

TRACKING & ANALYTICS

Find out which ads, posts and listings bring paying customers, and which only bring clicks. You will set up UTM links, Google Analytics 4, Google Tag Manager, Google Ads and Meta tracking, count calls and WhatsApp chats in Türkiye, and connect every lead to a paid job. Every step is shown on one example: a 12-person car repair shop in İstanbul.

SECTIONS 14	READING TIME ≈ 3 h	LEVEL Beginner +	MARKET FOCUS Türkiye + global
BUILDS ON Marketing Crash Course modules 03 (the numbers that matter), 05 (measure before you spend) and 13 (track results & improve)			

← **MARKETING CRASH COURSE**

GUIDE MAP

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SECTION 01 / 14

WHY MEASURE: THE MEASUREMENT PLAN

READ 12 min	BUILDS ON Crash Course 03, 05	
YOU WILL BE ABLE TO Write a one-page plan that links a business goal to the customer actions you count, and name the tool that counts each one.		

Every ad platform tells you how many people saw and clicked your ad. None of them knows how many cars came into the shop or how much those customers paid. Tracking

connects those two worlds, so you can see which money brought customers and which money only brought clicks.

For a repair shop the real result is a **paid job**: an *iş emri* (work order) that ends with a *fatura* (invoice). Calls, WhatsApp chats, form fills and direction requests are steps on the way. They are useful signals, but they are not money yet.

The chain from ad to money

Each paying customer moves through the same chain of steps:

Impression → click or visit → lead action (call, WhatsApp, form, directions) → booked appointment → car in the shop → invoice paid → repeat visits

Ad platforms and Google Analytics see the left part of this chain. Only you see the right part: which jobs were done and what was paid. Good tracking joins the two halves, usually with a simple customer log that the front desk fills in.

KEY TERM

Measurement plan — a one-page document that lists your business goal, the few numbers that show progress (KPIs), every action a customer can take to contact you, and the tool that counts each action.

KPI (key performance indicator) — one of the few numbers that tell you whether a goal is being met, for example "cost per new paying customer".

From goal to tracked actions

Write the plan before you install any tool. It takes one to two hours on paper or in a Google Sheet.

01 Write the business goal

One sentence with a number and a date. "More customers" is too vague to measure.

02 Pick 3–5 KPIs

For example: new paying customers per month, cost per new customer, revenue from new customers, lead-to-job rate, cost per lead by channel.

03 List every way a customer can reach you

Phone, WhatsApp, website form, online booking, Google Maps, walking in. Next to each, write how it will be counted and by which tool.

04 Fix the names

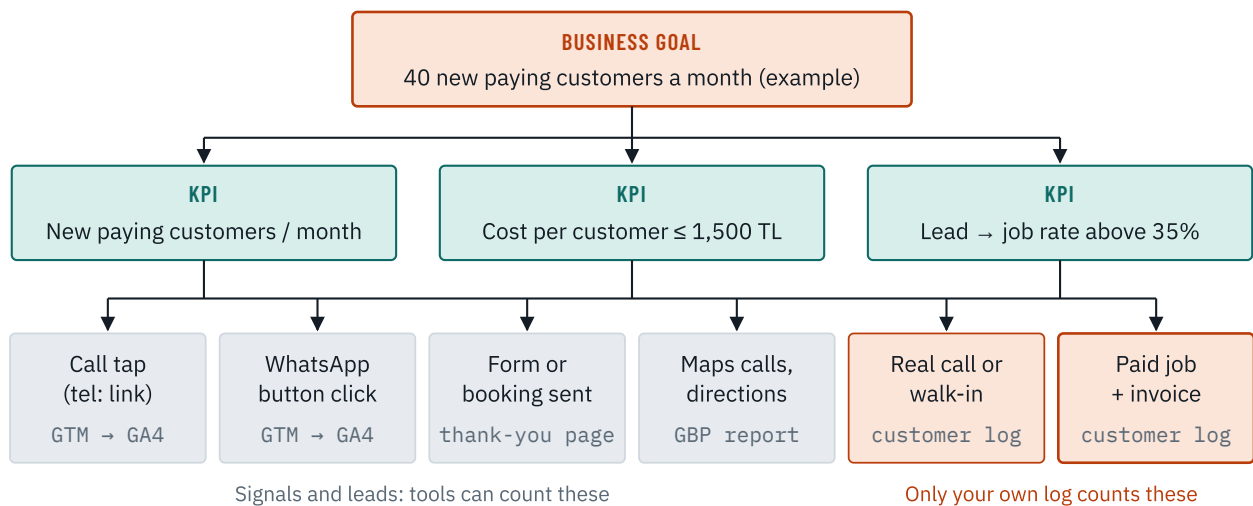
Decide how you will name links, events and conversions (Sections 03–06), and never mix spellings.

