands that spend real money on paid media. We sit between the platforms that report on themselves and the agencies that report on the systems they manage: the independent layer that verifies whether the numbers are true, fixes them when they aren't, and builds the measurement that lets a business bid on value rather than volume.

Tracking & conversion audits

GA4, GTM, consent, Google Ads, Meta, Microsoft. Every defect with its evidence and its commercial consequence.

Server-side & CRM pipelines

First-party server containers you own. Offline and CRM conversions delivered to every platform with value attached.

Marketing Mix Modeling

Bayesian MMM (Google Meridian) to show which channels drive incremental revenue, independent of platform attribution.

Track record

Top Rated Plus on Upwork · 77+ projects · 100% Job Success. Built and led by Qudees Kiani.

Contact

swishiy.com · qudees@swishiy.com
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