Which ads bring *customers*?

Google and Meta count enquiries. You live from customers who sign. Why the two numbers never match, and how to check in five minutes which ad brings the business.

IN THIS GUIDE

1. One enquiry, counted four times
2. Six reasons
3. Google Ads
4. Meta
5. Google Analytics 4
6. Two five-minute tests
7. Which campaigns bring customers
8. Customers who come back
9. Send Google customers
10. How we measure
11. Setup and your CRM
12. AI assistant
13. Prices

WRITTEN BY

Tilen Ledic. For fifteen years I have run a business that lives from ads. I know the month when Google shows a hundred conversions and sales says it was a bad one.

For heat pump, air conditioning and solar installers, windows and doors, clinics, schools and B2B. A 15-minute read.

01 · ONE ENQUIRY, COUNTED FOUR TIMES

Google shows 120 conversions. Sales says: 14 new customers.

Nobody is lying. The platforms count actions on the site, sales counts people who paid. Mark is looking for a heat pump:

D1 — GOOGLE AD
Fills in the form for a site visit.

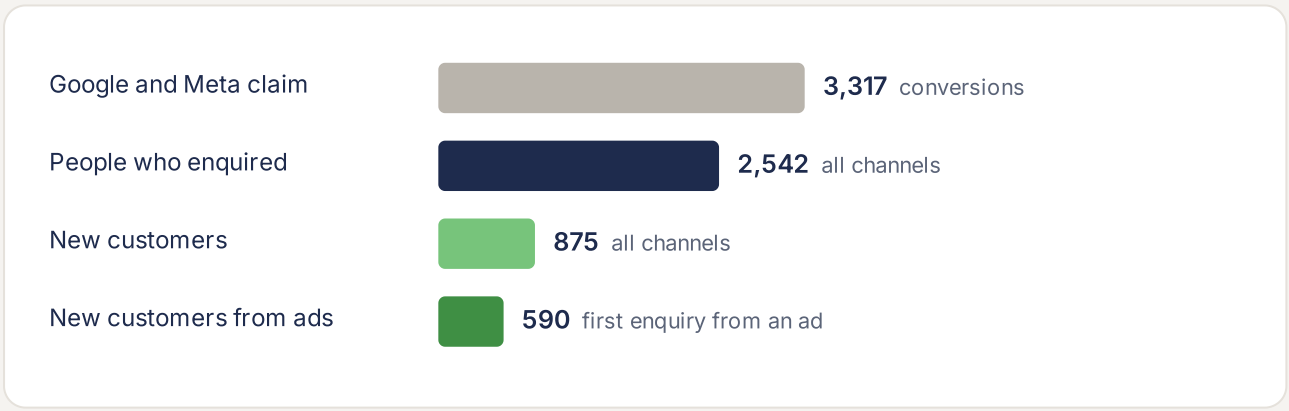
D2 — WEBSITE
Taps your number, because nobody has called him yet.

D8 — INSTAGRAM, GOOGLE
Sees an Instagram ad, calls from a Google ad.

D35 — VISIT, QUOTE
Signs for €11,400.

3	1	2	1
Google Ads	Meta (view only)	Google Analytics	customer in your CRM

DEMO CLINIC, ONE YEAR



That is why your numbers never match. The platforms claim more conversions than there were people who got in touch at all. And none of them hears about the contract: it happened on the phone and at the visit.

The demo clinic is a made-up business with Google and Meta ads and twelve months of enquiries and customers. The pattern is the one we see with installers, schools and clinics.

This is why your numbers never match.

Six rules. Once you know them, no report surprises you again.

1 Every action counts

A form, a phone tap, a call. One person, three conversions.

2 The window

Google 30 days, Meta 7 days after a click. A longer window means more conversions, not more customers.

3 A view, no click

Someone who only saw the ad and already knew you is, to them, an enquiry from the ad.

4 Modelled

Declined cookies and iPhones: part of your conversions is an estimate, not a measured form.

