Which ads *really* sell?

Google, Meta, Klaviyo and your store each count the same order their own way. Why the numbers never match, and how to check for yourself where your ad money goes. With steps for this week.

IN THIS GUIDE

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8. Windows and the sum test
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12. What Enalitica does differently

WRITTEN BY

Tilen Ledic. I have run an online store for 15 years and spent too many Mondays comparing three reports that never matched. This is the guide I wish I had read before my first thousand euros of ads.

A 20-minute read. The first eleven chapters hold whatever tools you use.

01 · ONE ORDER, COUNTED FOUR TIMES

The store took 60 orders. The platforms claim 75.

Nobody is lying. Each tool counts in its own window and sees only its part of the path. Anna is buying a coffee grinder:

D1 — GOOGLE AD
Looks at the grinder and leaves.

D36 — INSTAGRAM AD
Clicks and leaves again.

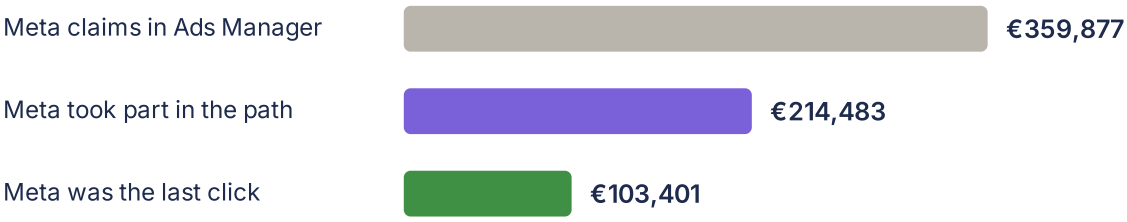
D41 — NEWSLETTER
Opens it, clicks nothing.

D43 — TYPES YOUR ADDRESS
Buys for €890.

€0	€890	€890	€890
Google Ads: the click is older than 30 days	Meta: a purchase from Instagram	Klaviyo: from a newsletter she only opened	the bank: one order

That is why your numbers never match. Add up the claims and the store sold €1,780. The bank says €890. Nobody is lying, each counts its own way.

DEMO STORE BREWLINE, ONE YEAR: HOW MUCH DID META SELL?



Meta was not wasted money. It started paths that Google and search finished. Which number is "the real one" is the wrong question. The next pages show where each comes from.

Brewline is a made-up store selling coffee and espresso machines in five countries. The pattern is what we see in real stores.

This is why your numbers never match.

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

1 The window

Google 30 days, Meta 7, Klaviyo 5. A longer window means more claimed purchases, not more sales.

2 The day

Google and Meta book on the click day, the store on the purchase day. A click on 28 Sep and a purchase on 3 Oct fall in two months.

3 A view, no click

Meta counts people who only saw the ad. Klaviyo counts an email open. Neither can be checked.

4 Modelled

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

5 Each sees its own part

Meta does not know about the Google click, Google not about the newsletter. Each claims the whole purchase.

6 What "value" is

Often with VAT and shipping. Platforms do not see returns unless you send them.

One rule for every page that follows. The platform says how many purchases an ad touched by its own rules. The store says how much you sold. The mistake is dividing spend by the first number and reading it as the second.

Google counts clicks up to 30 days back and splits a purchase among its own ads.

30 days
default window after a click, 1 to 90 possible

2×
the same purchase if two purchase actions are primary

+20–30%
higher ROAS if the value includes VAT and shipping

- **Model:** it splits a purchase across several Google clicks, so you see 0.4 or 1.7 conversions. It knows no other channels.
- **Day:** the click day. The "Conversions (by conv. time)" column shows the purchase day.
- **Estimates:** with Consent Mode it estimates purchases by people without cookies and does not mark them apart.
- **Returns:** it does not know about them until you correct them (page 10).

Brand and PMax. A buyer types your store's name, clicks the first result, which is an ad, and buys. Google counts it honestly. For you it is a costly door for a buyer who already knew you.

