

IN-DEPTH GUIDE

GROWTH AND VISIBILITY

Measuring What Works: The Marketing Infrastructure Guide

Why your ads seem to report nothing, the correct order to build a reliable measurement infrastructure, and the most frequent mistakes.



GXN

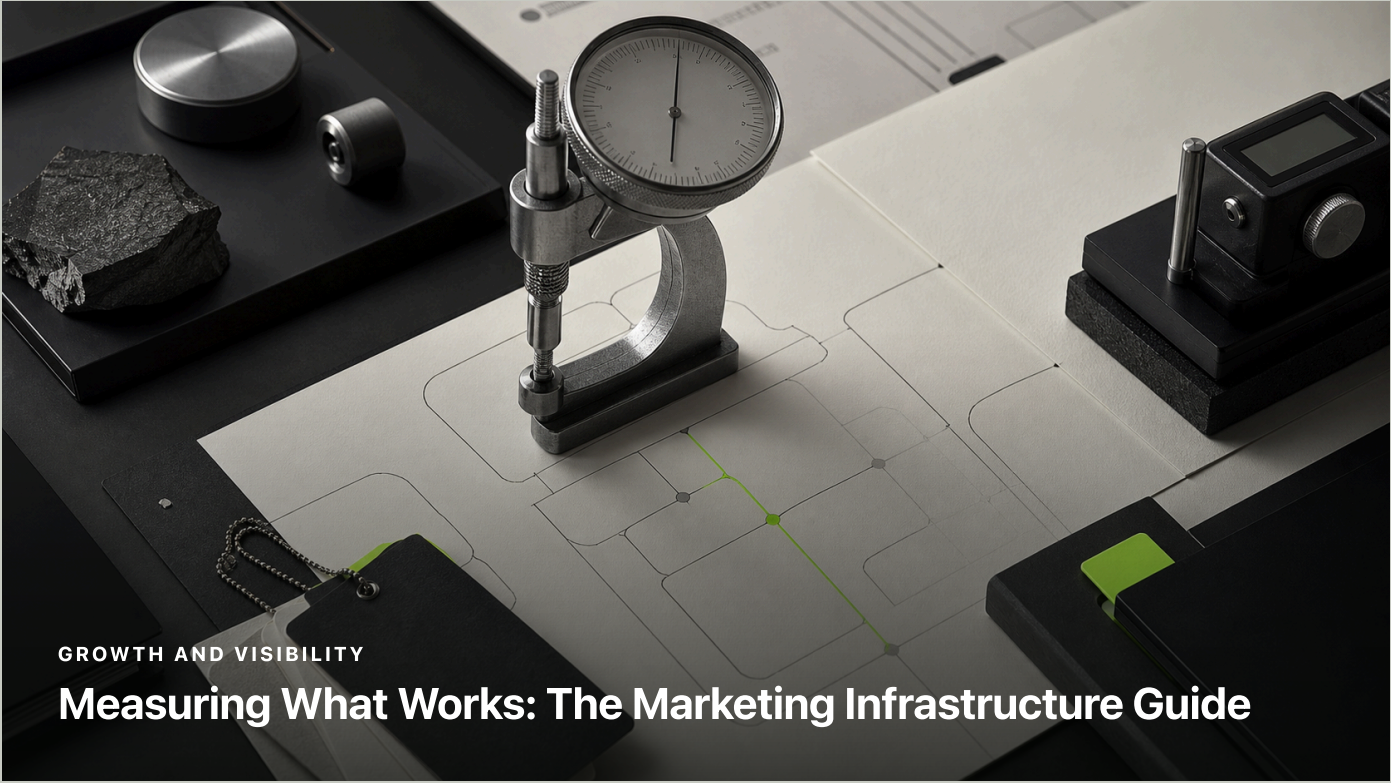
Senior expertise · Digital governance

Quebec First

Quebec business context

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Updated



GROWTH AND VISIBILITY

Measuring What Works: The Marketing Infrastructure Guide

TL;DR

The answer in one minute

The majority of businesses that think their marketing isn't working actually have a measurement problem, not a marketing problem. Without reliable measurement, you can neither cut what doesn't work nor strengthen what works, because you simply don't know which is which. The correct order of operations is to fix the metric first, and only then adjust the ad spend.

01 · BACKGROUND GUIDE

The most common, misdiagnosed problem

A company has been spending months on advertising, the results seem disappointing, and the natural conclusion is that advertising itself does not work for this sector. In a surprisingly high proportion of the cases I am examining, advertising is not at issue. It is that the measure does not work properly, so no one can really know what is happening.