5 An enquiry is not a customer

Spam, the wrong service, a price hunter. To the platform each is one conversion.

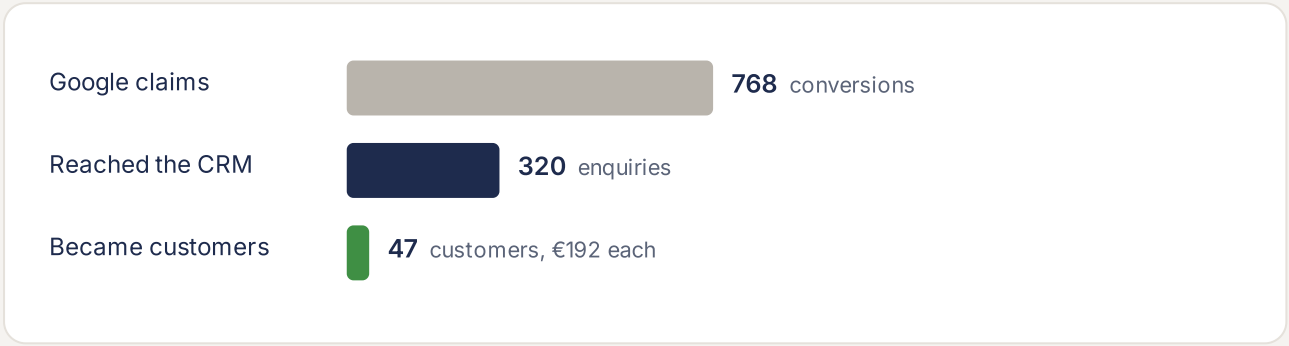
6 The deal comes later

On the phone, at the visit, weeks later. The platform never hears, unless you tell it.

One rule for every page that follows. The platform says how many actions an ad touched. The CRM says how many people became customers. The mistake is dividing spend by the first number and reading it as the second.

Google counts every action you have marked as a conversion.

PERFORMANCE MAX AT THE DEMO CLINIC, ONE YEAR



PMax is good at finding the cheapest actions: short calls, forms from the display network, spam too. Google counts them honestly.

- **Primary actions.** If the form, the phone tap and the call are all primary, one person counts three times.
- **Counting "Every".** Two forms after the same click are two conversions. For enquiries the right setting is "One".
- **A call is not a tap.** A call from an ad counts after 60 seconds. A tap on the number only means someone tapped.
- **Estimates.** With Consent Mode Google estimates conversions of people who declined cookies and does not mark them apart.

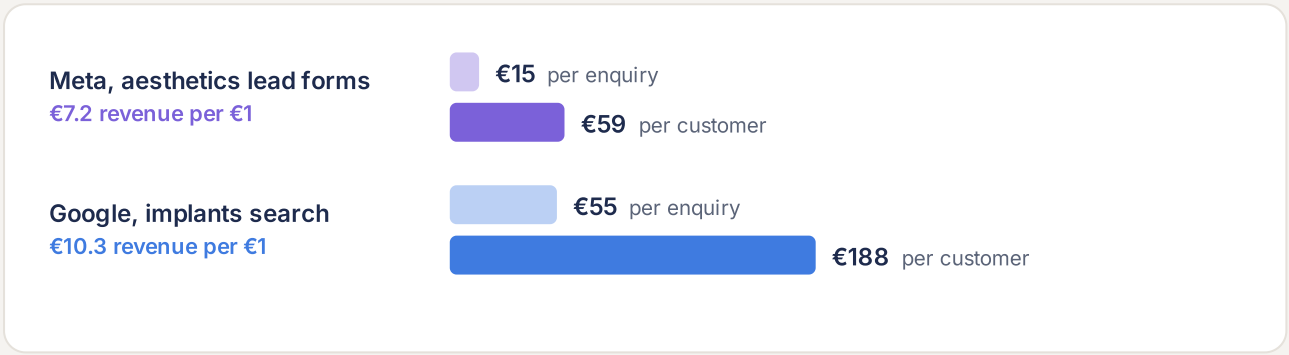
THIS WEEK

- [ ] In `Goals › Conversions › Summary` keep only real enquiries as primary. Make the phone tap secondary.
- [ ] Set the count of every enquiry action to "One".
- [ ] Open the last 30 PMax enquiries. How many are spam or the wrong service?

