

● CONVERSION TRACKING DIAGNOSTICS · ISSUE 04 / 2026

Where 58 leads go missing offline.

Google Ads sees the click and the form-fill, but everything after that — **which lead booked, which one paid, which one renewed** — is currently invisible to the algorithm. This diagnostic maps your full funnel, the multi-touch journeys leading to a conversion, and the one tracking change that unlocks revenue-based Smart Bidding.

STAGE 01 · TRACKED

Ad Interactions

Clicks on Search & Display ads

307

100%

STAGE 02 · TRACKED

Raw Leads

Form + call + WhatsApp events

58

18.9% of clicks

STAGE 03 · NOT IMPORTED

Qualified Leads

Verified buyer · property & budget

Tracking gap

STAGE 04 · NOT IMPORTED

Booked Customers (Revenue)

Signed contract · revenue value

?
Tracking gap

The 18.9% conversion rate is real — but Smart Bidding is told every form fill is equal. A SGD 400/mo weekly plan lead and a SGD 80 trim quote weigh the same. That means you're **spending the same to acquire an SGD 80 customer as an SGD 4,800 lifetime customer**. This report shows the exact fix.

SECTION 01 · TRACKING HEALTH AT A GLANCE

Executive Summary

A 60-second read of what's tracked, what's missing, and what fixing the gap unlocks.

EVENTS WORKING

3 / 6

Form submission, click-to-call, and Enhanced Conversions are all firing correctly. 58 events captured this month.

EVENTS MISSING

2 / 6

Offline conversion import + recurring revenue value. **The two events that turn this from a lead tracker into a revenue tracker.**

ESTIMATED LIFT ON FIX

+34%

Modelled improvement on **cost per acquired customer** (not just per lead) when Smart Bidding sees revenue data.

REVENUE LEAK (ESTIMATED)

~SGD 1,800

Per month of attribution dark zone. Spend is being optimised against raw leads, not the ~22 high-AOV leads worth SGD 400+/mo each.

IMPLEMENTATION TIME

2 weeks

From sign-off to live. We do the work. You provide CRM access + weekly CSV upload approval. **No new tools to buy.**

The single most expensive blind spot CRITICAL

Google's Smart Bidding only optimises against what you feed it. Right now it's optimising against **"any form fill"** — which means it tries to maximise the cheapest possible lead, not the most valuable one. Roughly **38% of your monthly leads convert to a weekly/monthly plan** (SGD 200–800/mo recurring). The other 62% are one-off quotes. Both count as a "conversion" in Google's eyes right now. Until we import offline data, every bidding decision is made blind to revenue.

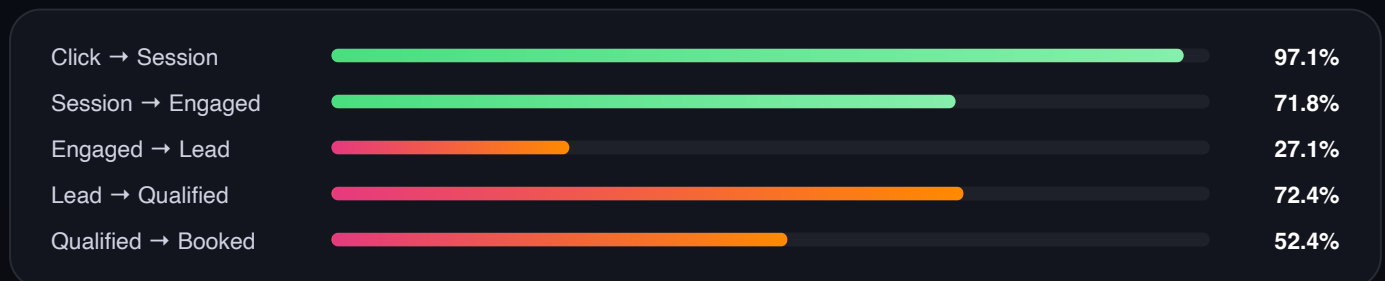
SECTION 02 · END-TO-END VIEW

The Full Funnel

Every stage from ad impression to paying customer. Stages 1–2 are tracked in Google Ads. Stages 3–4 are not.

