CM

Analytics by Chamok
analyticsbychamok.online

SAMPLE

TRACKING SETUP · HANDOVER REPORT

Conversion Tracking *Setup Report*

GA4 & Google Ads tracking with Google Tag Manager — web container + server-side container.

PREPARED FOR

glitterkw.com

WEB GTM	SERVER GTM	GOOGLE ADS	DATE
GTM-••••••••	GTM-••••••••	AW-••••••••••••	1 November 2026

CM

PREPARED BY
Chamok Mahonto
Web Analytics Specialist

WhatsApp
+880 1341-462895

analyticsbychamok@gmail.com

SAMPLE

01 Executive *summary*

What was set up and the result of testing

Full e-commerce conversion tracking has been set up for **glitterkw.com** with Google Tag Manager. The web container collects events in the browser and forwards them to a server-side container, which sends them to Google Analytics 4 and Google Ads. Server-side tracking makes the data more reliable, because fewer conversions are lost to ad blockers and browser privacy restrictions.

Every tag was tested in GTM Preview mode on both containers. A test purchase was completed and received in GA4 DebugView, and the matching conversion goals are active in Google Ads.

9	5	5	3
WEB GTM TAGS	SERVER GTM TAGS	EVENTS TRACKED	ADS GOALS ACTIVE

How the data flows

STEP 1	STEP 2	STEP 3	STEP 4
Website	Web GTM	Server GTM	Destinations
glitterkw.com	GTM-••••••••	GTM-••••••••	GA4 + Google Ads

Events tracked

EVENT	WHAT IT MEASURES	GA4	GOOGLE ADS
page_view	Every page load (GA4 config tag)	✓	—
add_to_cart	A product is added to the cart	✓	✓
begin_checkout	The customer starts checkout	✓	✓
add_payment_info	Payment details are entered	✓	—
purchase	An order is completed	✓	✓

SAMPLE

02 Web *container*

GTM-••••••• · client-side tags

Nine tags are configured in the web container. All of them fired in Preview mode during a test purchase (6 of 8 pages tagged during the session; Tags Not Fired: none).

TAG	TYPE	TRIGGER	TEST
GA4 Config Tag	Google Analytics	`Initialization - All Pages`	✓ Fired
GA4 - Add To Cart	GA4 Event	`add_to_cart`	✓ Fired
GA4 - Begin_checkout	GA4 Event	`begin_checkout`	✓ Fired
GA4 - Add Payment Info	GA4 Event	`add_payment_info`	✓ Fired
GA4 - Purchase	GA4 Event	`purchase`	✓ Fired
Google Ads - Google Tag	Google Ads	`All Pages`	✓ Fired
Google Ads - Add To Cart Event	Google Ads Conversion	`add_to_cart`	✓ Fired
Google Ads - Begin Checkout Event	Google Ads Conversion	`begin_checkout`	✓ Fired
Google Ads - Purchase Event	Google Ads Conversion	`purchase`	✓ Fired