The cheapest enquiry is not yet the cheapest customer.

Meta lead forms are sent inside the app, with name and phone filled in. Two taps. Cheap, but some people no longer remember contacting you.

DEMO CLINIC: COST PER ENQUIRY AND PER CUSTOMER



Both campaigns pay. Meta brings customers cheaply, implants bring bigger deals. **Without the CRM you would only see the light bars** and probably cut the Google campaign.

- **Window:** 7 days after a click and 1 day after a view.
- **Model:** last touch inside Meta. What happened outside does not exist for it.
- **Optimisation:** without feedback Meta looks for the people who like filling in forms most.

THIS WEEK

- [ ] The last 50 enquiries from Meta forms: how many people picked up the phone?
- [ ] If fewer than half, switch the form to "Higher intent".
- [ ] In `Ads Manager › Columns › Compare attribution settings` add "1-day view". How many are views only?

GA4 does not count twice. It does not know who became a customer.

90
day window for key events

0
names, emails or phones. You cannot link an enquiry to a contract.

57
enquiries from AI assistants at the demo clinic, mostly Direct in GA4

Every form is an enquiry. Enhanced measurement logs form_submit for newsletters, search and comments too. If form_submit is a key event, all of those are enquiries.

Direct and Unassigned. Emails without UTM, apps, ChatGPT, Perplexity and Gemini often send no source. Customers from AI assistants spent the most at the demo clinic (page 9).

What it cannot see. Ad blockers, declined cookies, and calls from maps, a business card or a van. GA4 nearly always shows fewer enquiries than your inbox.

THIS WEEK

- [ ] In `Admin › Key events` remove newsletter sign-ups and search.
- [ ] Compare last month's GA4 enquiries with the forms in your inbox. The gap is your blind spot.
- [ ] Filter for chatgpt.com, perplexity.ai and gemini.google.com as sources.

How far can you trust the platforms?

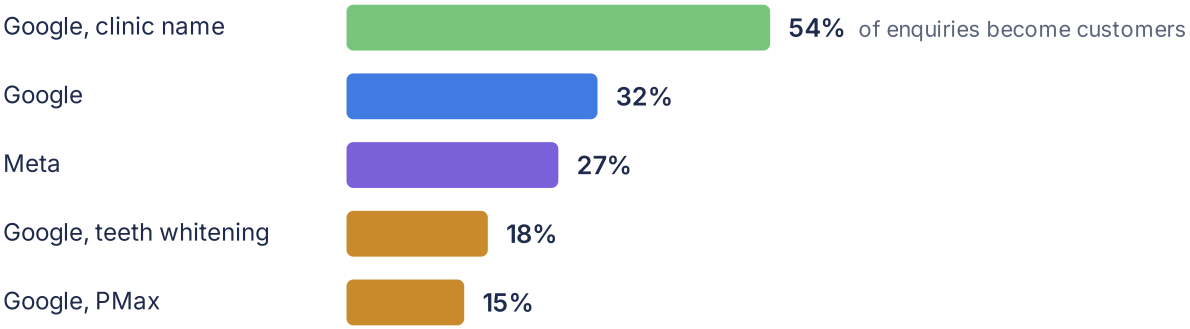
1. The sum test

Add up last month's enquiry conversions from every ad account. Divide by the number of **different people** who contacted you.



2. From enquiry to customer

For each channel, divide new customers by enquiries. A low cost per enquiry with a low share is not cheap.

