



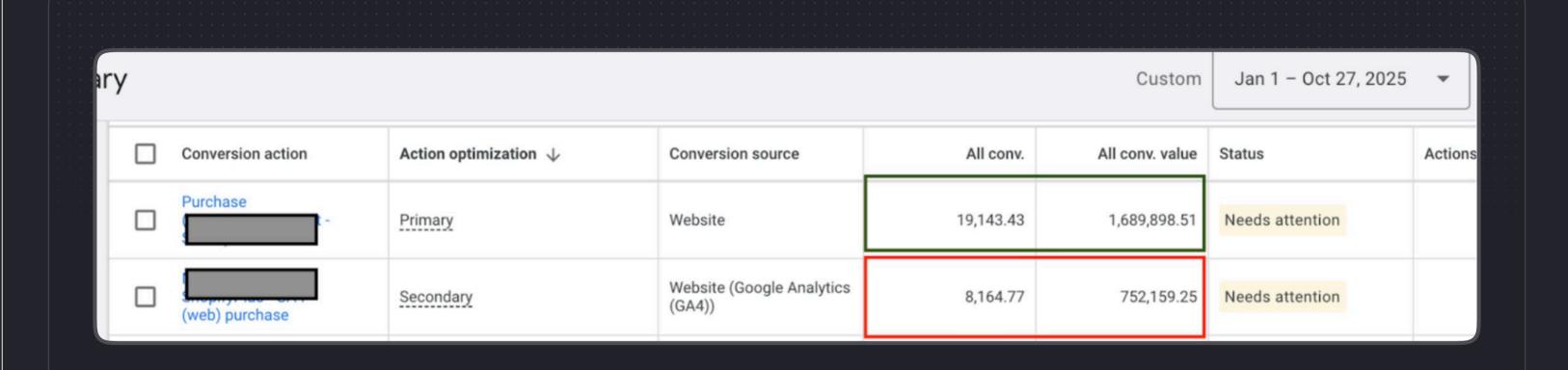
x d digital position

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



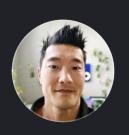
Our Solution

Implemented Server-Side Tracking on All Advertising Platforms

Results

+900K In Google Ads Revenue

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