

Future-Proof Marketing: Mastering Server-Side Tracking & Ad Performance




James Ensor

Head of Sales @ Addingwell



Gee Kullar

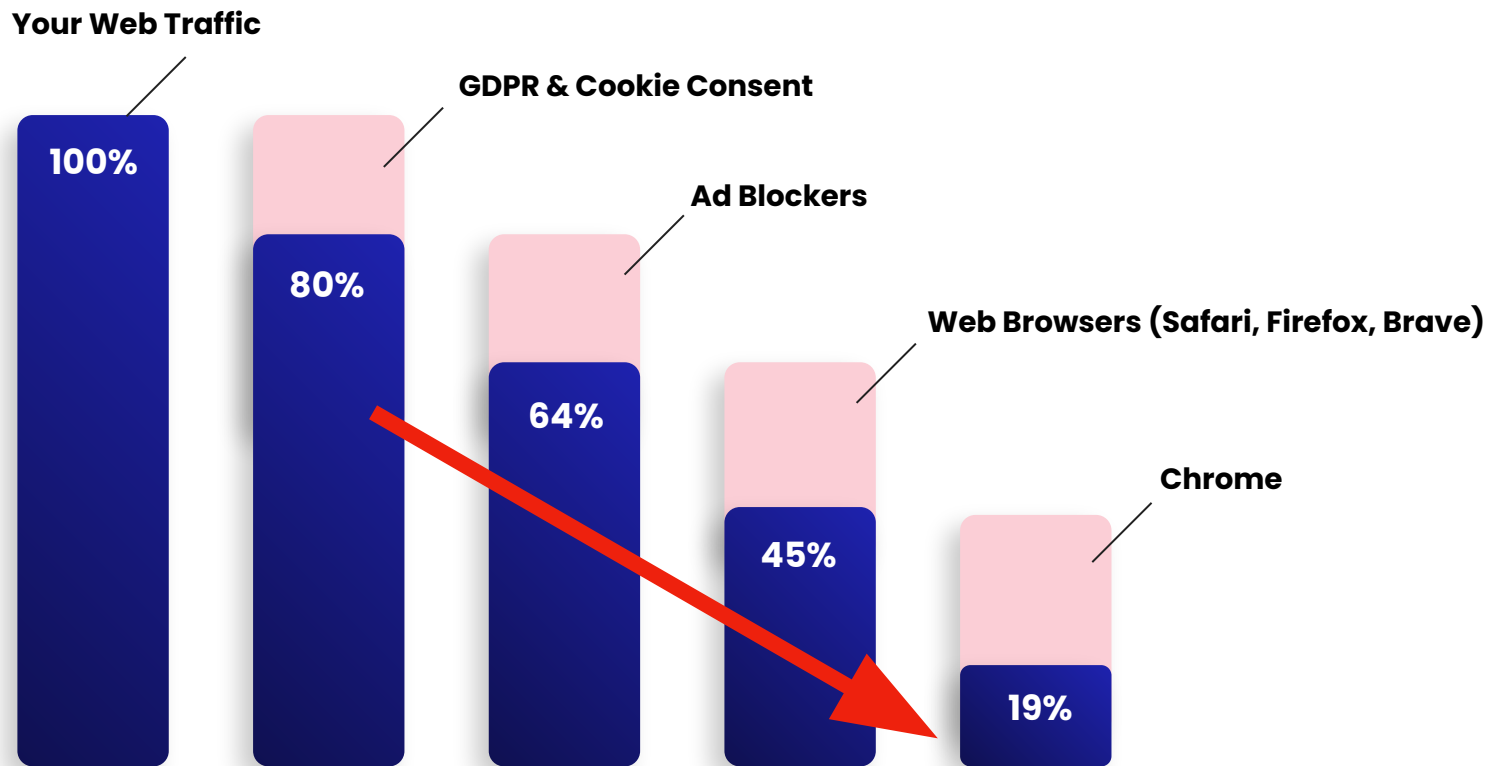
Co-Founder DataLeadr

A large, stylized blue plus sign graphic is positioned on the left side of the slide. It is composed of two thick, slightly offset rectangular bars that intersect to form a plus shape. The graphic is set against a dark blue background with a lighter blue circular gradient behind it.

