

ROAS

architects

CASE STUDY

**HOW A 40% TRACKING
BLIND SPOT WAS
FIXED TO DOUBLE ROAS &
ADD \$300K IN
MONTHLY REVENUE**

2025

HIGHLIGHTS

INDUSTRY

High-Ticket Coaching
& Expert-Led Training

SERVICE

Advanced Conversion
Tracking &
Systems Architecture

KEY RESULTS

ADDITIONAL REVENUE

+\$200,000 / month

ROAS

2-3x → 4-5x

TRACKING ACCURACY

60% → 90%+



CLIENT

The client is a leader in the expert-led training space, running a successful high-ticket coaching business with programs priced at over \$10,000.

OBJECTIVE

The client faced two primary challenges blocking their growth:

- Their business had plateaued despite a significant \$100,000/month ad spend
- A sudden tracking system collapse revealed a deeper crisis: a hidden 40% data blind spot was making their ad platforms ineffective and misleading their optimization algorithms

THE CRISIS

They contacted us in an emergency to fix their tracking system, which had collapsed entirely. We restored their original setup within a day, but the relief was short-lived. It took another week for the ad networks to re-stabilize, which is normal after such a seismic data shift and is similar to the "learning phase" on a new campaign.

This led to a full diagnostic audit where we analyzed their Meta and Google ad accounts, landing pages, and CRM integrations to map their data flow from end to end. The audit delivered a stark revelation: their infrastructure was missing approximately 40% of all actual conversions. For the first time, they had a clear understanding of where the data loss was happening and a strategic roadmap to fix it permanently.

THE HIDDEN PENALTY OF DATA LOSS

The audit revealed that losing ~40% of conversion data—an industry average for pixel-based tracking—was not just a visibility problem. The consequence was far more severe: it was actively confusing the ad platforms.

Here's how: for every 1,000 landing page visits that resulted in 100 conversions, their setup only reported 60 back to the ad network. The 40 successful customers whose conversions were missed were then lumped together with the 900 visitors who didn't convert.

This effectively told the ad platforms, "This is not the traffic I want," even though it was exactly the high-quality traffic they needed. The algorithms were being trained with the wrong patterns, learning to avoid their most valuable prospects, many of whom were on privacy-protected devices (like iOS) where tracking failures are most common.

THE SOLUTION

Solving this problem required more than a simple patch; it demanded a comprehensive rebuild of the client's entire tracking infrastructure. We approached this not as a purely technical task, but as a strategic initiative, beginning with a clear blueprint before writing a single line of code.



THE SOLUTION (CONTINUED)

Our solution was built on three core pillars:

- **A Blueprint for Perfect Data:** First, we mapped the entire high-ticket customer journey. We worked with the client to define every critical conversion point—including optin, qualified_application, and purchase—and created a detailed tracking plan that established a clear blueprint for implementation and ensured every valuable signal would be captured.
- **A Unified Server-Side Architecture:** The game-changer was moving away from fragmented, browser-based tracking. We centralized all tracking through Google Tag Manager (GTM) and implemented a complete server-side infrastructure. This created a single, reliable source of truth, bypassing the client-side data gaps caused by iOS privacy changes and modern browser restrictions.
- **A Redundant System for Data Integrity:** To ensure no conversion was ever missed again, we built a system with multiple fallbacks. We implemented a webhook system that allowed the client's CRM to report high-value events like final enrollments directly to the ad platforms. If client-side tracking failed, the server-side would catch it; if both missed, the webhook integration provided a final, definitive safety net for their most valuable conversion data.

Conversion Tracking Tip

Always start with a clear blueprint detailing every step of your user's journey.

Map every step to events for each Ad Network you advertise on.



RESULTS

The impact was dramatic and generated genuine business growth without altering their ads, offers, or targeting. By providing complete and accurate data, their ad platforms could finally optimize effectively.



