

What we found in your accounts

Client	██████████ — UK heating & plumbing services
Accounts reviewed	Google Ads, Meta Ads, GA4, Google Tag Manager
Monthly ad spend	£6,400 (Google £3,840 · Meta £2,560)
Previously managed by	External agency, 14 months
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Your reports say £34 per lead. The real figure is £91.

188 conversions were recorded last month. Around 70 were genuine enquiries. The rest were the same action counted twice, page views recorded as conversions, and returning visitors counted again. Every bidding decision Google and Meta made last month was based on the wrong 188.

Findings, ranked by what they cost you

#	What we found	Monthly impact	Severity
1	The same conversion is counted twice. One enquiry form fires an event that is imported into Google Ads from both GA4 and the Ads tag. Bidding is optimising toward inflated numbers.	Distorts all spend	Critical
2	Meta is optimising for landing page views, not leads. The campaign objective was never changed after launch, so the algorithm is finding people who click, not people who enquire.	£2,560	Critical
3	Phone calls are not tracked at all. Three numbers appear on the site. None are measured. Staff estimate most enquiries arrive by phone, so the majority of your results are invisible to you and to the ad platforms.	Not measurable	Critical
4	Brand search is taking 31% of Google spend. £1,190 a month goes on people already searching for you by name. Some of that is worth defending; roughly half is not.	£1,190	High
5	Broad match with no negative keyword list. Spend recorded against searches including "diy boiler repair", "plumbing courses" and "how to bleed a radiator".	£860	High
6	No link between enquiries and jobs won. Nothing connects an ad click to the work that was actually booked, so nobody can tell which campaigns produce customers rather than phone calls.	Opportunity	High

RECOVERABLE SPEND IDENTIFIED

£1,455 per month · £17,460 a year

Half the brand search spend plus the irrelevant broad match traffic. This is money currently leaving the account for no return — it does not include the larger gain from Meta optimising toward the right action.

Is your measurement telling the truth?

Every item below was tested directly in the account, not assumed from a settings screen.
Where something failed, we have said what breaks because of it.

Google

Check	Result	What it means
GA4 property receiving data	PASS	Data is arriving and the property is configured correctly.
Conversion events deduplicated	FAIL	One enquiry is imported twice. Reported conversions are roughly 2.7× the real figure.
Google Ads conversion actions	PARTIAL	Four actions are set as primary. Two of them are page views, not enquiries.
Enhanced conversions	NOT SET UP	Conversions that happen after a delay or across devices are being missed.
Consent Mode v2	NOT SET UP	EU traffic is unmodelled and you are outside current requirements.

Meta

Check	Result	What it means
Pixel firing on all key pages	PASS	Base pixel is present site-wide.
Conversions API connected	FAIL	Browser-side only. A significant share of events never reaches Meta at all.
Event deduplication configured	N/A	Not applicable until the Conversions API is connected.
Campaign optimisation event	FAIL	Set to landing page views. The algorithm is being told to find clickers, not customers.

Across the whole setup

Check	Result	What it means
Server-side tagging	NOT PRESENT	All measurement depends on the browser, where ad blockers and privacy settings remove it.
Call tracking	NOT PRESENT	Three numbers on the site, none measured. Your largest enquiry channel is invisible.
Enquiries passed to your CRM	FAIL	Leads arrive by email only. Nothing records what happened to them afterwards.
Offline conversion import	NOT PRESENT	Neither platform knows which leads became paying jobs, so neither can optimise toward them.
Live reporting dashboard	NOT PRESENT	You see performance when a report is sent to you, not when you want to look.

In short: Google and Meta are learning from roughly 188 conversion signals a month, of which around 118 are not real enquiries — and the single biggest source of genuine enquiries, the telephone, is not counted at all. Until this is corrected, every optimisation decision either platform makes is working from the wrong picture, and so is every report you have been shown.

What to do about it, in order

Measurement first, campaigns second, scale last. Doing this in a different order means optimising against numbers that are still wrong.

DAYS 1–30 — make the numbers true

#	Action	What changes
1	Remove the duplicate conversion import and reset primary conversion actions to enquiries only	One honest conversion count
2	Connect the Meta Conversions API with event deduplication	Events stop being lost in the browser
3	Add call tracking to all three numbers, with call length thresholds	Your biggest enquiry source becomes visible
4	Set up enhanced conversions and Consent Mode v2	Delayed and EU conversions recovered
5	Build a live Looker Studio dashboard on the corrected data	You can check performance any day, without asking

DAYS 31–60 — rebuild on clean data

#	Action	What changes
6	Separate brand and non-brand into distinct campaigns with their own budgets	Around £595/month released
7	Build the negative keyword list and tighten match types	Around £860/month stops leaving
8	Rebuild the Meta campaign to optimise for enquiries	£2,560 aimed at the right action
9	Rework the enquiry form and confirmation page	Fewer drop-offs, cleaner tracking

DAYS 61–90 — optimise toward customers

#	Action	What changes
10	Import completed jobs back into Google and Meta as offline conversions	Bidding aims at booked work, not form fills
11	Move to target CPA bidding using the corrected conversion data	Automation finally has something true to learn from
12	First conversion rate test on the main service page	More enquiries from the same traffic

WHERE THIS SHOULD LEAVE YOU AT DAY 90

Reported cost per lead and real cost per lead are the same number.

Around £1,455 a month of recoverable spend redirected, every enquiry traceable from click to booked job, and a dashboard you can open yourself rather than waiting for a report.

This plan is yours to keep. Hand it to your current agency, give it to someone in-house, or work through it with us. It was written to be useful either way.