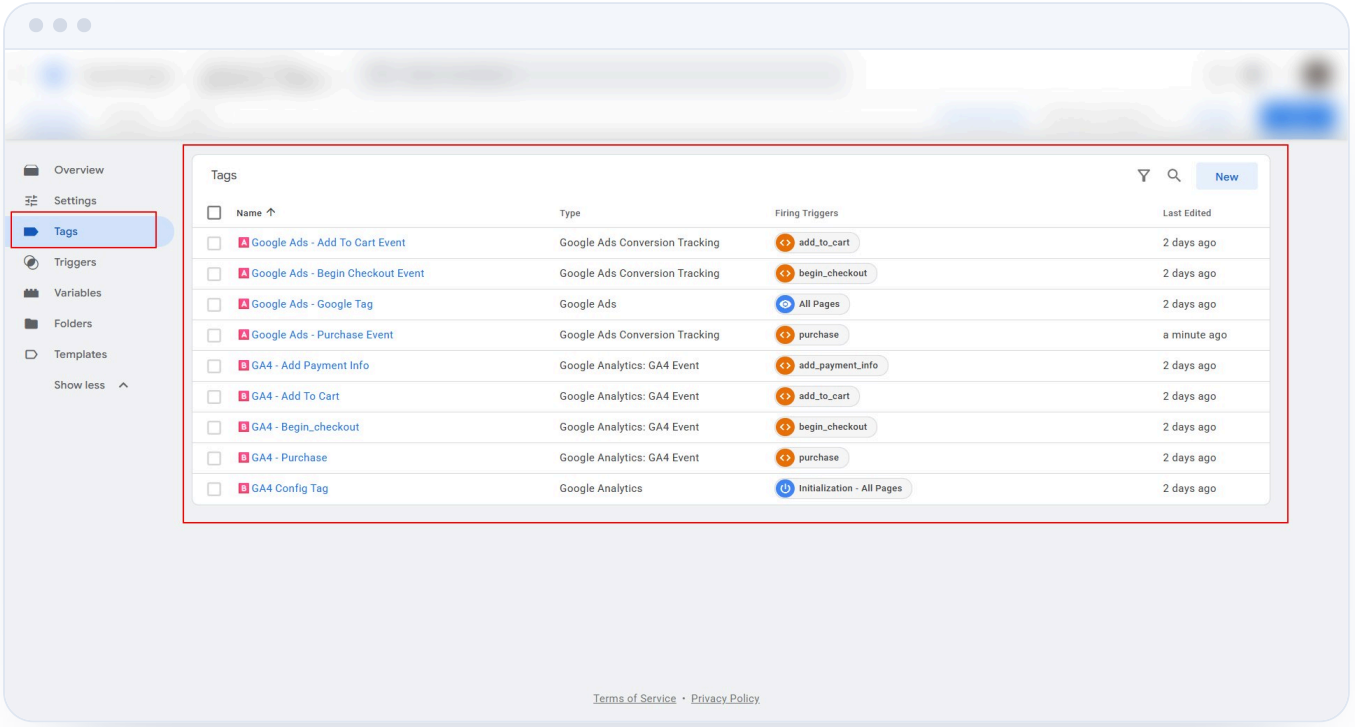


FIGURE 1 Web container tags in Google Tag Manager

SAMPLE

Preview mode test

The web container in GTM Preview mode during the test purchase. Every tag fired on the purchase event.

