

The Ad Tracking Scale

7 LEVELS OF AD TRACKING

COMMERCIAL INTELLIGENCE

Turn customer outcomes into smarter acquisition.

LEVEL
07



Profit-Aligned pLTV
Predicted customer value
+ currency

Dreamland.

Use a validated early model to predict net customer contribution.

∞ Meta Optimise to pLTV / value
G Google Optimise to lifetime value

LEVEL
06



Value-Based Funded Acquisition
Credited FTD + meaningful value

Focus on quality, not just volume.

Send a governed value signal so the platforms can distinguish higher-value funded clients.

∞ Meta Optimise to value
G Google Optimise to conversion value (revenue, profit or LTV)

LEVEL
05



Down-Funnel Outcome Feedback
KYC approved → FTD credited → quality

Close the loop.

Feed real customer outcomes back to the platforms so they learn who actually becomes a valuable client.

∞ Meta Use Conversions API / offline events
G Google Use offline conversion imports (e.g. Enhanced Conversions)

SIGNAL INTEGRITY

Make sure the platforms see the right signals, the right way.

LEVEL
04



Reliable Event Delivery & Reconciliation
Matched, deduplicated, no data loss

A resilient foundation.

Ensure events are matched, deduplicated and correctly processed.

∞ Meta Pixel + Conversions API
G Google Tag + server-side tagging

LEVEL
03



Truthful Conversion Events
One real outcome = one clear definition

Tell the truth.

Make sure key events only fire when the actual business milestone happens.

∞ Meta Use standard events or governed custom events
G Google Use correctly configured conversion actions

LEVEL
02



Click Identity Survives the Handoff
fbclid / gclid → portal → CRM

Keep the connection.

The original paid click should remain recognisable from website to portal and into your customer records.

∞ Meta Preserve fbclid, fbc, fbp or use Advanced Matching
G Google Preserve gclid, wbraid/gbraid or use Enhanced Conversions

LEVEL
01



Basic Event Plumbing
Correct tags + valid consent + one PageView

Get the basics right.

Ensure Meta and Google tags load correctly on the relevant marketing site and account, with valid consent and a baseline event.

∞ Meta Pixel installed and firing with consent
G Google Tag installed and firing with consent