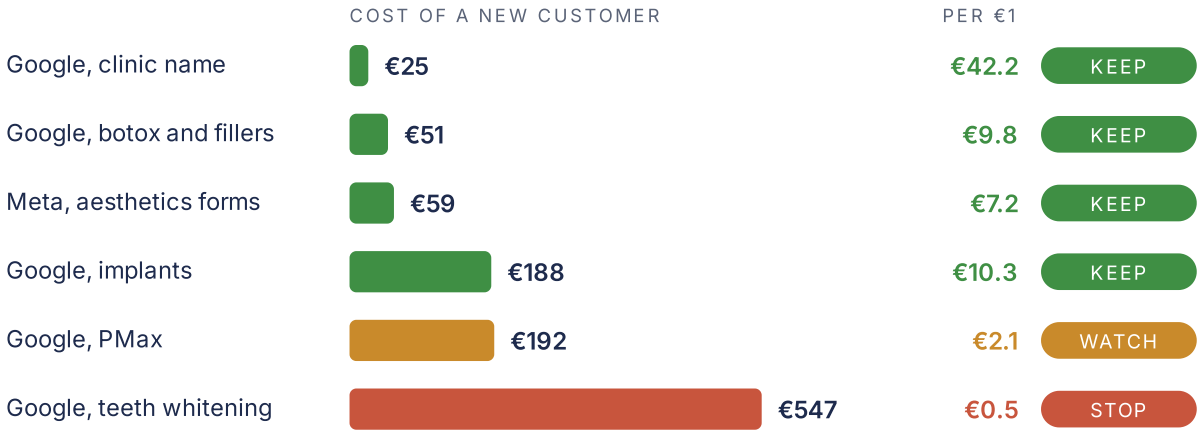


TOOL	CLICK WINDOW	AFTER A VIEW	KNOWS THE CUSTOMER
Google Ads	30 days	1 day (display)	if you import the outcome
Meta	7 days	1 day	if you send the outcome
Google Analytics 4	90 days	no	no
Your CRM	**no**	**no**	**yes, but not the source**

Defaults as of October 2026. Anyone with access to your account can change them.

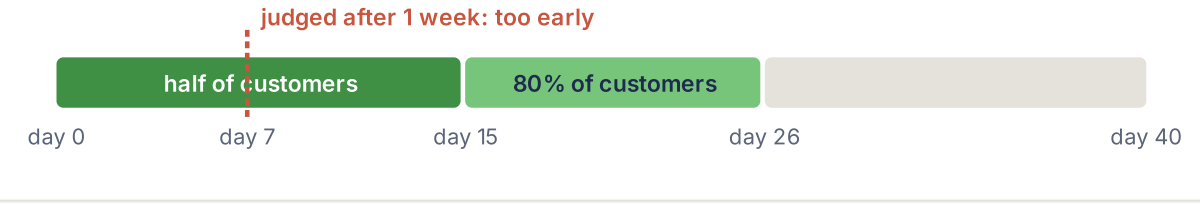
Judge a campaign by its customers. And give it enough time.

DEMO CLINIC, ONE YEAR: COST OF A NEW CUSTOMER AND REVENUE PER €1 OF ADS



Teeth whitening has a pricey enquiry (€100), but a customer costs **€547** and returns half a euro per ad euro. PMax and implants cost the same per customer, yet implants bring five times the revenue.

