

SYNERGY MARKETING

Free Guide · synergymar.tech

The Tracking Setup Checklist

Stop losing ad data — make sure every dollar of ad spend is actually measured.

A practical guide from the team that runs its own brands on this.

The Tracking Setup Checklist

If your pixel and conversion tracking are wrong, your ad platforms optimise toward the wrong people and you can't tell what's working. This checklist makes sure every click and conversion is captured properly — the difference between guessing and knowing.

1. Get the pixels installed correctly

- **Meta Pixel** — Installed site-wide (ideally via GTM), firing on every page.
- **Google Ads tag** — Global site tag / GTM tag present and collecting.
- **One install method** — Avoid double-installing (hard-code + GTM) — it double-counts.

2. Track real conversions, not just pageviews

- **Lead / contact events** — Form submit, WhatsApp click, call click fire a conversion.
- **Purchase / booking (if applicable)** — With value where possible, so ROAS is real.
- **Deduplicate** — Server + browser events deduped so one lead isn't counted twice.

3. Server-side & privacy (2026 reality)

- **Conversions API (CAPI)** — Browser tracking alone is leaky now — server-side recovers lost data.
- **Consent handling** — Respect cookie consent; configure consent mode.
- **First-party data** — Capture email/phone (hashed) for better matching.

4. Verify it actually works

- **Test events** — Use Meta Test Events / Google Tag Assistant to confirm firing.
- **Check the numbers reconcile** — Platform conversions roughly match your CRM enquiries.
- **No 'unverified domain' warnings** — Domain verified in each ad platform.

What broken tracking costs you

- Ad platforms optimise toward the wrong audience.
- You can't tell which campaign actually drives sales.
- You scale the wrong ad and pause the wrong one.
- Reported results don't match real revenue.

Want us to do this for you?

We'll audit and fix your pixel + conversion tracking so no ad data leaks — free check.

synergymar.tech → Get your free Marketing Audit