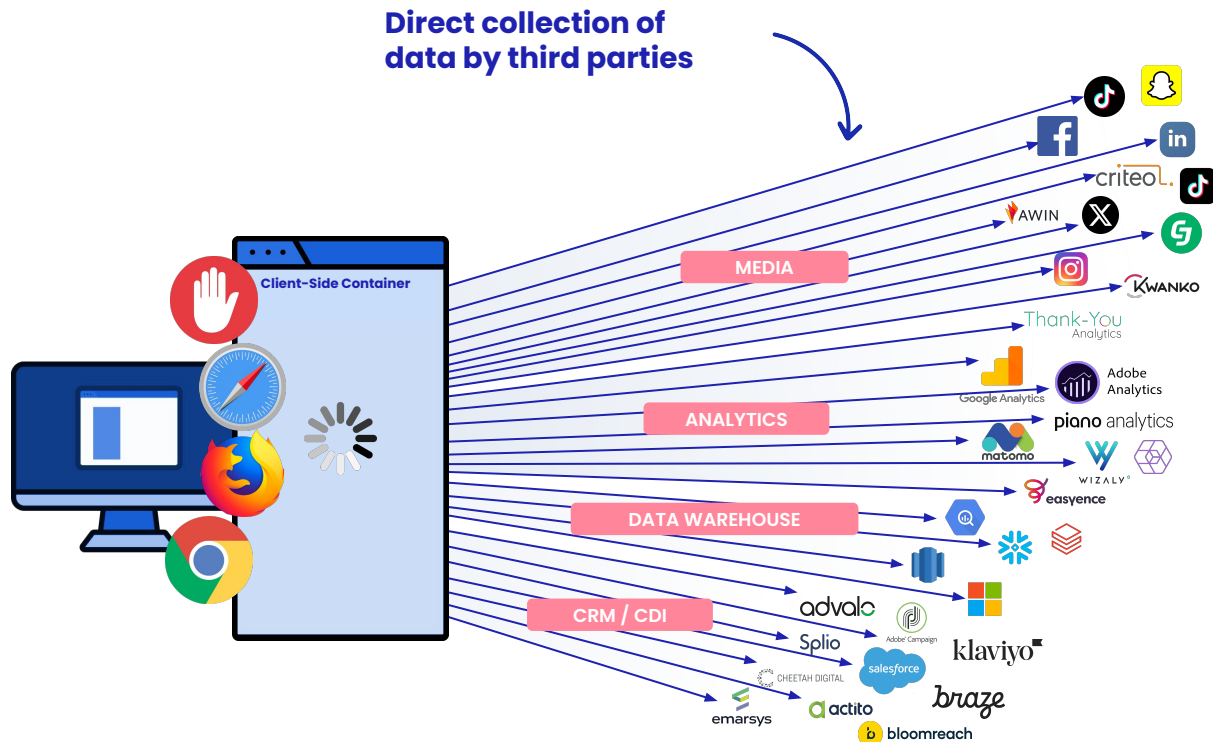
Recover the
website visitor data
you didn't think you
could with **server
side tracking**

