

7 Signs Your Shopify Tracking Needs a Second Look

A practical diagnostic for stores running Meta Ads - without jumping to conclusions.

01

GA4 revenue is consistently far from Shopify

Some variation is normal because the platforms use different attribution, timing, consent and refund logic. A large or persistent gap deserves investigation. Check for multiple implementations and confirm that every purchase carries one unique transaction ID.

02

Meta-reported revenue is far above actual store revenue

A large gap can come from attribution settings, duplicate Purchase events or poor browser/server deduplication. In Events Manager, verify that one completed order produces one valid Purchase event for the dataset used to optimize campaigns.

03

Key funnel events are missing or inconsistent

Test ViewContent, AddToCart, InitiateCheckout and Purchase. Missing or irregular events can leave Meta with an incomplete picture of the customer journey and reduce the quality of campaign measurement and optimization.

04

More than one Meta Pixel ID is loading

Multiple Pixel IDs can be intentional, so this is a review flag - not proof of an error. Confirm who owns each Pixel, which dataset is used for ads, and whether the same events are being sent more than once.

05

Purchase fires before payment is confirmed

Custom pixels, apps or legacy checkout scripts can trigger Purchase too early. Start a test checkout without completing payment and confirm that no Purchase event appears until the order is successfully completed.

06

Events Manager shows no recent activity

If the store has real traffic or orders but Meta shows no recent events, review the Pixel connection, consent settings, Shopify data-sharing configuration, connected dataset and any recent theme, app or checkout changes.

07

Browser and server events are not working together

Conversions API can improve event coverage, but it must be configured carefully. When the same event is sent from the browser and server, matching event names and event IDs are needed so Meta can deduplicate them correctly.

Found one of these signs?

Treat it as a reason to investigate - not as a diagnosis.
Book a free 30-minute tracking audit at victororantes.com