TRACKING AUDIT

example.com

Pages checked: product, cart, payment, order confirmation

4	14	3	3
platforms	events	high priority	medium priority

Setup

GTM	GTM-K7P2QX, 24 tags
Server-side	GA4 through data.example.com, Meta and TikTok from the browser
Consent Mode v2	Correct on Google tags, missing on Meta and TikTok
Tracking plan	4 of 8 events match

Issues and fixes

- High — **Meta Pixel fires before consent.** Add an ad_storage consent check in GTM.
- High — **TikTok Pixel fires after rejection.** The TikTok tag needs the same consent check.
- High — **Sales are credited to the payment site.** Add pay.example.net to “Unwanted referrals” in GA4.
- Medium — **Meta AddToCart has no value or currency.** Pass value and currency from the dataLayer to the tag.
- Medium — **generate_lead and begin_checkout never arrive.** The form and the checkout button have no trigger.
- Medium — **sign_up has an empty method.** Write the sign-up method to the dataLayer.

Need help fixing these issues?
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