

**In The Next 30  
minutes  
you will be able to...**

- **STOP LOSING SIGNALS WITH A SIMPLE SERVER-SIDE PATH**

**REFACTOR YOUR FEED TO IMPROVE MATCH RATE AND CPC  
QUALITY**

**BID ON PROFIT USING POAS AND STOP-LOSS RULES**



**WHO CURRENTLY HAS  
SERVER SIDE TRACKING LIVE  
TODAY?**

**HANDS UP FOR YOUR PRIMARY PAID KPI.**

**A FOR REVENUE**

**B FOR ROAS**

**C FOR POAS**

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 ?

**£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



🔍 Search campaigns...

🔍 Search campaigns...

Q Search campaigns...

Q Search campaigns...

Q Search campaigns...

Q Search campaigns...

# Feed Performance Rules

Automatically set custom labels based on product performance metrics to optimize your Google Shopping feed

+ Create Rule

2 active 0 inactive 2 total rules

## High Performance Products High Enabled

Action: Set custom label\_0 to "High\_Intent"

Conditions:

- POAS Greater than (>) 3
- Conversions Greater than (>) 10

## Stragglers High Enabled

Action: Set custom label\_1 to "Stragglers"

Conditions:

- POAS Less than or equal to ( $\leq$ ) 1
- Clicks Greater than (>) 50

# **Product feed optimisation that actually moves the needle**

**Title 150 chars: brand, model, variant, size, colour**

**Valid GTIN and identifiers**

**Price parity and stable availability**

**Primary image shows right variant**

**Complete product\_type taxonomy**

**Structured data aligned with feed**

**Title and image tested against top queries**

**SPEND IS £10,000.**  
**REVENUE IS £100,000**  
**ROAS = 10X**

**ARE WE PROFITABLE?**

**Choices:**

- A) Yes**
- B) No**
- C) Not enough info**

- **ROAS is turnover, not money kept**
- **It ignores VAT, COGS, shipping, payment fees, refunds.**
- **Profit depends on contribution margin. Without it, ROAS is guesswork.**

**“ROAS celebrates revenue. POAS funds payroll.”**

# 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

ORIGINAL

Control

Product ID: GILLUXP1MD

Double Mattress Giltedge Beds Pocket Spring Med/Firm

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...

Price: GBP 349.00

OPTIMIZED

Active

Variant ID: GILLUXP1MD\_\_DL\_AB\_TEST

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

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...

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	<b>Up £9,750</b> on the same ad spend
POAS	Improved from <b>112%</b> to <b>156%</b>
Non-profitable spend	<b>Down 53%</b>
SKUs paused and reviewed	<b>17</b>

**Thank you :)**