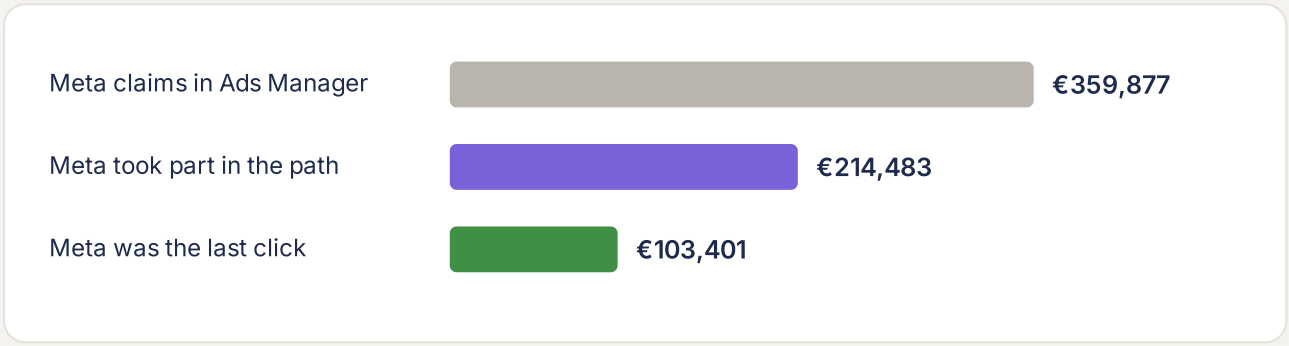
THIS WEEK

- [ ] In `Goals › Conversions › Summary` check how many purchase actions are primary. Keep one.
- [ ] Work out ROAS for brand campaigns on their own. A blended ROAS hides what a new customer costs.
- [ ] Ask your developer whether the value includes VAT and shipping.

Meta also counts people who only saw the ad.

Regular customers, newsletter subscribers and whoever was just searching for you on Google see the ad too. If one of them buys within a day, Meta claims the purchase after a view.

BREWLINE, ONE YEAR



Meta took part in orders worth €214,483, often as the first touch with a buyer who bought through Google. The question is how much would have happened without it.

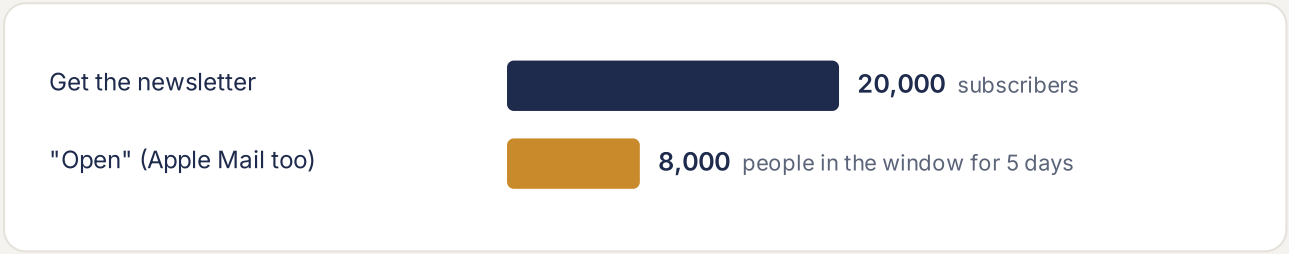
- **Window:** 7 days after a click and 1 day after a view.
- **Model:** last touch inside Meta. What happened outside does not exist for it.
- **Returns:** cannot be withdrawn. The number stays even if the buyer sent everything back.

THIS WEEK

- [ ] In `Ads Manager › Columns › Compare attribution settings` add "1-day click" and "1-day view". Over 40% after a view means the claim rests on views.
- [ ] Exclude your list of existing customers from campaigns for new customers.

Klaviyo counts a purchase if the buyer only opened the email.

Say you send a newsletter to 20,000 subscribers and 40% "open" it. Anyone of those who buys within five days, for any reason, is an email purchase.



An open is not a read. Apple Mail on most iPhones opens the email by itself when it arrives. An "open" often only means the email got there.

Flows count the same. Nearly every buyer gets the welcome, abandoned cart and post-purchase emails, so they claim a large share of all orders.

Email is still one of your cheapest channels. The report just cannot tell "the email convinced them" from "the email arrived".

THIS WEEK

- [ ] What share of store revenue does Klaviyo claim? Over 30% is almost certainly double counting with ads.
- [ ] In `Settings › Account › Attribution` try excluding opens and compare.
- [ ] Add UTM tags to every link in your emails and flows.

GA4 is the most honest. And still shows less than you sold.

1×
each purchase gets one channel. No double counting.

15–30%
of visitors with ad blockers it cannot see

30–50%
decline cookies where the banner is strict

Direct and Unassigned. Emails without UTM, apps, ChatGPT, Perplexity and Gemini often send no source. AI assistant traffic grows every month and lands here.