addingwell.com

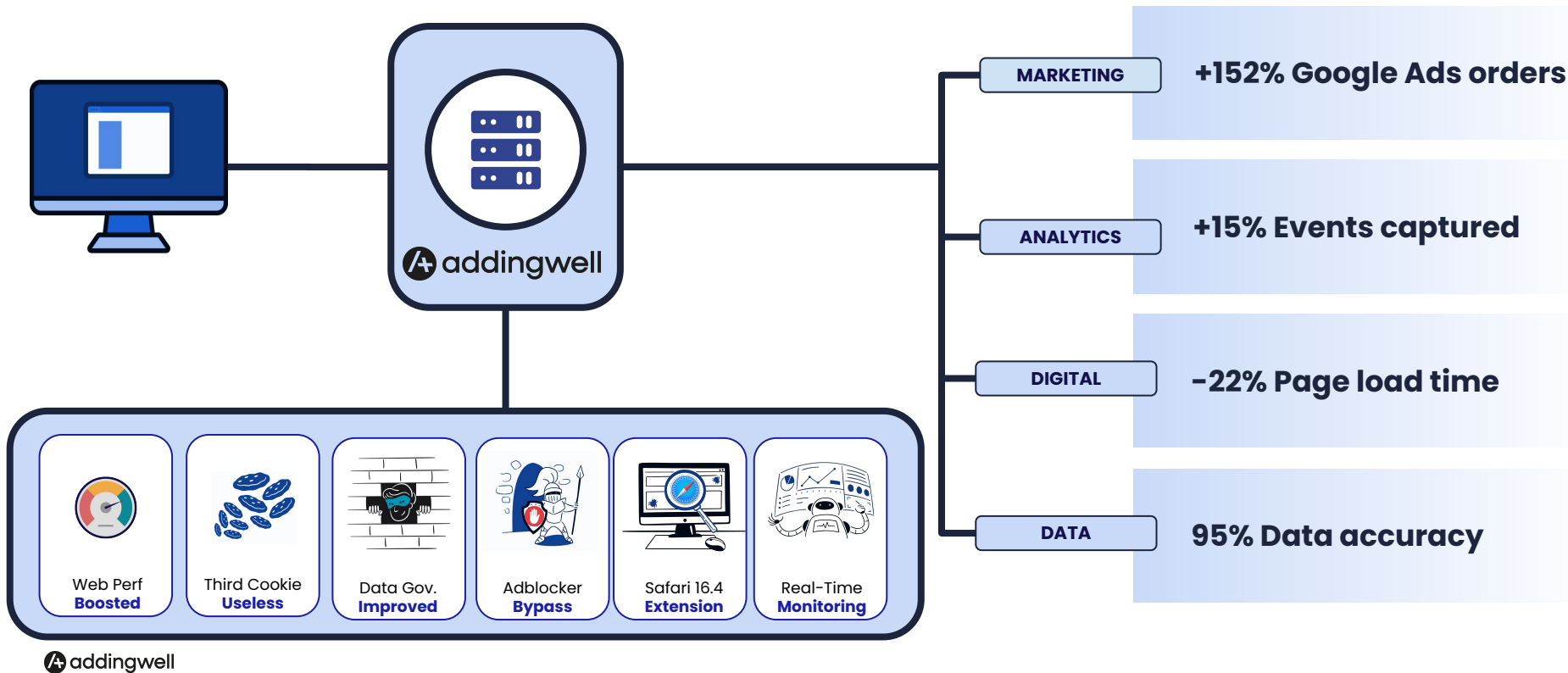
**Today you are only able to track 20% of the
traffic on your website**



