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

DataLeadr

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. Serverside 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 ②

£8,852.08

17.6% of total ad spend

£10000 £7500 £5000 £2500 £0 Last 30 Days

Last 30 Days Losses ②

£311.22

0.0% of total ad spend



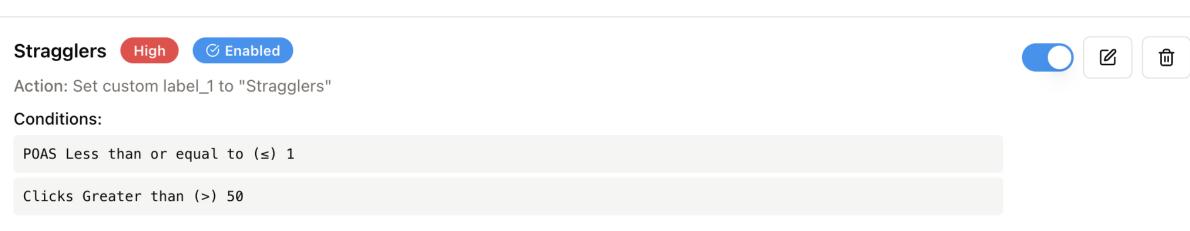
Search campaigns								Conv. Va	(Cost/Conv.	CPA (by	Conv.	Conv. Rate	ROAS	ROAS (by	Clicks to	RPC	ACOS	AOV								
J									alue	(by da	ite)		time)	Rate	(by time)		time)	Conversions	5								
C	hannel		1	Bidding Strateg	у	Imp	ressions	Clicks	CTR	Avg CPC	Cost	Conversions	Conv. (by date)	7.43	£119,855	.20	£129.26	£113.89	0.01%	0.01%	3.03x	3.59x	Upgrade to see	£3.47	0%	£408.94	£75,3
														9.28	£43,361	.45	£144.54	£125.76	0.01%	0.01%	3.04x	3.52x	Upgrade to see	£5.08	50.57%	£443.23	£27,2
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	PERFORI	MANCE_M	AX	MAXIMIZE_CON	NVERSION_VALU	E	91,014	1,244	0.01%	£1.20	£1,494.98	10.22	10.22	9.90	£21,478	.42	£13.38	£12.71	0.04%	0.04%	36.52x	37.69x	Upgrade to see	£18.91	25.66%	£479.11	£13,5
	PERFORI	MANCE_M	AX I	MAXIMIZE_CON	NVERSION_VALU	E	14,463	313	0.02%	£2.60	£815.18	2	3.65	2.15	£192	2.15	£22.86	£22.86	0.04%	0.04%	8.40x	8.40x	Upgrade to see	£7.39	0%	£192.15	£1
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or	15				Profit	PUAS			POAS	Cost	Conversions	Revenue	RC	1	1.26x	Upgrade to see	Upgrato	ade see	Jpgrade to see	Upgrade to see		grade o see	Upgrade to see	Upgrade to see	Upgrade to see	Upgrad to se	
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Feed Performance Rules

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

+ Create Rule





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

Control

OPTIMIZED

Active

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

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

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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:)