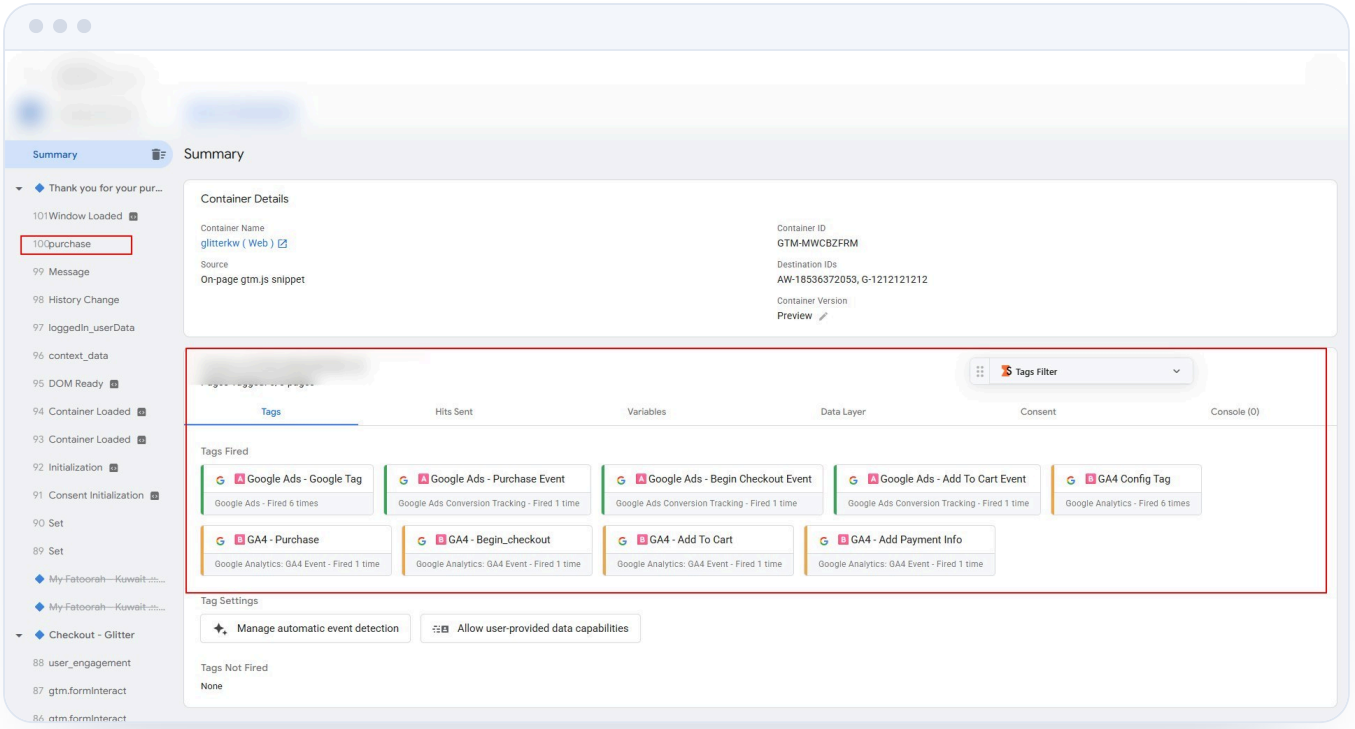


FIGURE 2 Web container Preview: all 9 tags fired on the purchase event

SAMPLE

03 Server-side *container*

GTM-••••••• · server-side tags

The server container receives events from the website through the GA4 client and sends them to GA4 and Google Ads from the server.

TAG	TYPE	TRIGGER	TEST
Google Analytics GA4	Google Analytics: GA4	`Client (all GA4 events)`	✓ Fired
Google Ads - Add To Cart	Google Ads Conversion	`add_to_cart`	✓ Fired
Google Ads - Begin Checkout	Google Ads Conversion	`begin_checkout`	✓ Fired
Google Ads - Purchase	Google Ads Conversion	`purchase`	✓ Fired
Google Ads User-provided Data Event	Google Ads User-provided Data	`purchase`	Configured

