



# Is Your Conversion Tracking Lying To You?

Score your Conversion data in 10 minutes



Campaign ↑↓	Results ↑↓	Cost per result ↑↓
Advantage+ shopping campaign...	343 Website purchases	\$4.49 Per Purchase

(FOR ECOMMERCE BRANDS SPENDING ON META & GOOGLE)

## How to use this scorecard

- Answer each question honestly based on your current setup.
- Tally the number of "Yes" answers.
- Refer to the 'Your Mirage Risk Score' section to assess your risk level.

## Conversion Tracking Integrity

Question	Yes	No
Are you using an Edge-based tagging system?		
Are you using a 1 <sup>st</sup> click CAPI import-based system?		
Has anyone re-architected your conversion tracking post consent mode?		
Can you see a clean split of new vs returning revenue for the last 30 days in your ad platforms?		
Do you have one primary purchase event in Meta that all conversion optimization is pointed at?		



## Attribution & Business Metrics

Question	Yes	No
Could you tell me what your nCAC is in under 2 mins?		
Do you know your conversion delay?		
When you turn off a major Meta or Google campaign, can you see the impact on total Shopify revenue within 7-14 days with confidence?		



## Your Conversion Tracking Risk Score

Count your 'Yes' answers to determine your risk level:

- **0-3: Low Risk - Your tracking is relatively sound.**
- **4-6: Medium Risk - Potential for skewed data impacting decisions.**
- **7+: High Risk - You likely have a Performance Mirage distorting reality.**



## Free 30-Minute Conversion Diagnostic Call

- **See your real cost to acquire a customer so you can stop guessing with ad budgets.**
- **Spot where missing 40-60% of your conversions is quietly distorting every decision.**
- **Leave with a short list of leaks to fix now for cleaner data and more profitable spend.**

Email [ryan@occamize.com](mailto:ryan@occamize.com) with subject 'Conversion Diagnostic Follow-Up'