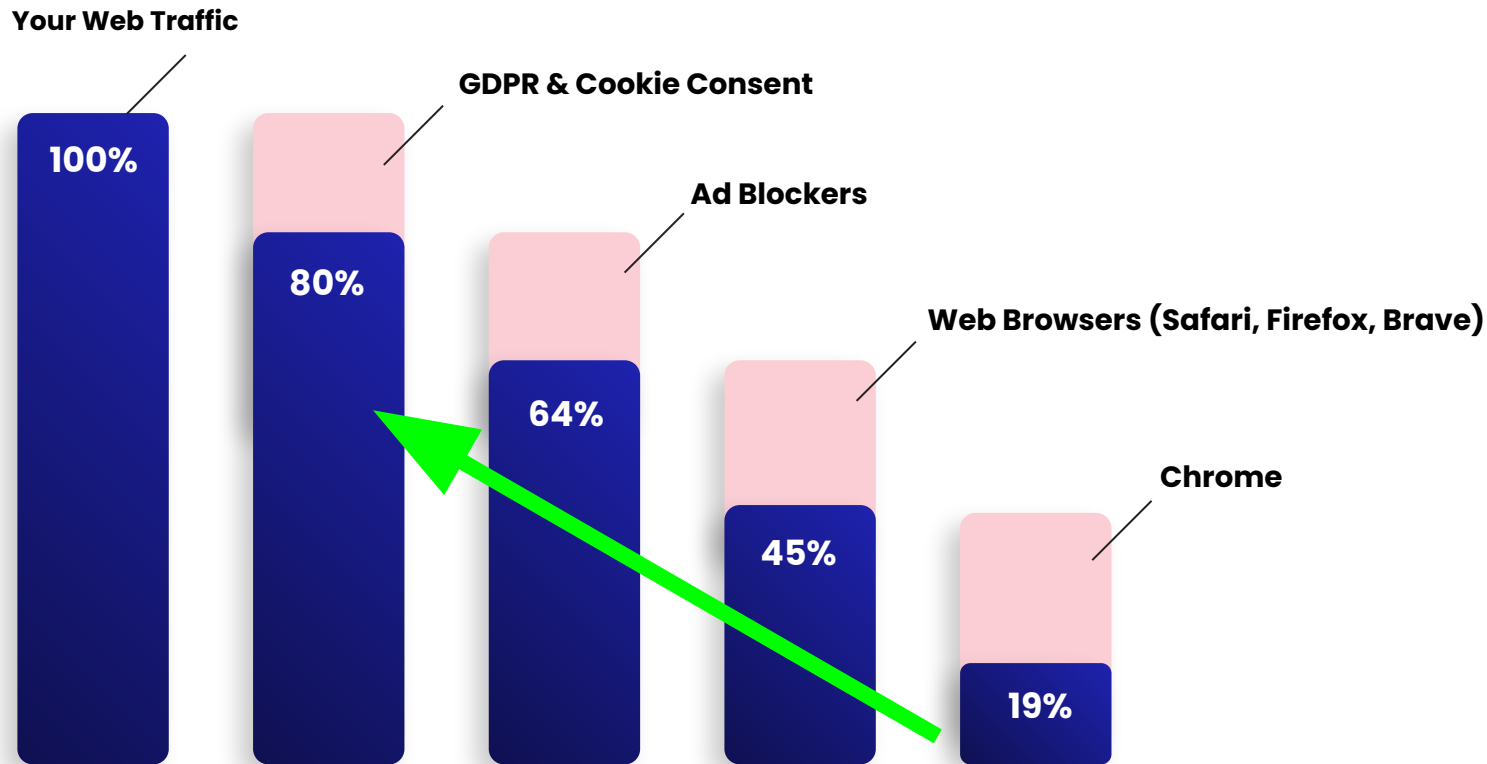
Website data collection is messy



Server side simplifies that in a few clicks



And recovers the lost data...