*Our tracking now is absolutely on point.
We went from 2-3x ROAS to 4-5x ROAS
after fixing the pixel issue.*

- CEO

- **Business Performance Doubled:** Within 90 days, the client's actual business ROAS increased from 2-3x to a consistent 4-5x. This represented a genuine doubling of business performance, not just an improvement in data visibility.
- **\$200,000+ Additional Monthly Revenue:** Based on their \$100K monthly ad spend, the improved efficiency generated an additional \$200,000-\$300,000 in actual monthly revenue from their premium coaching programs.
- **90%+ Tracking Accuracy:** We successfully closed the data blind spot, increasing the tracking accuracy of high-ticket enrollments from approximately 60% to over 90%.

Crucially, this growth was achieved without changing the client's coaching offer, ad creative, or targeting strategy. The improvement came purely from giving the ad platforms accurate data, allowing them to finally identify which campaigns were truly driving high-ticket sales.

The business impact was so significant that the client voluntarily added a 20% bonus to our final invoice, noting that the real business growth delivered exceeded all their expectations.

HIGHLIGHTS

100% ROAS INCREASE

ROAS doubled from 2-3x to 4-5x within 90 days.

+\$200K/MO REVENUE

The improved ad efficiency generated an additional \$200k-\$300k in monthly revenue.

90% TRACKING ACCURACY

The 40% data blind spot was closed, with tracking accuracy climbing from ~60% to over 90%.



HOW WE ACCOMPLISHED IT

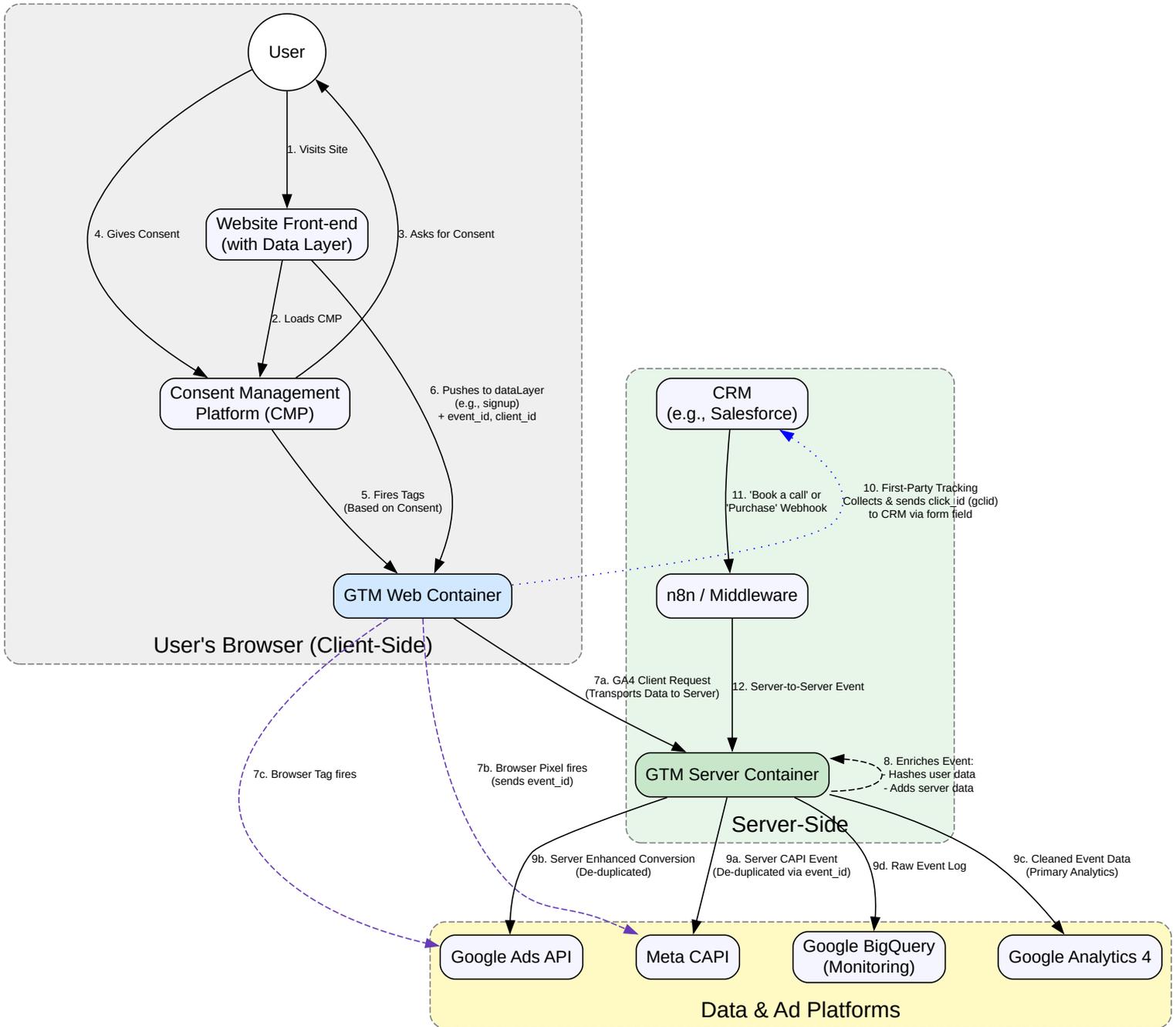
To bring the new tracking architecture to life, our execution followed a disciplined, four-week implementation plan from audit to optimization.