Payment gateways. The buyer pays on PayPal or at the bank and comes back. If the domain is not excluded, GA4 credits the purchase to PayPal.

iPhone. Safari deletes the cookie after 7 days. Whoever clicked an ad ten days ago is a new visitor.

THIS WEEK

- [ ] Compare GA4 revenue with store revenue for last month. The gap is your blind spot.
- [ ] Find paypal.com, your bank and Stripe among referrals and add them to unwanted referrals.
- [ ] Filter for chatgpt.com, perplexity.ai and gemini.google.com as sources.

The store knows the money. It knows little about the path.

The only number that matches the bank is in the store. For the source of an order, every platform has its own rule.

WooCommerce

Records the source of the last visit. Someone who clicked an ad three weeks ago and comes back on their own today is "Direct". Safari deletes the cookie after 7 days.

Shopify

Last non-direct click, like GA4. Shopify sends purchases to Meta itself: make sure another plugin does not send them twice.

Microsoft Ads. 30 days after a click, last click inside Microsoft. It buys the same keywords as Google, so the same buyer shows up in both. Each claims all of it.

What only the store knows

Net
sales without VAT and shipping, for an honest ROAS

Returns
what was cancelled or sent back

Cost
without it you do not know if an ad earns

THIS WEEK

- [ ] In WooCommerce the "Origin" column shows the source. How many orders last month were "Direct" or "Unknown"?
- [ ] Enter product costs for at least your 20 best sellers.

Print this page for your Monday review.

TOOL	CLICK WINDOW	AFTER A VIEW	MODEL	DAY
Google Ads	30 days	1 day (display), 3 (YouTube)	data-driven, Google only	click
Meta	7 days	1 day	last touch in Meta	view or click
Microsoft Ads	30 days	1 day (Audience)	last click in Microsoft	click
Klaviyo	5 days	5 days after an open	last message	purchase
Google Analytics 4	90 days	no	last non-direct source	purchase
Shopify	session	no	last non-direct click	purchase
WooCommerce	session	no	source of the last visit	purchase

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

The sum test (5 minutes)

Add up the revenue Google Ads, Meta, Microsoft and Klaviyo claim for last month. Divide it by store revenue.



below 1.0
platforms see less

1.0 to 1.3
still readable

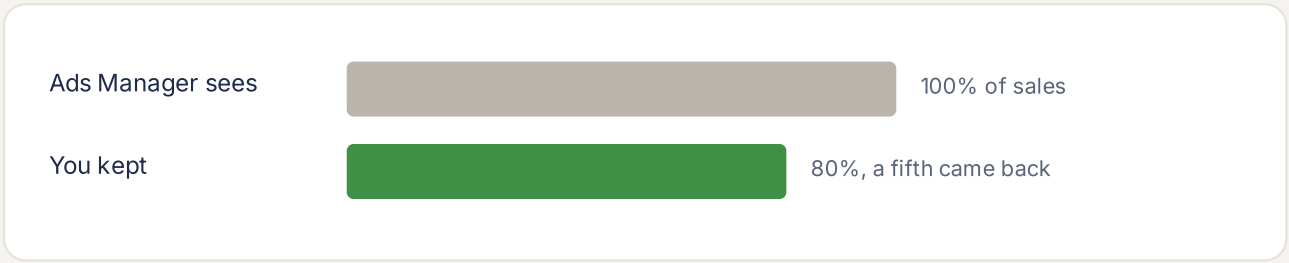
above 1.3
same orders counted again

Above 1.3 the ROAS of any single platform is no longer useful for decisions: the same orders are counted more than once.

An ad that sells returns looks great in Ads Manager.

When a buyer orders, the purchase goes to Google and Meta. When the parcel comes back, nothing goes. The algorithm thinks the campaign sold, and buys more buyers like that.

A CLOTHING STORE WITH 20% RETURNS



Every month it pays for ads on a fifth of sales that never happened. A shoe campaign where buyers order three sizes and return two looks three times better to the algorithm than it is.

GOOGLE

Retraction

Cancelled or fully returned: Google removes it from conversions and from learning.

GOOGLE

Restatement

Partly returned: the value drops to what you kept. Within 55 days.

META

Nothing

It has no retraction. Subtract returns yourself when you judge campaigns.

THIS WEEK

- [ ] Your return rate for the last three months. Below 3% you can skip this page.
- [ ] Above 10%: check returns by product. Their campaigns have an inflated ROAS.
- [ ] Does your store or agency send conversion adjustments to Google? Most do not.

