



Qburst

A High AI-Q[™]
Company

Achieving 95%+ Tracking Accuracy to Unlock Data-Driven Scalability

Measurement-first rebuild transformation of fragmented tracking signals into a reliable optimization engine for a global real estate investment manager.

Overview

QBurst consolidated and rebuilt the complete measurement and attribution stack for a global real estate investment manager across Google Ads, GA4, and TikTok.

- **Server-Side & Signal Engineering:** Unified legacy GTM containers, implemented server-side tagging, configured TikTok Events API deduplication, and standardized global UTM governance aligned with CRM lead records.
- **Measurable Optimization Outcomes:** Achieved 95%+ tracking accuracy, boosted Smart Bidding signal density by 30%, and reduced unattributed conversions from 21% down to under 8%.



Client Profile

The client is a major US real estate enterprise managing an extensive portfolio of over 50 property websites and digital assets across diverse regional markets.

A Measurement Stack That Couldn't Be Trusted at Scale

- **Duplicate & Misfiring Events:** Critical actions like lead submissions and investor inquiries duplicated across sessions, artificially inflating conversion metrics by 12–18%.
- **Partial Enhanced Conversion Coverage:** Hashed first-party data was missing from qualifying sessions, limiting Smart Bidding performance in a high-value lead environment.
- **TikTok Attribution Inconsistencies:** Browser-side TikTok Pixels ran without server-side Events API deduplication, distorting top-of-funnel awareness metrics for HNI targets.

- **Inconsistent UTM & Campaign Governance:** Varied naming conventions across agencies created high volumes of "direct/none" traffic, obscuring paid media ROI.

Solution: Rebuilding the Attribution Layer

We executed a structured, six-week rollout followed by an ongoing optimization phase to establish an auditable, server-side measurement foundation.

- **GTM Container & GA4 Data Layer Rebuild:** Consolidated legacy GTM containers into a single governed workspace, redesigning data layers around key events (Form View, Lead Submit, Brochure Download, Meeting Request).
- **Server-Side Tagging & Google Ads Audit:** Implemented server-side tagging for high-value events to eliminate browser privacy loss, fully deploying Enhanced Conversions and primary/secondary bidding priorities.
- **Campaign & Signal Optimization:** Audited regional campaign structures, introduced global launch governance, established unified UTM taxonomies, and retired low-value engagement conversion actions.
- **TikTok Pixel & Events API Synchronization:** Configured TikTok Events API alongside browser pixels using event_id-based deduplication and parallel browser-to-server validation frameworks.

Technical Highlights

- **Server-Side Tag Management:** Transitioned from client-side browser tracking to server-side GTM containers, restoring signal loss from ad blockers and cookie restrictions.
- **Dual-Layer Event Deduplication:** Implemented event_id-based matching across Google Ads Enhanced Conversions and TikTok Events API for precise attribution.
- **Unified Data Layer Architecture:** Replaced fragmented, multi-vendor tagging setups with a single, CRM-reconciled GTM data layer schema.

- **Strict UTM & Taxonomical Governance:** Deployed global campaign launch rules and standardized naming rules to eliminate unattributed "direct/none" traffic gaps.
- **High-Intent Bidding Alignment:** Shifted Smart Bidding optimization from low-value page views toward CRM-validated investor lead actions.

Impact: Trusted Analytics and Optimized Ad Spend

- **95%+ Validated Accuracy:** Reached over 95% event-tracking accuracy when audited against actual CRM lead records.
- **30% Higher Signal Density:** Increased optimization signal density feeding automated Smart Bidding engines.
- **25% Attribution Improvement:** Enhanced reliable conversion attribution across multi-touch paid media campaigns.
- **Drastic Drop in Unattributed Traffic:** Reduced unattributed conversion traffic from 21% to under 8%.
- **Leadership Trust:** Replaced internal data-quality disputes with confident, data-driven budget allocation for future property and fund launches.