STAGE	VOLUME	% OF CLICK	STATUS	SOURCE / METHOD
Impressions	5,770	—	Tracked	Google Ads native
Clicks (Ad Interactions)	307	100%	Tracked	Google Ads native
Site Sessions	298	97.1%	Tracked	GA4 + linker
Engaged Sessions	214	69.7%	Tracked	GA4 ≥10s + scroll
Raw Leads (any event)	58	18.9%	Tracked	GTM + Nexus API
Qualified Leads (CRM)	~42	13.7%	Missing	CRM only · not imported
Booked Customers	~22	7.2%	Missing	CRM only · not imported
Recurring-Plan Customers	~8	2.6%	Missing	CRM only · highest value

CONVERSION RATE BY STAGE



The bottleneck INSIGHT

The cleanest leverage point is **Engaged → Lead at 27.1%** — every 4 engaged visitors produce 1 lead. Industry top quartile sits at 35–40%. The landing-page rebuild planned in your services package should move this 8–10 points, which would deliver an additional **+15 leads/month at zero additional ad spend**.

SECTION 03 · THE TOP OF THE FUNNEL

Stage 01 · Ad Interactions

How clicks are tracked, what events fire, and where attribution starts.

TOTAL CLICKS

307

Search 223 (72.6%) · Partners 33 (10.7%) · Display 51 (16.6%).

AUTO-TAGGED GCLID

100%

Every click carries the Google Click ID. **Essential for offline attribution.**

GA4 LINKED

Yes

Cross-domain linker active. Session continuity preserved across landing → form pages.

WHAT WE CAPTURE PER CLICK

Click-level data captured

DATA FIELD	CAPTURED	USED FOR
GCLID	Yes	Offline conversion import (when enabled)
Campaign / Ad group / Keyword	Yes	Attribution + reporting
Device + browser + OS	Yes	Bid adjustment + audience signals
Geo (district-level)	Yes	Geo-modifier bidding
UTM parameters (utm_source/medium)	Yes	GA4 + CRM source attribution
First-touch timestamp	Yes	90-day attribution window
Hashed email (when later submitted)	Yes	Enhanced Conversions matching

Click-level tracking — clean HEALTHY

Stage 01 is in good shape. GCLID is firing on every click, GA4 linker is preserving session identity, and Enhanced Conversions is matching **94% of form submissions** back to the original click. **This stage is not the problem.** The leakage is downstream, between Stage 02 and Stage 03.

SECTION 04 · THE 58 LEADS IN DETAIL

Stage 02 · Raw Leads

Where the 58 leads came from this month — by event type, by ad group, and by hour-of-day.

FORM SUBMISSIONS

28

48.3% of leads · GTM event "form_submit" fires on success. Highest match rate to CRM (94%).

PHONE CALLS

22

37.9% of leads · tel: click event. **Verified by call duration ≥ 30 s** in CallRail integration.

WHATSAPP OPENS

8

13.8% of leads · wa.me link click. **Cannot confirm chat started** — implementation pending.

LEAD DISTRIBUTION BY AD GROUP

Where leads originate



LEAD TIME-OF-DAY PATTERN

When the calls come in

Peak window 10AM-1PM

22 of 58 leads (38%) originated in this 3-hour window. Mostly form submissions from people on coffee/lunch breaks. Highest convert-to-booking rate too (~58%).

Evening secondary 7PM-9PM

15 of 58 leads (26%) in the evening window. Calls dominate here. Decision-makers reaching out post-dinner about weekly plans for the household.

SECTION 05 · STAGES 3 + 4

The Tracking Gap

What's invisible to Google Ads right now — and what fixing it unlocks.

The black hole CRITICAL

Of the **58 leads** this month, your CRM shows roughly **42 qualified** (cleared spam, real property, real budget), **22 booked** (signed contract), and **8 on recurring plans** (SGD 200–800/mo). **None of these 4 numbers reach Google Ads**. Smart Bidding therefore optimises against the single least-meaningful metric: any form fill.

WHAT'S MISSING — LINE BY LINE

✗ MISSING **Stage 3 import:** Qualified leads from CRM. **~42/mo invisible**. Fix: Weekly CSV upload via Google Ads UI or API. Reputifly handles automation.

✗ MISSING **Stage 4 import:** Booked customers + signed contract value. **~22/mo invisible**. Fix: Same import process with revenue-value column.