05 Name the owners

Who fills in the customer log (usually the front desk, *danışma*), and who reads the numbers every Monday.

06 Date the plan

Give it a version number and update it when you add a channel.



A measurement plan is a tree. One goal, a few KPIs, and every customer action under them with the tool that counts it. The two orange boxes on the right never reach Google or Meta by themselves; your customer log has to record them. (GTM = Google Tag Manager, GA4 = Google Analytics 4, GBP = Google Business Profile. All are explained in Section 02.)

The conversions of a repair shop

KEY TERM

Conversion — an action you want a person to take, such as calling, sending a WhatsApp message or booking. **Lead** — a person who contacted you, for example a WhatsApp message asking for a price. A lead becomes a **customer** only when the job is done and paid.

List every way a customer can reach Örnek Oto Servis, and how each one is counted:

CUSTOMER ACTION	WHERE IT HAPPENS	HOW TO COUNT IT	TOOL
Taps the phone number on the website	Website	A GTM rule (trigger) that fires on taps on phone links (<code>tel: </code>) → event <code>click_to_call</code>	GTM, GA4, Google Ads, Meta Pixel
Actually calls the shop	Phone line	Separate number per channel; phone-system call log; "Bizi nereden duydunuz?"	Cloud PBX, customer log
Taps the WhatsApp button	Website	A GTM trigger on WhatsApp links → event <code>whatsapp_click</code>	GTM, GA4, Meta Pixel
Starts a WhatsApp chat from an ad (Click-to-WhatsApp)	Meta ads	"Messaging conversations started" in Ads Manager	Meta
Sends a form or books online	Website	Thank-you page view → event <code>generate_lead</code>	GTM, GA4, Google Ads, Meta Pixel
Asks for directions or taps call on Google Maps	Google Business Profile	Performance report (monthly); tagged website link	GBP, GA4
Walks in	Shop	"Bizi nereden duydunuz?" answer in the log	Sheet or CRM
Pays for a job	Shop / accounting	Invoice amount in the log; later uploaded as an offline conversion	Sheet or CRM, Google Ads, Meta

GTM = Google Tag Manager, a free tool that sends website actions to other tools. GA4 = Google Analytics 4, Google's free website statistics tool. Meta Pixel = Meta's tracking code for websites. Cloud PBX = an internet phone system (*bulut santral*) with a call log. CRM = customer database. "Bizi nereden duydunuz?" = "How did you hear about us?"

Macro, primary and micro conversions

Not every action is worth the same. Sort them into three groups:

MACRO: THE REAL GOAL

- Paid job
- Booked appointment where the car actually came in

Counted in your customer log. Can be uploaded to ad platforms later (Sections 06–07).

PRIMARY LEADS

- Tap on the phone number
- Tap on the WhatsApp button
- Form sent, online booking done
- Call or directions tap on Google Maps

Count these as key events (GA4's name for important actions, Section 04) and as ad-platform conversions.

MICRO: SMALL STEPS

- Viewing the prices or a service page
- Scrolling, opening the map
- Starting a form, watching a video

Watch them, but do not tell ad platforms to chase them.

A simple rule: tell ad platforms to optimise for the **closest action to money that you can measure reliably and often enough**. A beginner usually starts with form leads, call taps and WhatsApp taps. Once enough jobs are logged, you can send "job completed" data back to the platforms.

WATCH OUT

A tap on the phone link shows intent. It does not prove that a call happened. Google says its mobile click-to-call conversions record the click, "not the phone calls themselves" [Google Ads Help, Oct 2026]. In the same way, a WhatsApp tap does not prove a message was sent.