A browser pixel loses some purchases. A server does not.

1 **Ad blockers**
Brave and uBlock stop the pixel. With a technical audience, one purchase in four.

2 **iPhone**
Cookies last 7 days, click IDs are stripped from links.

3 **Thank-you page**
The buyer closes the tab or never comes back from the payment gateway.

✓ **CAPI**
The purchase goes from the server when the order is placed, with the click ID and a hashed email.

- **What you get:** the platform sees more real purchases and learns from them. Smart bidding works better.
- **No duplicates:** pixel and server send the same event ID, the platform drops one.

Watch out. CAPI also raises the platform's claim. After you switch it on, Meta shows more purchases while sales stay the same. That is not proof the ads got better.

THIS WEEK

- [ ] In Meta Events Manager check `Event Match Quality` for Purchase. Below 6 out of 10, too many purchases stay unmatched.
- [ ] Check that pixel and CAPI share an event ID (Deduplication).

ROAS measures the first order. Your store lives on the second.

What the same buyer orders three months later counts nowhere. For coffee, cosmetics and anything that gets used up, that is most of the money.

CAC

spend divided by **new** customers. Not a purchase, a customer.

LTV

a customer's profit over 6 or 12 months. Not sales, profit.

2–3

LTV:CAC in one year is the target. Below 1 you buy customers at a loss.

Split LTV by **the channel of the first order**. A brand buyer has already decided, a buyer from Instagram is only getting to know you.

- **Recognise the customer.** One person with two emails is two customers, and LTV is understated.
- **Young months lie.** September buyers had one month, January buyers nine. Compare equally old ones.
- **Season.** Black Friday buyers come back less often. Compare November with last November.

NO TOOL, ONE AFTERNOON

Export orders for the last 18 months with email, date, amount and source. For each email find the first order and its source, then add up all orders in the next 180 days. The average by source is your LTV by channel.

Brewline: which channel brings buyers who come back.

WHAT THE AVERAGE BUYER SPENT IN TOTAL, BY CHANNEL OF THE FIRST ORDER



€58

new customer from Google, €60 profit in a year. Pays back.

€80

new customer from Meta, €59 profit in a year. Not yet.

63%

of email customers buy again, the most of all

Meta: costly, but a good channel. On last click a new customer would cost €180 and you would switch Meta off. Across the whole path it costs €80 and spends €294 in a year. Give it time.

Email grows the most. The smallest first order (€93), €319 after two years, as much as a buyer from organic search.

Meta helps other channels too. In our experience, people who see you on Instagram often come back on their own later: by searching your name, through organic search or direct. How much differs from store to store. So do not judge Meta by its last click alone, but carefully, together with the other channels.

Brewline is a made-up store, but the scenario is real: it is built on patterns we see in real stores. Two years of orders. Profit after product cost, shipping and fees, before ads. CAC = channel spend per customer whose first order the channel took part in. Meta: no two-year value yet.

What Enalitica does *differently*.

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

What buyers clicked | Ask AI | Which ad earns | New customers | Results | Prices

5 pages

the buyer read before buying. You see them all, from the first ad to checkout.

+31%

more of your sales in the report, because we read orders straight from the store.

2 min

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

€3.12

profit per euro on the best ad. You know which ad brings money and which spends it.

See every page a buyer opened. From the first ad to checkout.

We record every visit, every page read and every ad click, up to 90 days before the purchase. This is one Brewline order:

Customer journey · #17085 FROM FIRST TOUCH **4 days** VISIT DAYS **2** FIRST TOUCH **Meta ad** LAST TOUCH **Google Ads** AD CLICKS **2**

M

Meta ad
Prospecting | Espresso at home
/espresso-machines/alto2
18/10, 07:09

5 pages
18/10, 07:09 /espresso-machines/alto2
18/10, 07:10 /blog/best-espresso-grinder-under-500
18/10, 07:13 /espresso-machines/alto2
18/10, 07:14 /espresso-machines/alto1
18/10, 07:14 /espresso-machines

4 days

G

Google Ads
"brewline alto" · Brand | Brewline
/espresso-machines/alto2
22/10, 16:46

3 pages
22/10, 16:46 /espresso-machines/alto2
22/10, 16:47 /cart
22/10, 16:48 /checkout

14 min

✓

Purchase 749.00 €
22/10, 17:00

18/10
META AD
Looks at two machines and reads the blog on grinders.

22/10
GOOGLE, STORE NAME
Four days later searches "brewline alto".