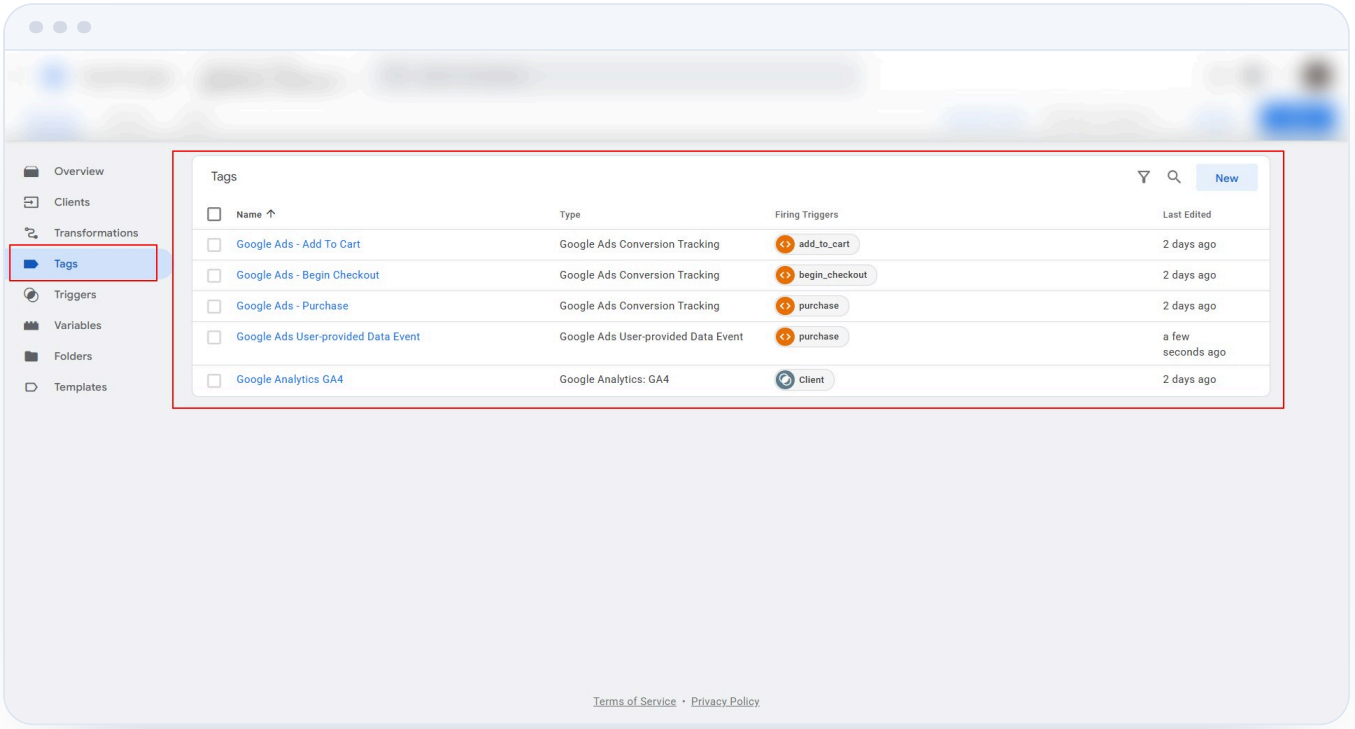


FIGURE 3 Server container tags in Google Tag Manager

SAMPLE

Preview mode tests

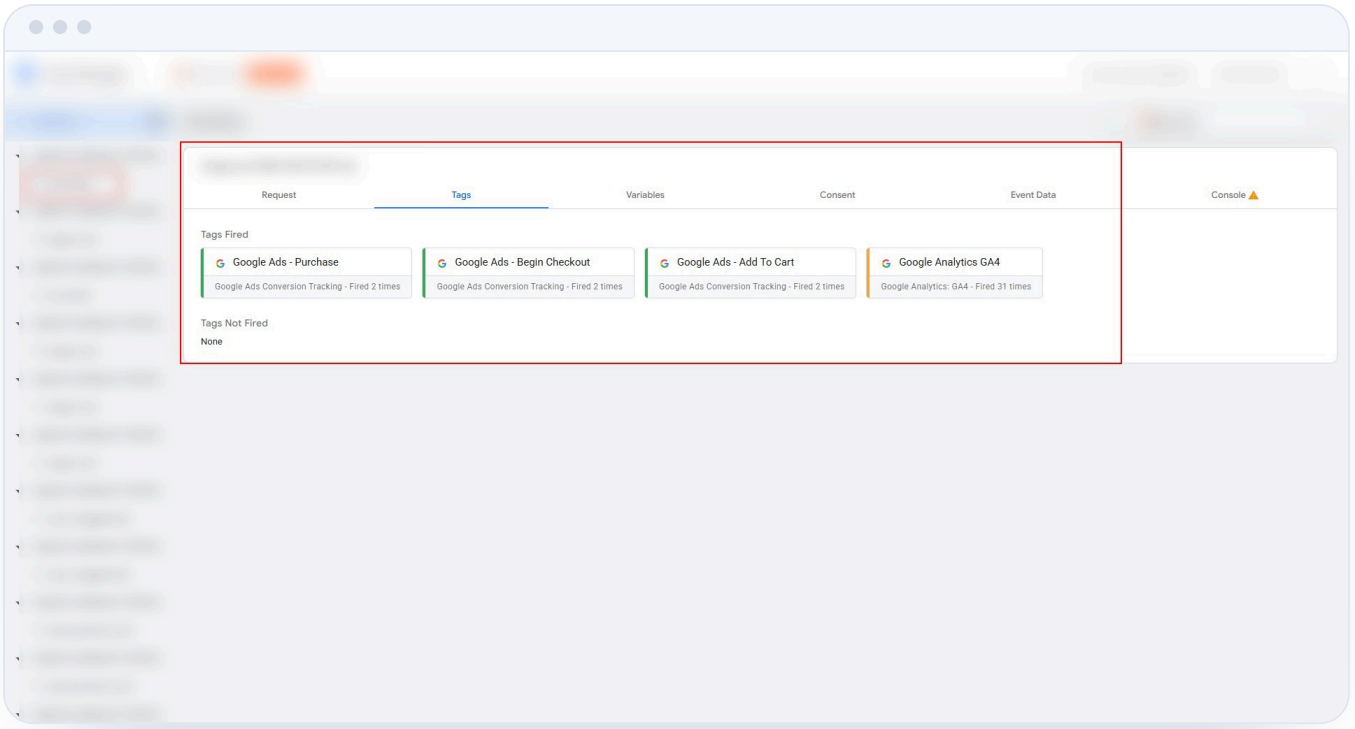


FIGURE 4 Server Preview: GA4 and Google Ads tags fired on the purchase event

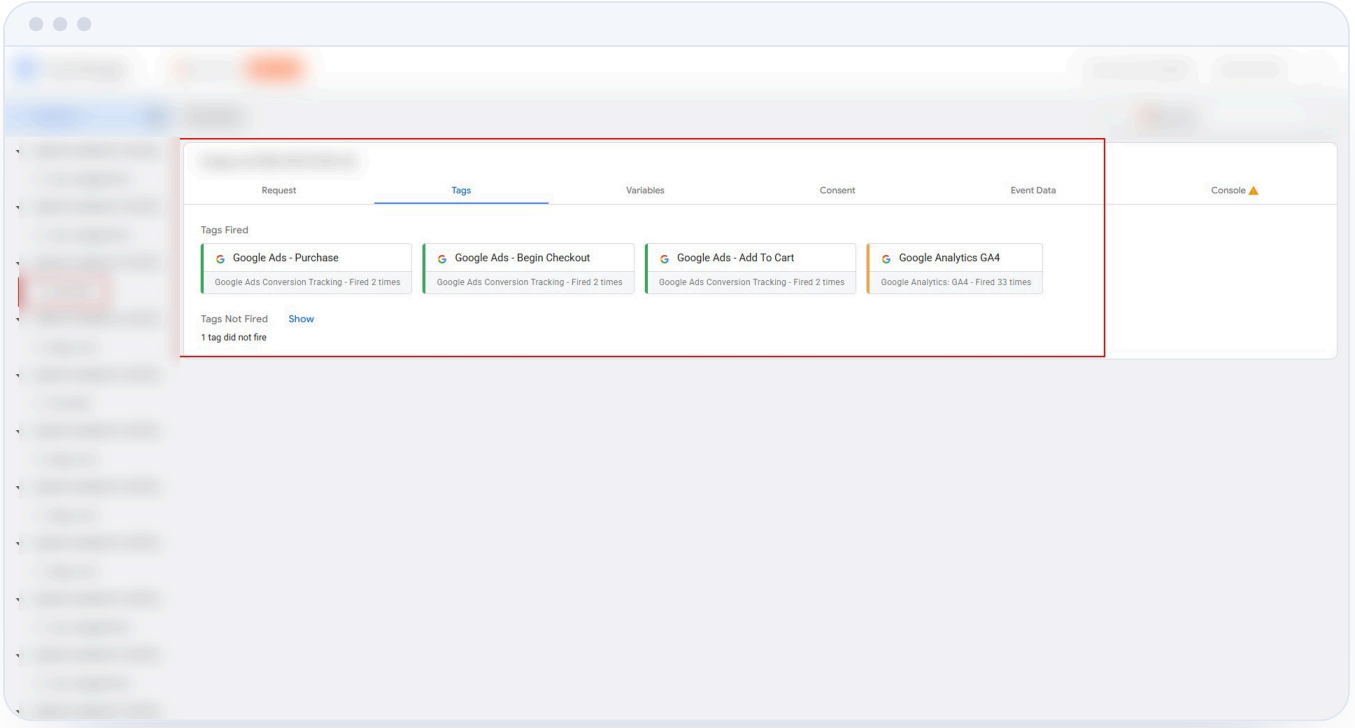


FIGURE 5 Server Preview: second test run

SAMPLE

04 *Verification*

Data confirmed in GA4 and Google Ads

Google Analytics 4 – DebugView

During the test session, **page_view** and **purchase** events arrived in the GA4 property in real time. This confirms that data reaches GA4 through the server container.