We maintained a daily monitoring sheet throughout the process to track accuracy and measure performance improvements in real time.

The key actions included:

- **Comprehensive Systems Audit:** We began with a deep-dive analysis of their ad platforms, analytics, and existing tracking systems to identify every point of data loss.
- **GTM Migration & Centralization:** We removed all hardcoded pixel implementations and centralized tracking management into Google Tag Manager (GTM) for their premium coaching funnel.
- **Server-Side Infrastructure Deployment:** We established a complete server-side tracking architecture using GTM Server-Side Tagging, which included setting up dedicated subdomains and server-side endpoints for all critical conversion events.
- **Attribution & Deduplication Logic:** We built a click ID capture system to maintain accurate attribution and implemented deduplication logic using unique event-IDs to prevent overcounting and ensure data accuracy.
- **CRM & Webhook Integration:** For mission-critical backend events like booked calls and final sales, we implemented a webhook system that allowed their CRM to report conversions directly to the ad platforms, creating the ultimate data safety net.
- **Testing & Validation:** In the final week, we conducted rigorous testing and validation of all high-ticket enrollment tracking paths to ensure the system was functioning flawlessly before full launch.





Enhanced Server-Side Tracking Architecture (with Hybrid Model)



CONCLUSION

For this high-ticket coaching business, their greatest barrier to growth wasn't their strategy, their offer, or their team; it was invisible.

A 40% blind spot in their conversion data was actively teaching their ad platforms the wrong lessons, putting a hard ceiling on their success.

The solution was to treat their tracking not as a simple reporting task, but as a core component of their business intelligence infrastructure.

By implementing a redundant, server-side system, we ensured that their ad platforms received a complete and accurate picture of what was truly driving sales.

The one most important thing this case illustrates is that **perfect data doesn't just create better reports; it creates better algorithms.**

In today's advertising ecosystem, giving platforms complete data is the most direct path to unlocking genuine business growth and allowing machine learning to do what it does best: *find you more of your most valuable customers.*

Anything less is like trying to train a world-class athlete with only 60% of the feedback they need to improve—progress will be slow, inconsistent, and ultimately fall short of its true potential.



FINAL WORDS

“ We thought our tracking was fine because we were profitable. We had no idea fixing it would nearly double our actual sales.

- Marketing Director ”

**SCHEDULE A
FREE CONSULTATION**

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