

We Increase Ad Revenue By \$900K Without Increasing Spend

Problem

Milk Street came to Digital Position with no server-side tracking in place. They were relying on the Google Analytics 4 imports to Google Ads to report accurate conversions and optimize their campaigns, which was resulting in:

- Thousands of data points lost each month
- Limited visibility into the customer journey and what was driving sales
- Limited campaign optimization

Custom Jan 1 – Oct 27, 2025						
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions
<input type="checkbox"/> Purchase	Primary	Website	19,143.43	1,689,898.51	Needs attention	
<input type="checkbox"/> (web) purchase	Secondary	Website (Google Analytics (GA4))	8,164.77	752,159.25	Needs attention	

Our Solution

Results

- Implemented Server-Side Tracking on All Advertising Platforms

+900K In Google Ads Revenue

+1,100 New Customers

The business can make better decisions with improved data



Server-side tracking should be implemented on every single website."

Steve Cozzolongo

Ready to see similar results for your brand?
Let's optimize your marketing strategy and drive new customer growth today!



BOOK A DISCOVERY CALL