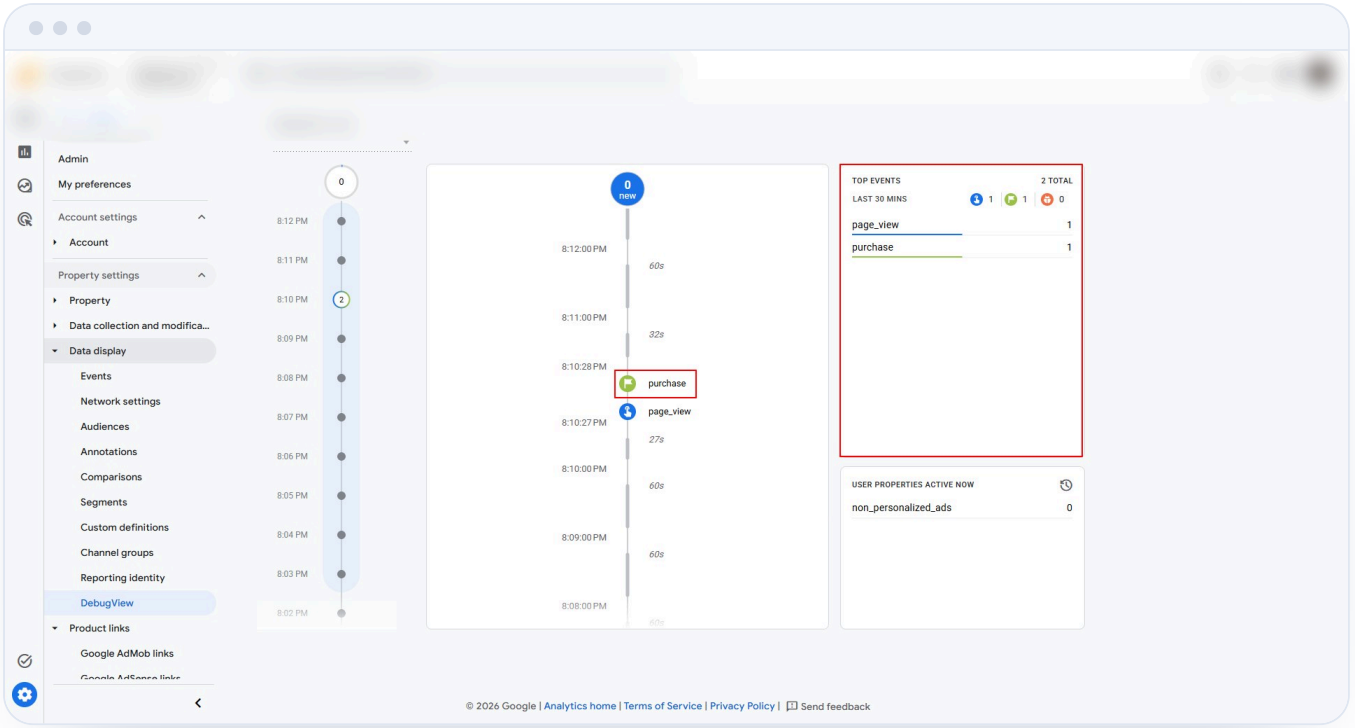


FIGURE 6 GA4 DebugView showing the test purchase event

SAMPLE

Google Ads – Conversion goals

The three e-commerce conversion goals are active and used by the campaign.

