

Obsidian

Tracking Audit Report

URL: <https://www.verdo.com/int/>

Date: 1/31/2026



Critical

Estimated ROAS Improvement

+33–71%

Potential improvement

Based on your audit, implementing the recommended changes could improve your ad performance by:

Recommended Changes:

- Server-side GTM: +15–35%
- Enhanced Conversions: +5–10%
- Meta Conversions API: +10–15%

Executive Summary

&p No server-side GTM detected - you are missing 15-35% of conversions
&p Tracking scripts add 533KB to page load
&p Enhanced Conversions is not configured - losing 5-10% match rate

&p Meta CAPI is not configured - losing 10-15% of conversion data

Score Breakdown

Consent Mode v2	20/20
Server-side GTM	0/30
Tracking Performance	5/20
Pixel Presence	8/10
Enhanced Conversions	0/5
Meta CAPI	0/5
DataLayer Integrity	10/10

Detected Tracking

```
' GTM: GTM-K3ZNSC
' GA4: G-M0WG6X4066
&p Meta Pixel: 307379057039522
'L TikTok Pixel: Not found
' LinkedIn Insights: detected
' Google Ads: Conversion Linker
```

Performance Metrics

LCP: 7.29s
TBT: 251ms
CLS: 0.100
Total Page Size: 1.08MB
Tracking Scripts: 533KB

Key Insights for Your Business

- You are losing 15-35% of conversion data by not using Server-side GTM
- Tracking scripts account for 48.2% of your page weight

Ready to optimize your tracking?

Contact Obsidian Agency for a complete tracking cleanup.
<https://obsidianagency.com/contact>