2 min
CART, CHECKOUT
No hesitation.

17:00
PURCHASE
€749 for the Alto.

WITHOUT ENALITICA

- Google: a brand conversion, €749
- Meta: a purchase after a click, €749
- Store: €749, source Google

WITH ENALITICA

- **Meta brought the buyer,** brand search only closed.
- **The grinder blog sells machines:** you know what to write next.
- **The order counts once,** the total matches the store.

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 orders. Connecting takes two minutes.

What did buyers read before they bought?

CLAUDE

Dial in espresso at home was read in 9% of your last 500 purchase paths, more than any other post. Then **Best espresso grinder under 500** (6%) and **Alto vs dual boiler** (4%).

Is Meta worth keeping? Count every customer it took part in.

CLAUDE

Yes, but give it time. A new customer costs **€80** and leaves **€59** of profit in a year. On last click alone it would look like €180, a loss you might switch off by mistake.

Which Google campaign should I look at first this week?

CLAUDE

PMax | All products. Over the last four weeks it left €0.46 of profit for every euro. Brand search is your strongest at €3.12.

Read only. It never changes a campaign or an order.

Your store only. Customer names never leave Enalitica.

Computed. The same numbers as the reports.

Answers are from the Brewline demo store. Included in Growth.

Which ad brings you money and which only spends it.

For every ad: what you spent, what you sold and what was left after product cost, shipping and fees. Every Monday with a verdict: keep, grow, fix or stop.

€3.12
profit per euro: people searching Google for your name

€1.03
ads for grinders and machines: barely pay back

€0.46
ads for all products: every euro returns half

Performance by Campaigns

How to read these campaign numbers? (Google Ads vs. Enalitica)

PERFORMANCE BY CAMPAIGNS	COST	CLICKS	CR	DIR ROAS	MT ROAS	GOOGLE ROAS	POAS
SEARCH Search campaigns last click is authoritative							
Brand | Brewline 74% new	2,332 €	6,817	2.5%	12.1x 137 28,131 €	16.4x 69 10,213 € 33% orders assisted	16.2x 37,817 €	2.19 MT 2.91 5,110 € MT 6,789 €
Search | Grinders and machines 98% new	7,140 €	7,739	2.5%	3.7x 97 26,076 €	6.0x 63 16,596 € 39% orders assisted	6.2x 44,461 €	0.64 MT 1.06 4,583 € MT 7,537 €
Total Search campaigns	9,472 €	14,556		5.7x 234 54,207 €	8.6x 132 26,809 € 36% orders assisted	8.7x 82,278 €	1.02 MT 1.51 9,693 € MT 14,326 €
PMAX Performance Max hybrid, last click is incomplete							
PMax | All products ↩ 18% 97% new	13,005 €	22,108	1.6%	1.9x 106 24,218 €	3.0x 89 15,197 € 46% orders assisted	5.9x 76,891 €	0.33 MT 0.54 4,257 € MT 7,002 €
Channel total	22,477 €	36,664		3.5x 340 78,425 €	5.4x 221 42,006 € 39% orders assisted	7.1x 159,168 €	0.62 MT 0.95 13,949 € MT 21,328 €

WITHOUT ENALITICA

- ROAS with VAT and shipping
- Returns stay in the numbers

WITH ENALITICA

- **POAS:** how much profit an ad euro leaves, not how much it sells.
- **Net sales,** returns and cancellations taken out.

Which channel brings people who have never bought from you.

New or returning for every channel, what they buy first and what they spend after. We recognise a buyer by a hashed email, never by name.

New customers by channel

Last click | First click

CHANNEL	NEW	NEW REVENUE	% NEW	EXISTING	1ST ORDER	SPEND	NCAC	NC-ROAS	PAYBACK	AGAIN	ENTRY PRODUCT
Google Ads	333	€96,854	89 %	152	€291	€22,477	€68	4.3x	0.8x	3 %	Mill One burr grinder +4
Organic	219	€50,253	88 %	125	€229	–	–	–	–	6 %	House Blend 1 kg +4
Meta Ads	81	€22,354	85 %	54	€276	€12,277	€152	1.8x	0.3x	5 %	Mill Hand grinder +4
Direct	116	€21,055	52 %	303	€182	–	–	–	–	5 %	Single Origin 250 g +4
Affiliate	45	€11,730	99 %	4	€261	–	–	–	–	2 %	Mill One burr grinder +4
Unknown	37	€9,227	84 %	40	€249	–	–	–	–	5 %	Alto Uno espresso machine +4
Referral	36	€6,029	92 %	14	€167	–	–	–	–	8 %	Mill Hand grinder +4
Microsoft Ads	14	€5,668	91 %	5	€405	€1,196	€85	4.7x	0.8x	0 %	Alto Due espresso machine +4
Email	37	€5,472	25 %	238	€148	–	–	–	–	14 %	House Blend 1 kg +4
ChatGPT Ads	6	€1,483	98 %	2	€247	€1,017	€170	1.5x	0.3x	0 %	Mill Hand grinder +1
Unidentified		0 orders · €0									