Delivering an instant impact



-22%

**Decrease in
hotel page
load time**

myBlend

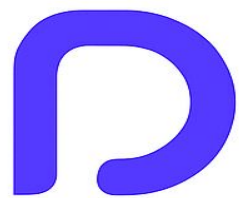
+152%

**Increase in
Google Ads
orders**



+5.7%

**Profit on
Advertising
Spend (POAS)**



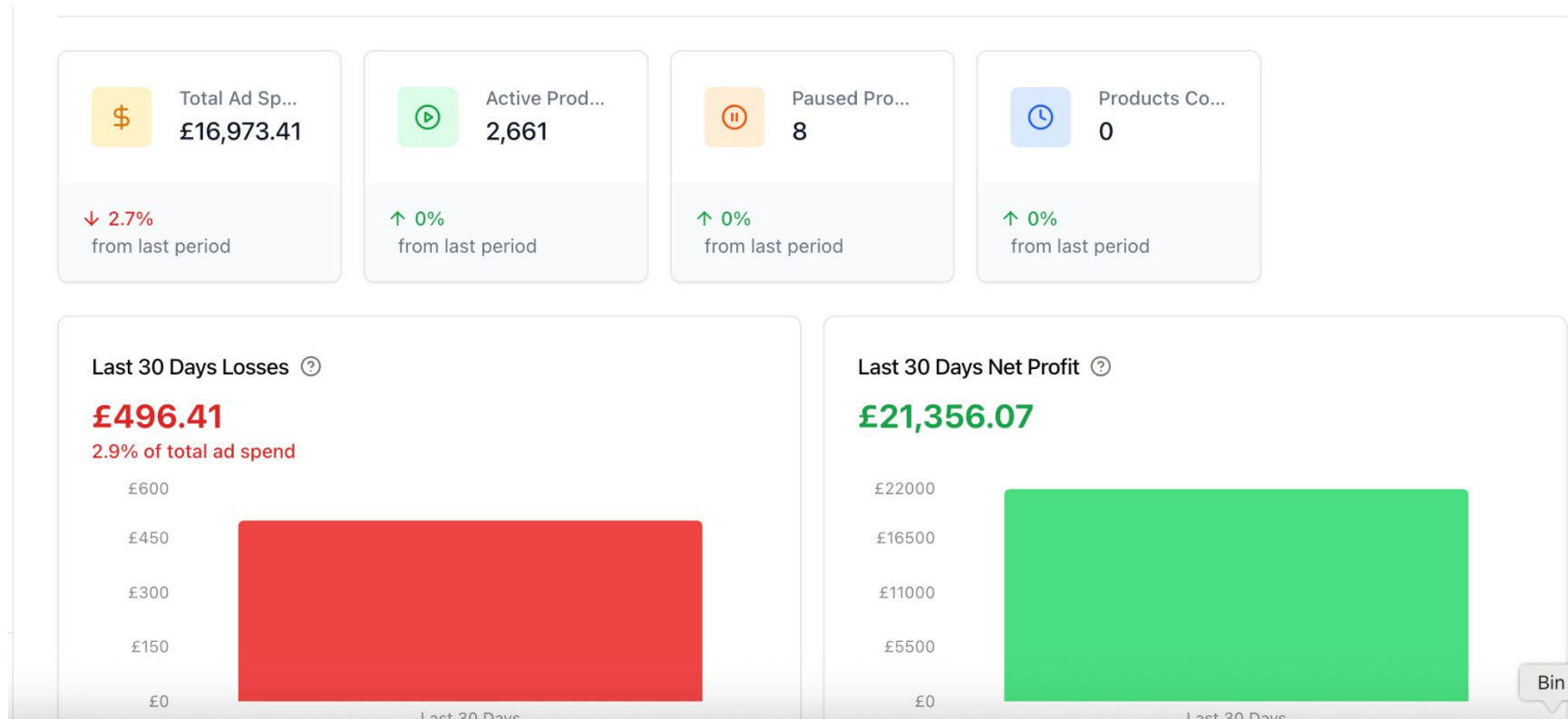
DataLeadr

Where profitability starts

Typical wastage from marketing spend

Monthly Ad Spend	Poorly Optimised (40%)	Average (30%)	Well Optimised (20%)
£10,000	£4,000	£3,000	£2,000
£50,000	£20,000	£15,000	£10,000

Monitor profit on advertising spend in real-time



Have a safety net in for maintaining profitability

How Stop Loss Works

Product A

+\$200

Profit



Enabled

Product B

-\$150

Loss



Paused

Focus on growing the bottom line



FAT COW
SKINCARE

Net Profit Increase

+200%



Net Profit Increase

+98%

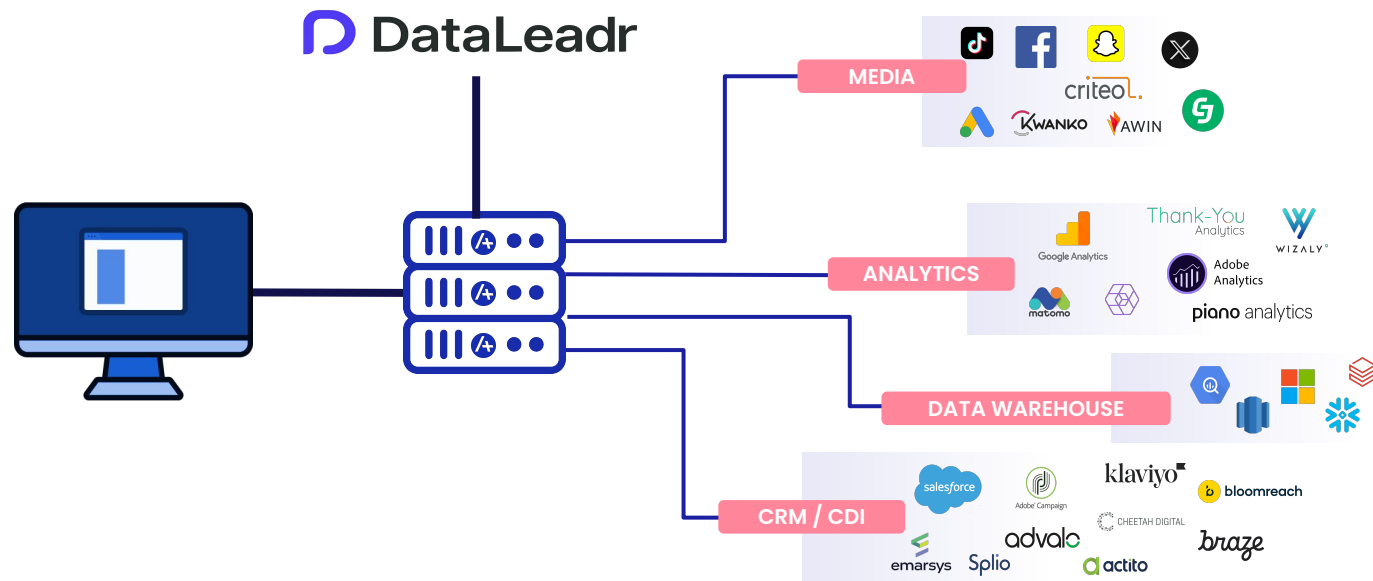


WILSONS
PET FOOD

Net Profit Increase

+130%

Combining Server Side & Ad Performance





Questions?



ecommercecamp.co.uk/chat



James Ensor

Head of Sales

ensor.james@addingwell.com



Gee Kullar

Co-Founder

Gee@DataLeadr.com





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