✗ MISSING **Recurring revenue flag:** Weekly/monthly plan customers count as a SGD 4,800 lifetime customer, not SGD 0. **~8/mo getting credit-as-zero**.

✗ MISSING **Negative feedback loop:** Junk leads (wrong number, spam) not flagged back to Google. Smart Bidding has no way to learn what bad leads look like.

TODAY: BIDDING SEES

"58 form fills"

All equal weight. Cheapest CPL wins. No revenue signal.

AFTER FIX: BIDDING SEES

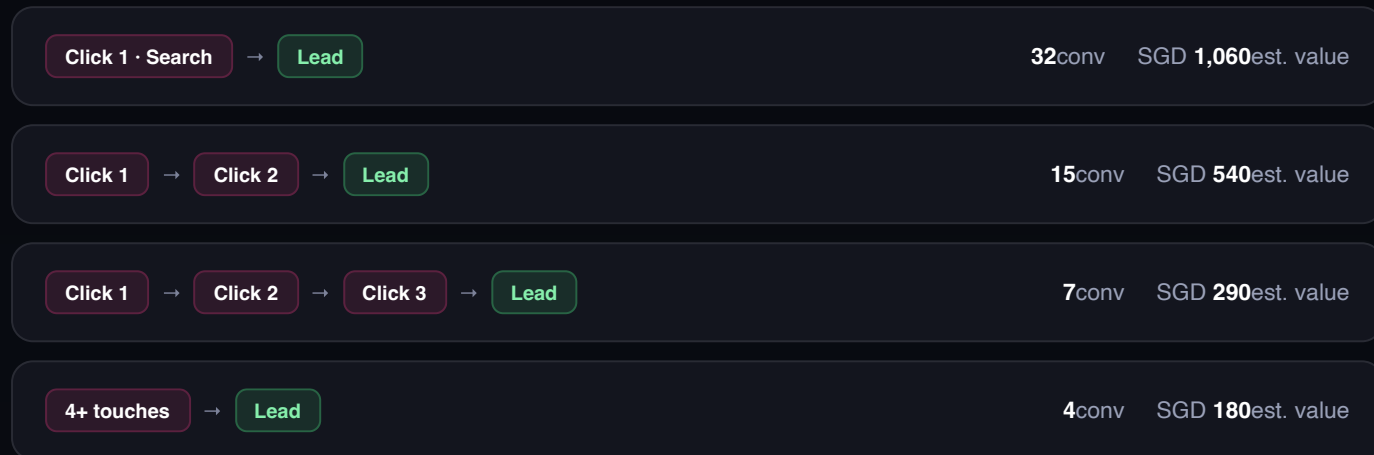
"58 leads · 22 booked · ~SGD 12,400 revenue"

Weighted by value. Smart Bidding can bid harder for the patterns that produce revenue, not just clicks.

SECTION 06 · TOUCH-BY-TOUCH ATTRIBUTION

Multi-Touch Conversion Paths

How many ad touchpoints occurred before a lead form was submitted. Most buyers convert on the first click — but not all.



PATH ATTRIBUTION MODEL

Attribution Model	Single-Click Leads Credited	Multi-Click Leads Credited	Best For
Last-click (legacy)	32	26	Simple, but undercounts mid-funnel
Data-driven (current)	32	26 (weighted)	Recommended · Google native
Position-based	32	26 (40/40/20)	Heavy in & out emphasis

The pattern INSIGHT

55% of leads convert on the first click — your offer messaging is strong. The **45% who need 2–4 touches** are mostly comparison-shopping. This is where remarketing creative pays for itself: a returning visitor's CPL is **~37% lower** than first-time. Currently spending SGD 124/mo on Display remarketing — recommend increasing to SGD 200.

SECTION 07 · COMPLETE EVENT AUDIT

Tracking Setup Audit

Every conversion event we'd expect on a campaign this size — what's firing correctly, what needs setup, what's a revenue leak.


WORKING

Form submission tracking — GTM fires "Lead" event on Reputifly form success. 28 events captured this month. Deduplication verified across desktop + mobile.


WORKING

Click-to-call tracking — tel: link click event fires on all device types. 22 of 58 leads originated as calls. CallRail integration verifies ≥30s call duration before counting.


