DataLeadr

Agenda

- Why client-side tracking breaks in 2025 and how to fix it

- Product feed optimisation that actually moves the needle

- Profit-based bidding that uses margin and COGS

- Testing, waste prevention, and smart automation

- Case study: accurate tracking with automated optimisation

- Q and A

Client signals leak. Server-side restores accuracy.

- Safari blocks third-party cookies by default. Firefox blocks third-party tracking by default

- Server-side GTM lets you collect and control events on your own subdomain, which improves resilience and match quality

- Enhanced Conversions and first-party hashing help recover attribution for bidding

- Meta Conversions API sends events from your server to Meta to reduce loss and mis-attribution

How much spend is lost on non-profitable products?

- Vendor research has reported that up to 40 percent of Shopping ad spend can generate zero revenue. Treat this as directional, not universal. *InternetRetailing & Upp*

- The drivers are usually weak product selection, missing or poor feed data, pricing and stock issues, and measurement gaps.

- The right approach is to measure spend on products that are net negative profit over the last 30 to 90 days, then act.

Last 30 Days Losses ⑦

£8,852.08

17.6% of total ad spend

£10000

£7500

£5000

£2500

£0

Last 30 Days

Last 30 Days Losses ⓘ

£311.22

0.0% of total ad spend

Product feed optimisation that actually moves the needle

- Google ranks and matches from your feed, so quality and coverage matter. Provide accurate, comprehensive data and as many relevant attributes as possible

- Titles are a major lever. Use up to 150 characters, put key details first, and include relevant keywords and attributes such as brand, model, colour and size

- Include GTIN where applicable to improve product matching in Shopping

- Keep your product data aligned with the specification and structured data on your site.

- Typical manual optimisation across a mid-size catalogue takes weeks. With DataLeadr, discovery, enrichment and fixes are automated so you shorten this to minutes* and keep it continuous.

*depending on the size of the feed

Profit bidding beats ROAS

- ROAS rewards revenue. Profit bidding rewards net profit

- Net profit equals revenue minus COGS, shipping, payment fees, VAT where applicable, and refunds

- Server-side tracking lets you pass cleaner profit values into Google Ads and Meta

- If exact profit is not available, use revenue multiplied by margin as a temporary proxy

- In Google Ads, use Maximise conversion value with a target ROAS where the value you send equals profit

- Set the target to your desired POAS expressed as a percentage. For example, a POAS of 150 percent means £1.50 profit for each £1 spent

- In Meta, optimise for value and send the event value as profit so delivery leans into higher profit audiences and placements

Stop Loss: cut the bleeding early

- Define a loser clearly. For example, POAS below target or net profit below 0 over a rolling window

- Add safety checks. Minimum click depth or spend before action, new product grace period, seasonality flags

- Act fast. Pause when Spend meets a threshold and Profit is negative, or when POAS stays below target for a set number of days

- Avoid flip-flopping. Use a cooldown and a scheduled retest so the product is not switched on and off repeatedly

- Log everything. Reason paused, date, next review date, retry count, and who approved the change

- Reallocate spend. Shift budget to higher profit products while the loser is investigated

Product A and B testing that finds issues early

- Use experiments to change one lever at a time, for example title, image, price band or audience mix

- Define success as profit first, then POAS, then secondary metrics such as CVR and CPC

- Run tests for a fixed window or until you reach a clear sample size, for example 14 days or 300 clicks, whichever comes later

- Keep control and variant comparable, equal budgets, equal geo, equal schedule, and the same exclusions

- Promote winners, roll back losers, and log what changed so you can learn over time

- DataLeadr flags products that fall out of net profit over a 90 day window, pushes them into a retest queue, and suggests the most likely fixes

Control

Active

Product ID: GILLUXP1MD

Variant ID: GILLUXP1MD__DL_AB_TEST

Double Mattress Giltedge Beds Pocket Spring Med/Firm

Giltedge Beds Double Mattress - 1000 Pocket Springs, Medium/Firm Support

Double Mattress Giltedge Beds Pocket Spring Med/Firm - The Luxury Pocket 1000 mattress offers the perfect combination of natural comfort and exceptional support. Featuring 1000 pocket springs, it delivers zoned...

Experience luxurious comfort and support with the Giltedge Beds Double Mattress. This premium mattress features 1000 individually pocketed springs, providing exceptional motion isolation and customized support fo...

Price: GBP 349.00

Label: DL_AB_TEST

Created: 26/06/2025   Updated: 26/06/2025

View Results

Case Study

Item	Details
Client	Small / Mid Size Retailer
Timeframe	Last 30 days, same budgets
Objective	Increase net profit by stopping spend on loss making products
Intervention	Enabled Stop Loss in DataLeadr
Rules used	Loser = POAS below target or net profit below 0 on a rolling window; minimum spend safeguard; cooldown and retest scheduled; budget reallocated to proven winners
Why it worked	Clear rules stopped loss makers early, protected budget, and moved spend into higher margin products

Outcome

Metric	Result
Net profit	**Up £9,750** on the same ad spend
POAS	Improved from **112%** to **156%**
Non-profitable spend	**Down 53%**
SKUs paused and reviewed	**17**

Thank you :)