

CLIENT IDENTITY REDACTED

MEASUREMENT SYSTEMS CASE STUDY

GA4 & GTM Measurement Audit

Tracking architecture, conversion framework and implementation oversight for a multi-market consumer services business.

GA4

GOOGLE TAG MANAGER

CROSS-DOMAIN

DEVELOPER QA

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Growth strategy + measurement operations

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A functional analytics baseline – but not a decision-ready system

The primary site captured page activity, while high-value customer journeys and custom intent signals remained fragmented or unverified.

3

Measurement environments mapped across the customer journey

6

Confirmed audit findings tied to governance, coverage and event quality

370+

Deduplicated URLs organized for page-template QA

1

Active legacy Key Event observed during the audit window

VERIFIED CURRENT-STATE FINDINGS

- GA4 deployed directly through a CMS plugin; no centralized GTM layer.
- Tag diagnostics indicated incomplete coverage across monitored pages.
- Debug testing surfaced standard events, but limited business-event coverage.
- Several configured Key Events had no recent activity.
- An undefined custom event lacked usable business meaning.
- A calculator journey operated in a separate measurement environment.

BUSINESS IMPACT

JOURNEY VISIBILITY

High-intent actions could not be consistently traced end to end.

REPORTING CONFIDENCE

Inactive and ambiguous events weakened conversion reporting.

CHANGE GOVERNANCE

Tracking updates depended heavily on code or plugin-level changes.

The audit connected platform diagnostics to the customer journey

Combined implementation inspection, behavioral validation and a consolidated URL inventory - then translated gaps into requirements.

1

ARCHITECTURE

Inspected deployment method, property structure, consent tooling and cross-domain dependencies.

- Tag deployment
- Property mapping
- Consent behavior

2

BEHAVIOR

Validated observable events and Key Events using GA4 diagnostics and live-session debugging.

- Debug testing
- Event inventory
- Key Event status

3

COVERAGE

Consolidated discovery sources into a prioritized, deduplicated page-template QA universe.

- Site crawl
- GA4 landings
- Search data

OUTPUT

A prioritized measurement roadmap anchored to evidence - not a generic platform checklist.

Business actions became developer-ready event requirements

Each event was defined by business meaning, trigger logic, exclusions, parameters, consent behavior, destination and acceptance criteria.

EVENT	BUSINESS SIGNAL	TRIGGER	PARAMETERS	QA STANDARD
start_estimate	User enters estimate flow	Destination-based link click	location, market	Once per qualifying click
book_call	User enters scheduling flow	Verified scheduler destination	location, market	Exclude page load / completion
phone_call	User taps a business number	Click URL begins with tel:	market, location	No user-entered PII
schedule_appt	Appointment is completed	Confirmed success state	type, if reliable	Preserve session continuity
subscribe	Newsletter signup succeeds	Success callback / dataLayer	method, form area	Never fire on submit click

IMPLEMENTATION SAFEGUARDS

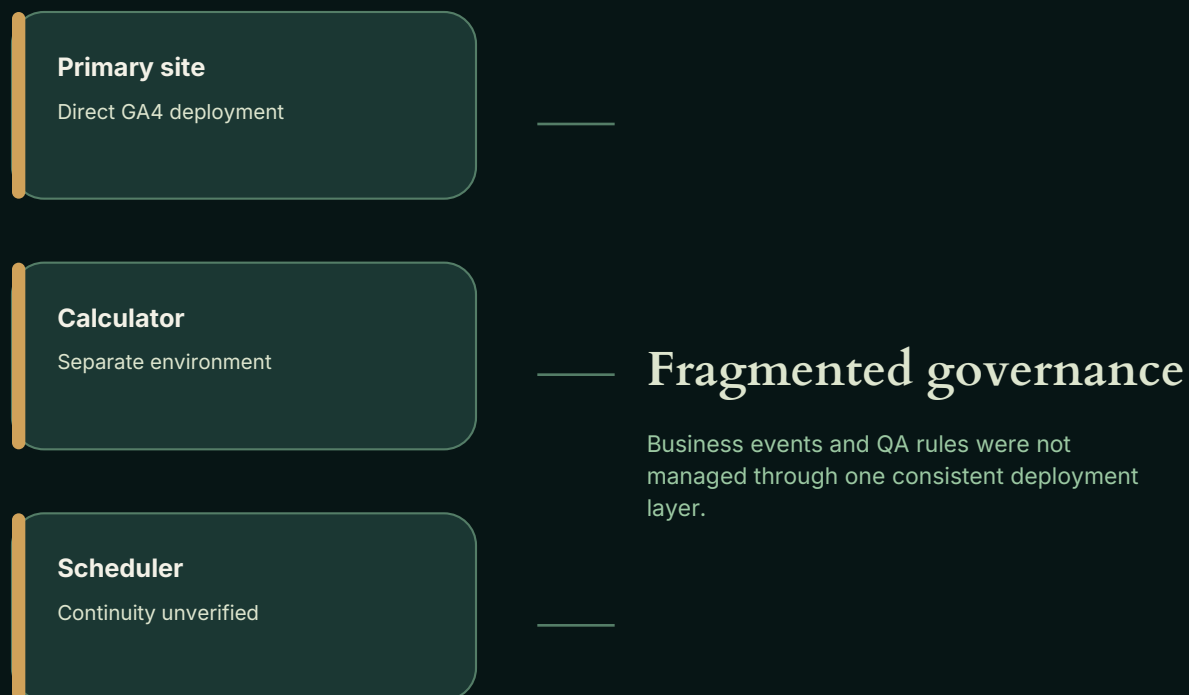
- Consent Mode
- No duplicate pageviews
- No PII
- Cross-domain QA
- Version control
- Rollback plan