How long a customer takes to decide



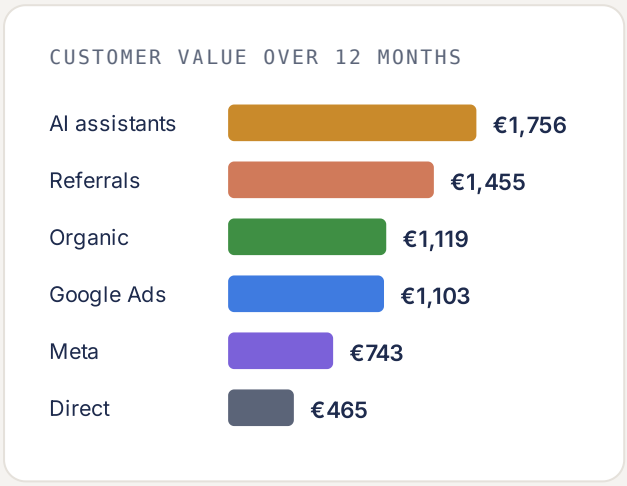
For a heat pump, windows or solar it is often months: visit, quote, subsidy. Judge only enquiries older than your time to decide. Mark younger months as **too early**.

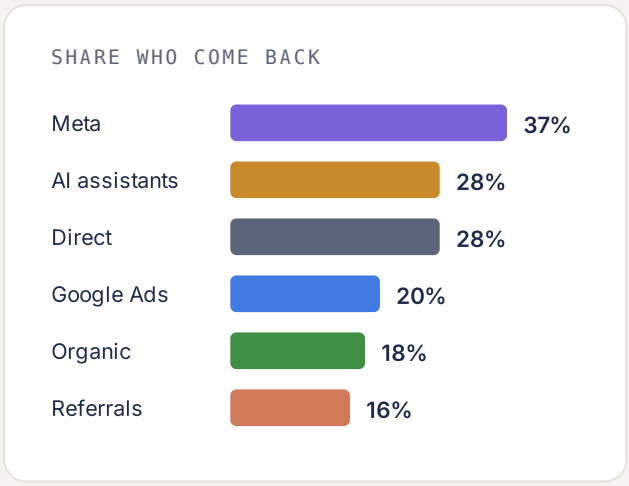
NO TOOL, TWO HOURS

Export last quarter's enquiries with their campaign. Next to each, write whether it became a customer and for how much. Divide spend by customers per campaign.

The first deal is only the start.

A check-up, a heat pump service, a yearly air conditioning visit, a second window. What the same customer pays later, the platforms credit to nobody.





The demo clinic is made up, but the scenario is real: it is built on patterns we see with real clients. By the channel that first brought the customer. Value only for customers at least 12 months old.

Meta: smaller first deal, customers come back. 37% return, against 20% for Google. A third of the revenue from Meta customers comes from repeat visits.

AI assistants: rare and the most valuable. 17 customers, €1,756 in the first year. Whoever asks ChatGPT which installer is good arrives decided.

Email brings them back. 143 repeat visits worth €34,300. Without UTM tags in the emails they would all sit under Direct.

The algorithm learns from what you tell it success is.

If success is every form, Google and Meta look for people who like filling in forms. Spam and price hunters are a win to them.

A SETUP THAT WORKS

SECONDARY

Form, call

You see them, Google does not learn from them.

→

PRIMARY

Qualified

Sales marks it as a real enquiry.

→

PRIMARY

Deal with value

A €3,230 implant is not the same as a €75 check-up.

- **Google:** offline conversion import. Send the gclid or hashed email and phone with the value, and Google matches it to a click up to 90 days back. Then it can bid for bigger deals.
- **Meta:** Conversions API for CRM and optimisation for conversion leads.
- **Enough signals:** if deals are few, send qualified enquiries, not only signed contracts.
- **Who marks it:** someone in sales has to say qualified, won or lost. Without that, nothing helps.

THIS WEEK

- [ ] Do you have an action for imported conversions in Google Ads? If not, your primary conversion is the form.
- [ ] Write in one sentence what "qualified" means for you. Sales and the agency have to agree.

What Enalitica does *differently*.

So far you have read how to check the numbers yourself: a spreadsheet, once a month, two hours of work. From here on we show what you get when Enalitica does it for you every day, for every enquiry.

What customers read | Ask AI | Which campaign brings customers | Customer value | Setup | Prices

3 pages

the customer read before calling. You see them all, from the first ad to the deal.