02 · BACKGROUND GUIDE

The order of operations that changes everything

Repair the measure first. A clean analysis, with real conversions clearly defined for your company, not generic definitions that mean nothing concretely.

Follow conversions from end to end. From the first click to the application received, via the completed form.

Prepare dedicated pages before spending. An advertising campaign deserves better than a simple link to the general home page of the site.

Spend only once these three steps have been completed. At this point, every dollar spent produces actionable data to adjust what’s next.

Spending before completing these steps is buying traffic that you will never be able to properly judge.

DECISION CARD

The four angles to keep together

01	The most common, misdiagnosed problem
02	The order of operations that changes everything
03	The most common errors I encounter
04	What attribution can do, and what it can't do

GUIDE READING GRID		
Angle	Dimension to examine	Use in the decision
01	The most common, misdiagnosed problem	Setting the Context
02	The order of operations that changes everything	Identify dependencies
03	The most common errors I encounter	Compare options

Angle	Dimension to examine	Use in the decision
04	What attribution can do, and what it can't do	Preparing for the next step

03 · BACKGROUND GUIDE

The most common errors I encounter

Your own team's internal traffic is never filtered, artificially inflating all numbers. No conversions are actually defined, or the defined conversions don't mean anything concrete to your business, such as simply having visited a page. The forms aren't tracked at all, so a request could come in without analytics ever recording it. All campaigns point to the same general home page rather than dedicated pages for each specific offer. No one ever compares the advertising platform's numbers with the site's analytics, even though the two should match.

INTERACTIVE TOOL

Set your decision

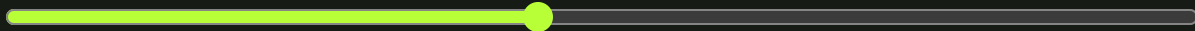
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **The most common, misdiagnosed problem**
- 02 **The order of operations that changes everything**
- 03 **The most common errors I encounter**
- 04 **What attribution can do, and what it can't do**

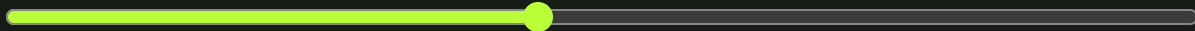
Urgent decision

5



Current control level

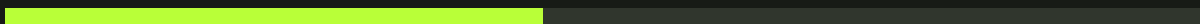
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



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What attribution can do, and what it can't do

A well-configured measure can show you which campaigns usually precede the applications received, compare different periods between them, and reveal which channels actually produce nothing concrete. It cannot perfectly reconstruct the entire journey of a customer who saw an advertisement on his phone, searched your name three days later on a computer, then called from a third different device. Current privacy restrictions also reduce the visibility available. An honest and imperfect measure is infinitely better than a measure that claims to be perfect when it is not.

05 · BACKGROUND GUIDE

The five elements of a complete infrastructure

A well-configured analysis to know what is actually happening on the site. A tag manager to install and control the tools without risking breaking the site with each addition. A conversion tracking that links each application received to its source. Ad pixels properly installed to allow remarketing and campaign optimization. Landing pages dedicated to each specific offer rather than a single generic page for everything.

What I see on the ground

When a company tells me that its advertising does not work, my first reaction is always to check the conversions before looking at the campaigns themselves. In a striking proportion of cases, advertising actually worked properly. It was the measure that was broken, and the company cut off the wrong budget thinking it would solve the problem.

When this guide does not apply

If you do not make any paid advertising and your traffic comes only from organic sources or word of mouth, some elements of this guide are less priority for you immediately. However, the basic measure is still useful in understanding the behaviour of your visitors, regardless of their origin.

Frequently asked questions

01 **How long until reliable data is obtained once the measurement is corrected.**

The configuration itself is done quickly, but truly actionable trends generally require a few weeks of data collection.

02 **A minimum advertising budget is required for this measure to be worthwhile.**

03 **Are our current numbers really reliable?**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.

OFFICIAL SOURCES

References to be checked according to your situation

These references support the external rules and frameworks cited in this guide. They are not a substitute for legal or professional advice tailored to your organization.

Google Analytics

About key events and events



Google Analytics

Types of consent in GA4



ABOUT THE PUBLISHER

GXN

Senior expertise directly accessible, supported by specialists when the project requires it.

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NEXT STEP

Give us your current traffic and spend figures.

The free assessment will show you the gap between what you're spending and what you're really measuring.

No call required. No sales sequence.