CONVERSION GOAL	CAMPAIGNS	PRIMARY ACTIONS	STATUS
Purchase	1 of 1	1	✓ Active
Add to cart	1 of 1	1	✓ Active
Begin checkout	1 of 1	1	✓ Active

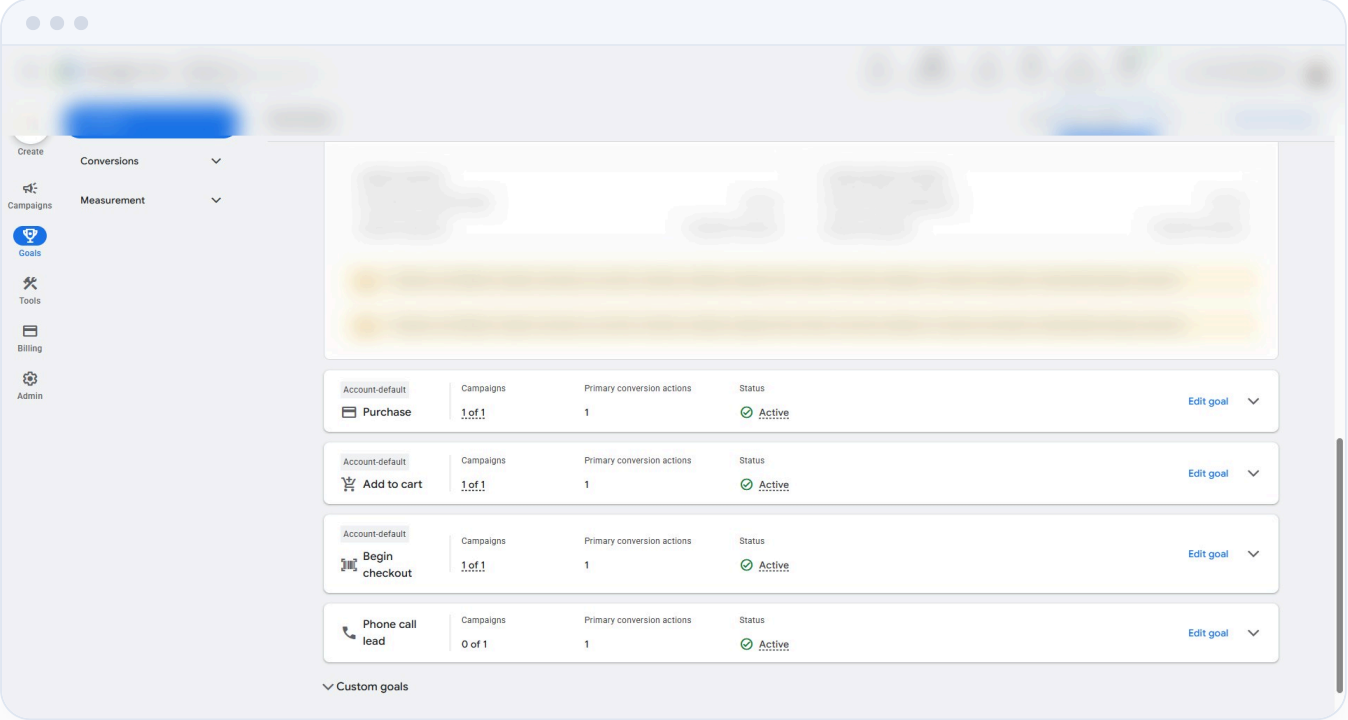


FIGURE 7 Google Ads conversion goals are active

SAMPLE

05 Notes & *next steps*

What to expect after setup

01 Conversion status
Google Ads conversion statuses can take 24–48 hours to update after the first real conversions arrive.

02 GA4 reports
Standard GA4 reports update within 24–48 hours. Real-time data is available right away in the Realtime report.

03 7-day check
We recommend comparing GA4, Google Ads and store orders again after 7 days of live traffic.

04 Changes to the website
If the checkout or theme changes, the tracking should be re-tested to make sure events still fire.

7 days free support
If anything in this setup has a problem in the 7 days after setup, it is fixed free.

After that $129/month
Tracking Care: monthly health check, fixes and alerts. Or one-off fixes at $40/hour.

QUESTIONS ABOUT THIS REPORT?
Chamok Mahonto
Web Analytics Specialist · replies within 1–2 hours

WhatsApp **+880 1341-462895**
analyticsbychamok@gmail.com
analyticsbychamok.online

Thank you for the opportunity to work on this project.