47

customers instead of 768 conversions. Claim and proof next to every campaign.

€0

to connect your CRM, whichever it is, once you decide to work with us.

2 min

to your first question in ChatGPT, Claude or Grok. An exact answer from your customers.

See every page a customer opened. From the first ad to the signature.

We record every visit, every page read, every ad and every call that leads to a deal. This is one customer of the demo clinic:



13/8 — META AD
Reads the blog on implants, the service page and prices.

14/8 — GOOGLE, CLINIC NAME
A day later searches the clinic by name. Opens booking.

8 min — CALL
Calls eight minutes after the click.

28/8 — DEAL
€3,230 thirteen days later.

WITHOUT ENALITICA

- Meta: 1 view-through conversion
- Google: 1 brand conversion
- CRM: a €3,230 deal, source unknown

WITH ENALITICA

- **Meta brought the customer,** Google only closed.
- **The implants blog sells:** you know what to write next.
- **13 days to decide:** you know when to judge a campaign.

Ask in ChatGPT, Claude or Grok. Get an exact answer.

No dashboards, no tables. Ask in your own words, the answer comes from your real enquiries and deals. Connecting takes two minutes.

Which campaigns bring the cheapest customers, not enquiries?

CLAUDE

Clinic name search at **€25** per customer, but you already had those people. Among campaigns for new people the cheapest are **botox and fillers** (€51) and **Meta lead forms** (€59).

Should I turn off PMax? Google says it has 768 conversions.

CLAUDE

Not yet. Those 768 conversions became 320 enquiries and **47 customers** at €192, with €2.1 revenue per euro. Look at **teeth whitening** first: €3,285 in ads, 6 customers.

Where do returning customers come from?

CLAUDE

From Meta: **37%** come back, against 20% for Google. **Email** brings them back most often.

Read only. It never changes a campaign or a budget.

Only your business. Cut access with one click.

Calculated. The same numbers as the reports; the assistant only puts them in words.

Answers are from the demo clinic. Included in the Growth plan.

Every Monday you know which campaign to stop.

Every campaign gets a verdict by customers and revenue, not conversions: keep, watch, stop or too early. With the reason next to it.

768
conversions Google claims for PMax

320
enquiries really arrived

47
customers at €192

Campaigns: what to keep

Campaign	Enquiries	Became customers	Their revenue	Ad spend	Cost to win	Revenue per 1 €	Verdict
Google Ads **Iskanje | Zobni implantati**	282	83	160,345 €	15,572 €	188 €	10.3 €	Keep
Google Ads **Iskanje | Nevidni aparatki**	160	49	119,180 €	6,762 €	138 €	17.6 €	Keep
Google Ads **Brand | Klinika Lumina**	186	100	104,435 €	2,474 €	25 €	42.2 €	Keep
Meta Ads **Leads | Estetika Ljubljana**	536	136	57,570 €	8,052 €	59 €	7.2 €	Keep
Google Ads **Iskanje | Botoks in filerji**	265	114	56,380 €	5,771 €	51 €	9.8 €	Keep
Meta Ads **Retargeting | Obiskovalci strani**	100	40	26,720 €	1,700 €	42 €	15.7 €	Keep
Google Ads **PMax | Vse storitve**	320	47	18,590 €	9,039 €	192 €	2.1 €	Watch
Google Ads **Iskanje | Beljenje zob**	33	6	1,740 €	3,285 €	547 €	0.5 €	Stop or fix

A campaign is judged on this period's enquiries: how many have become customers by now and what they paid. Keep: at least 3 customers and 3 of revenue per 1 of ads. Stop or fix: under 1, or no customer after three times the average cost to win one. Too early: too few customers, or the enquiries are still deciding.

WITHOUT ENALITICA

- Teeth whitening: 33 conversions, nothing special
- PMax: the most conversions in the account

WITH ENALITICA

- **Teeth whitening: stop.** €3,285 in ads, 6 customers, half a euro back per euro.
- **PMax: watch.** It pays, but only just: €2.1 per euro.