7 named event requirements | 5 standardized parameters | 14 developer standards

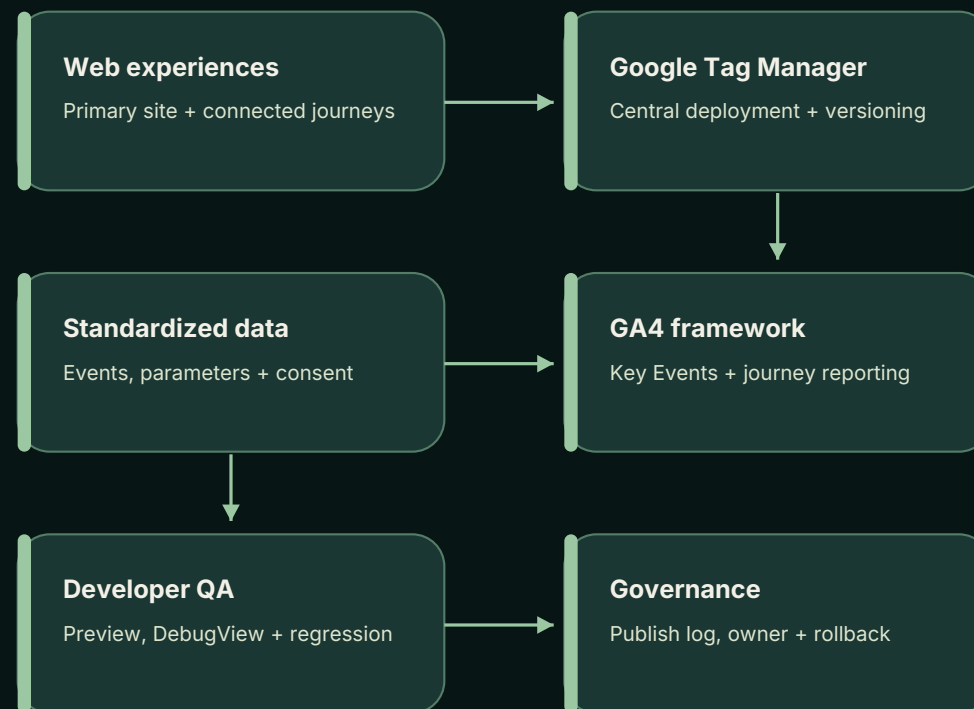
From fragmented tracking to governed measurement

The recommended state centralized deployment in GTM, standardized event definitions and established repeatable validation across the site and connected journeys.

BEFORE



RECOMMENDED STATE



JULY 27 MILESTONE: GTM LIVE + LEGACY DEPLOYMENT DEPRECATED

The engagement delivered an implementation system – not just an issue list

The work gave the client a documented path from diagnosis to deployment, with clear ownership and acceptance criteria for technical execution.

VERIFIED DELIVERABLES

- Current-state GA4 and tracking architecture audit
- Consolidated URL inventory and template-based QA plan
- Standardized event and parameter dictionary
- Developer implementation guide with trigger exclusions
- Consent, destination and cross-domain requirements
- Post-deployment validation and governance checklist

ARCHITECTURE MILESTONE

GTM deployed

The legacy direct GA4 deployment was deprecated, creating a centralized foundation for governed event rollout.

RESPONSIBLE OUTCOME FRAMING

Full custom-event deployment, end-to-end journey validation and downstream performance impact remained subject to implementation and QA.



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Measurement architecture built for clearer decisions, cleaner implementation and scalable governance.