WITHOUT ENALITICA

- Every purchase is the same, new or regular buyer
- The brand campaign looks like the best

WITH ENALITICA

- **Cost of a new customer** by channel and campaign.
- **Value over a year** goes to the channel that brought the buyer, even when they come back through email.

Once every order is counted, the picture moves.

+31%

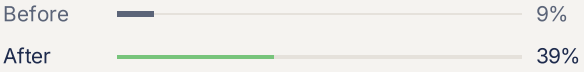
more of your sales in the report

We read every order straight from your store, so ad blockers, iPhones and declined cookies no longer hide sales.

62%

fewer sales with "source unknown"

Sales we could tie to an ad click went from 9% to 39%.



1 in 6

ad euros flagged every Monday

Keep, grow, fix or stop, with the reason next to it. You decide; nothing changes on its own.

1 in 4

sales start on one channel and close on another

You see both, so the channel that opened the door is not switched off by mistake.

30%

of ad sales happen a day or more later

A click on Monday, a purchase on Friday, often on another device. The sale goes to the ad that started it.

€

enquiries matched to money

A form, then a purchase by email, phone or in store. We match the sale to the enquiry and the ad behind it.

Averages of stores on Enalitica, 90 days before our tracking and the weeks after.

> "Having a report that attributes each channel (what Google says, what is direct, and what is influenced) gives a much more complete and reliable picture."
>
> Ajda Novak, OTB Marketing

> "One month organic was worth 41% more once assisted enquiries were counted. Now I can finally prove what SEO really brings."
>
> Adnan Islamović, Asheard

We do not guess which click sold. We read it from the order.

Order
From your store, when the buyer pays.

→

Path
Every click and source up to 90 days back, iPhones too.

→

Three views
Last click, first click, all channels. Total = store.

→

Profit
Net, without returns, after cost. POAS.

€359,877	€214,483	€103,401
Meta claims	it took part in the path	last click. You decide.

- **Back to the platforms, if you want:** purchases to Google and Meta from the server, return retractions to Google.
- **Untagged channels on their own:** ChatGPT, Perplexity, Gemini, flows without UTM, recovered carts.

What we do not claim. We cannot see ad views or email opens without a click, so Meta and Klaviyo will always report more. What leaves no trace stays *Unknown*; we do not push it into Direct. Reports show channels and amounts, never customer names.

Your part takes about fifteen minutes.

1

Store

WooCommerce, Shopamine or custom: orders from recent months arrive right away. For Shopify we build you a private app, so it takes a few hours; you only approve the install.

2 min
SHOPIFY SAME DAY

2

Ad accounts

Google Ads, Meta, GA4, Klaviyo. 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

Tracking code

Two short snippets that respect your cookie banner. If you would rather not touch the theme, we do it together on a call.

10 min
ONCE

Rather see it first? Thirty minutes with me.

With me, not a sales team. I show you the app on Brewline, then we look at where your numbers disagree. No obligation.

Book a call → enalitica.com/demo

Start free. Pay when it pays.

14 days free on every paid plan. Cancel with one click before the first payment.

FREE

€0

Where your sales came from in the last 30 days, from real orders. Up to 100 orders a month.

STARTER

€49 a month

Every channel and campaign, profit after costs, a monthly report, sales sent back to Google and Meta. Up to 500 orders a month.

GROWTH

€149 a month

Monday verdicts per campaign, the path of every order, Claude and ChatGPT on your data. Up to 1,500 orders a month.

Over 1,500 orders a month or several stores: the **Agency** plan, €349 a month, 6,000 orders included. All plans: enalitica.com/pricing

An Audit of your store

If you start the trial and connect your store, in your first paid month I write an Audit of your numbers: everything in this guide on your own orders, with the changes worth making first. The Audit is worth €499, free with an annual plan, and free on any plan for the first five stores.

Tilen Ledic

Founder, Enalitica · enalitica.com

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