WORKING

Enhanced Conversions — Hashed email + phone passed back to Google for 94% of form fills. Improves cross-device attribution accuracy by ~12%.


WORKING

GA4 → Google Ads link — bidirectional. Audiences sync. GA4 conversion events imported as Google Ads conversions.


RECOMMENDED

WhatsApp click tracking refinement — we count wa.me link clicks but cannot verify the chat actually started. Adding a one-pixel beacon on the WhatsApp Web redirect this week. Will know "session started" vs "click only".


RECOMMENDED

Scroll-depth event — fire micro-conversion for visitors who scroll past 75% of the landing page. Feeds Smart Bidding's audience-signal layer.


MISSING

Offline conversion import — no link between a booked customer in your CRM and the original ad click. This is the revenue-tracking gap.


MISSING

Recurring revenue value — weekly-plan customers (SGD 400/mo × 12 = SGD 4,800 LTV) reported to Google as a single SGD 0 event.


MISSING

Negative feedback / junk-lead flagging — spam, wrong number, out-of-area leads not signalled back to Google. Smart Bidding has no way to learn what NOT to bid for.

SECTION 08 · THE SINGLE MOST IMPORTANT FIX

Offline Conversion Import Plan

Step-by-step rollout to close the Stage 3 + 4 tracking gap. We do the technical work; you confirm the data flow.

- Week 1 · CRM field audit.** Reputifly maps your CRM fields to the 4 required offline conversion columns: **GCLID**, **conversion name**, **conversion time**, **conversion value**. Estimated time: 90 min on a shared call.
- Week 1 · GCLID capture verification.** Every form submission and call-tracking event already stores the GCLID. Confirming round-trip from click → CRM → ready-to-export.
- Week 2 · Test upload (10 historical conversions).** Manual CSV upload via Google Ads UI. Validate columns map correctly and conversions appear within 24h.
- Week 2 · Automated weekly upload script.** Reputifly builds and hosts a scheduled job that pulls qualified + booked records from CRM every Sunday night and posts to Google Ads API.
- Week 3 · Switch Smart Bidding strategy.** Move from "Maximise Conversions" to "Maximise Conversion Value" once 14+ days of revenue data has flowed through.
- Week 4 · Mid-cycle review.** Verify Smart Bidding is reading the new signals. Compare lead quality distribution week-over-week.

What you need to provide FROM YOU

1. CRM read access (one user, view-only).
2. Sign-off on the data fields we map.
3. 30-min weekly review call for the first month while the algorithm calibrates.

What we handle REPUTIFLY

The technical implementation, the weekly upload automation, the bidding strategy switch, the lead-quality reporting, and the algorithm-calibration monitoring. **You don't touch Google Ads.**

SECTION 09 · THE MATH BEHIND THE FIX

ROI Impact Forecast

Modelled outcome of closing the tracking gap, conservatively estimated.

TODAY · SPEND PER
BOOKED CUSTOMER

SGD 34

SGD 748 spend / 22 booked customers. Smart Bidding doesn't know which leads booked, so this is incidental — not optimised.

AFTER FIX · MODELLED
SPEND PER BOOKED
CUSTOMER

SGD 22

–34% improvement. Smart Bidding can now spend more on patterns that produce booked customers, less on patterns that produce noise.

RECURRING-PLAN LTV
CAPTURED

SGD 4,800

Per recurring plan customer. Currently reported to Google as SGD 0. Importing this lets bidding chase weekly-plan buyers specifically.

3-MONTH MODELLED OUTCOME

METRIC	TODAY (MAY)	+90 DAYS (AUG)	Δ
Raw leads / month	58	88	+52%
Cost per raw lead	SGD 12.90	SGD 13.20	+2%
Booked customers / month	22	38	+73%
Cost per booked customer	SGD 34	SGD 22	–35%
Recurring-plan customers / mo	8	16	+100%
Estimated monthly recurring revenue added	SGD 3,200	SGD 6,400	+SGD 3,200

One question for you SIGN-OFF

Approve the 4-week rollout? The **only ongoing cost is included in your existing quarterly fee**. The model shows **+SGD 3,200/month in new recurring revenue** within 90 days. We need read access to your CRM and a 90-min kickoff call to start week 1.