What a new customer costs. And what they bring in a year.

By the channel that first brought them. With every deal they made later, even when they came back through an email.

By the channel that first brought the customer

Channel	Enquiries	New	Returning	Revenue	Ad spend	Cost to win	Value 12 mo	Value 24 mo	Buys again
Google Ads	1,246	398	122	480,940 €	42,902 €	108 €	1,103 €	–	20 %
Organic	317	146	38	150,495 €	–	–	1,119 €	–	18 %
Meta Ads	702	192	111	137,585 €	9,751 €	49 €	743 €	–	37 %
Direct	159	91	41	54,530 €	–	–	465 €	–	28 %
AI assistants	57	17	4	34,020 €	–	–	1,756 €	–	28 %
Referrals	61	31	7	25,900 €	–	–	1,455 €	–	16 %

Value 12 and 24 mo: average revenue per customer in the first one or two years after the first purchase, only for customers that old. Returns count for the channel that first brought the customer.

€49
new customer from Meta, 37% come back

€108
new customer from Google Ads, €1,103 in a year

€1,756
customer from AI assistants, the most of all

WITHOUT ENALITICA

- Cost per enquiry
- Repeat deals without a source
- AI assistants under Direct

WITH ENALITICA

- **Cost of a new customer** by channel and campaign.
- **12-month value** goes to the channel that brought them.
- **ChatGPT, Perplexity, Gemini** as a channel of their own.

We do not count forms. We follow the person to the deal.

Ad
Google, Meta, an AI assistant, email, a referral.

→

Enquiry
A form, call or booking with its path up to 90 days back. Each person once.

→

CRM outcome
Qualified, customer, lost, value.

→

Customer
Cost, 12-month value, campaign verdict.

- **Each person once:** three forms and two calls from the same person are one enquiry.
- **Back to the platforms, if you want:** enquiries to Google and Meta, won deals with value to Google. The algorithm learns from customers.
- **Untagged channels on their own:** ChatGPT, Perplexity, Gemini, emails without UTM, referrals.

What we do not claim. We cannot see ad views without a click, so Meta will always report more. A call from a number on a business card or a van stays without a source. What leaves no trace stays *Unknown*; we do not push it into Direct to make the picture look better.

We capture the enquiries. Customers come from your CRM.

1 Tracking code

One short piece of code that respects your cookie banner. If you would rather not touch the site, we do it together on a call.

10 min
ONCE

2 Ad accounts

Google Ads, Meta, GA4. Read only; we never change campaigns or budgets. If an agency runs your Meta, access takes a minute or two longer.

1 min
PER ACCOUNT

3 Outcomes

Who became a customer, and for how much:

Your CRM. Once we work together we connect it free, whichever it is, custom ones too.
Spreadsheet. CSV or XLSX, you set the columns once.
Webhook. Zapier, Make or your developer.
By hand. Status and value straight in the enquiry list.

€0
CRM CONNECTION

Would you rather see it first? Thirty minutes with me.

With me, not a sales team. I show you the app on the demo clinic, then we look at your setup. No obligation.

Book a call → enalitica.com/demo

Start free. Pay when it pays.

14 days free on every paid plan. Enquiries are unlimited; we never charge per enquiry.

FREE

€0

Enquiries, the funnel and a channel summary for the last 30 days.

STARTER

€49 a month

Every channel and campaign, a year of history, a monthly report, enquiries back to Google and Meta.

GROWTH

€149 a month

Weekly campaign verdicts, the path of every enquiry, Claude and ChatGPT on your data.

All plans: enalitica.com/pricing

We connect your CRM free of charge

Once you decide to work with us, we connect your CRM at no cost, whichever you use. In the first month we check everything in this guide together on your own enquiries and deals.

Tilen Ledic
Founder, Enalitica · enalitica.com

Questions about the guide or your numbers?
Reply to my email.