

TRACKING INFRASTRUCTURE · PAID MEDIA

Cross-Platform Measurement Framework

A Saudi multi-brand fitness retailer, four brands, ten locations, ran paid spend across Google, Meta, TikTok, and Snap on fragmented, browser-only tracking. No server-side layer, no single source of truth. I built the measurement foundation from zero.

● BUILT · VERIFIED LIVE

CLIENT

Saudi multi-brand fitness retailer (name withheld)

DELIVERED BY

Nabil Kamel
Growth Reps

SCOPE

Tracking build
Paid media launch

ENGAGEMENT

Apr – Jun 2026

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THE PROBLEM

Four brands, ten locations, spend running live on Google, Meta, TikTok, and Snap, and none of it trustworthy. Browser-only pixels, no server-side layer, no shared event model between platforms. The client could not tell which channel was actually working.

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WHAT WAS BUILT

One event schema, one event ID, read the same way by every platform. Built to survive ad blockers and iOS privacy restrictions by firing every event twice, once in the browser, once server-side, deduplicated.

LAYER	PLATFORM	WHAT IT DOES
Web tag manager	Google Tag Manager	Browser-side event capture across the funnel
Server tag manager	Stape (server-side GTM)	Server-side relay for every downstream platform
Web analytics	GA4	Full funnel: page view → view item → begin checkout → purchase
Meta	Pixel + Conversions API	Browser + server events, deduplicated by event_id
TikTok	Pixel + Events API	Server-side event relay via Stape
Snapchat	Pixel + Conversions API	Server-side event relay via Stape
Google Ads	Enhanced Conversions	Imported from GA4, primary conversion on Purchase

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VERIFIED, NOT JUST CLAIMED

Every platform checked directly, not taken on faith.

- ✓

TikTok Events Manager: 5 event types active (Page View, View Content, Engaged Session, Landing Page View, Initiate Checkout), EMQ scores 37–69, real traffic, Browser as primary source.
- ✓

Meta Pixel Helper: pixel detected, PageView firing correctly on the live site.
- ✓

The full stack is still live and firing on the client's site today.
- ✓

Server-side GTM: Meta, TikTok, Snap, and Google Ads tags all confirmed firing against real funnel events (form submit, begin checkout) in a live debug session.
- ✓

GA4 property live with four key events registered: generate_lead, book_trial, begin_checkout, purchase.

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PAID MEDIA LAUNCHED ON TOP OF IT

PLATFORM	CAMPAIGNS	DETAIL
Google Ads	7	23 ad groups, 215 keywords across Arabic and English
Meta	6	Including Advantage+ Shopping
TikTok	3	Server-side events feeding optimization
Snapchat	2	Server-side events feeding optimization

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THE COMPETITIVE EDGE

Audited six competitors in the same Saudi fitness market. Zero of six were running Conversions API on TikTok or Snap. Most brands in this space are optimizing blind on those two channels and do not know it.

CASE STUDY

A real measurement layer, built once, verified across every platform.

GA4, GTM web and server, Meta CAPI, TikTok Events API, and Snap Conversions API, one event model, deduplicated, still live today. This is the same build I bring to every tracking engagement.

BUILT BY

STACK

Growth Reps · contact@nabilkamel.com