Own your accounts

Every number in this guide lives inside an account: Google Ads, GA4, Tag Manager, Business Profile, Meta. If an agency or a freelancer creates these accounts in its own name and you part ways, you can lose years of data, your conversion setup and your ad history. Set one rule from day one: **the business owns every account, and outside helpers get access.**

ACCOUNT	THE SHOP KEEPS	AN AGENCY GETS
Google Ads	Admin access, on a shop e-mail address. Admin is the level that can manage users and billing.	Standard access: it can edit campaigns, but cannot manage users [Google Ads Help, Oct 2026]
GA4 and Tag Manager	The Administrator role, which is needed to add and remove users [Google Analytics Help, Oct 2026]	A lower role on its own login
Google Business Profile	The owner role	Manager access
Meta (business portfolio, ad account, Pixel)	The business portfolio in the shop's name, with full control	Partner access to the assets it needs; partner access does not transfer ownership [Chatfuel docs, Oct 2026] (secondary)
Use a shared shop address (for example a Gmail account the owner controls), not a staff member's private address. Role names are as of October 2026. The Business Profile row is common practice; its role names were not re-checked for this guide.		

Örnek Oto Servis: the filled-in plan

ÖRNEK OTO SERVİSİ

Goal (example numbers): "Win 40 new paying customers a month for periodic maintenance (*periyodik bakım*) and brakes by March 2027, at no more than 1,500 TL marketing cost per new paying customer."

Why 1,500 TL? An average job is 8,000 TL with a 40% gross margin, so one job leaves 3,200 TL gross profit. Paying up to about half of that leaves room for rent, wages and other overheads.

BUSINESS GOAL	KPI	EXAMPLE TARGET	DATA SOURCE	CHECK
More new customers	New paying customers per month (all channels)	40 / month	Customer log	Weekly
Profitable ads	Cost per new paying customer from paid ads	≤ 1,500 TL (break-even 3,200 TL)	Ad spend ÷ jobs in the log	Monthly
Affordable leads	Cost per lead (call, WhatsApp, form)	≤ 600 TL	Ad platforms + log	Weekly
Good lead handling	Lead → job rate; share of missed calls	> 35%; < 10% missed	Log + phone system	Weekly
Visible in local search	Maps calls + direction requests; Google search clicks for local searches	Growing vs. last quarter	GBP, Search Console	Monthly
Website works as a sales tool	Share of mobile visits with a lead action	Growing vs. own baseline	GA4	Monthly
Example numbers for a fictional business. Owners: the front desk fills in the customer log every day; the owner reads the numbers every Monday.				

TÜRKİYE

In Türkiye your own records matter even more. Google Ads cannot count real phone calls here, because Google's forwarding numbers are offered in 30 countries and Türkiye is not one of them [Google Ads Help, Oct 2026]. Put one question in your plan from day one: "*Bizi nereden duydunuz?*" (How did you hear about us?), asked at every first contact.

GLOBAL EXAMPLE

BraBos Cleaning, a US cleaning company with 20+ staff, ran six channels (Google Ads, organic search, Facebook ads, door hangers, fridge magnets, email) on one phone number, so it could not tell which channel worked. After it gave each channel its own number, it found that door hangers had a better cost per lead than its Google Local Services Ads (a Google ad type that is not offered in Türkiye). This is a vendor case study from a call-tracking company, so read the numbers as indicative

[CallRail, Sep 2026].

SELF-CHECK

Which of these is the macro conversion for Örnek Oto Servis?

A tap on the phone number

A visit to the prices page

✓ A paid job with an invoice

A tap on the WhatsApp button

The paid job is the real business result. Taps and visits are signals that may or may not lead to money.

SELF-CHECK

Which source can tell you how many leads became paid jobs?

Google Analytics 4

Meta Ads Manager

✓ Your own customer log

Tools only see the online part of the chain. Jobs and invoices happen in the shop, so only your log records them, unless you upload them to the platforms later.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Track clicks on your website as conversions \(checked Oct 2026\)](#)
2. [Google Ads Help — About Google forwarding numbers \(checked Oct 2026\)](#)
3. [CallRail — BraBos Cleaning case study \(10 Sep 2026\)](#)
4. [Google Ads Help — About access levels in your Google Ads account \(checked Oct 2026\)](#)
5. [Google Analytics Help — Add, edit and delete users \(checked Oct 2026\)](#)
6. [Chatfuel docs — Partner access to the client's Meta portfolio \(secondary, checked Oct 2026\)](#)

☐ MARK SECTION 01 AS DONE

SECTION 02 / 14

THE JOURNEY OF A CLICK

READ

10 min

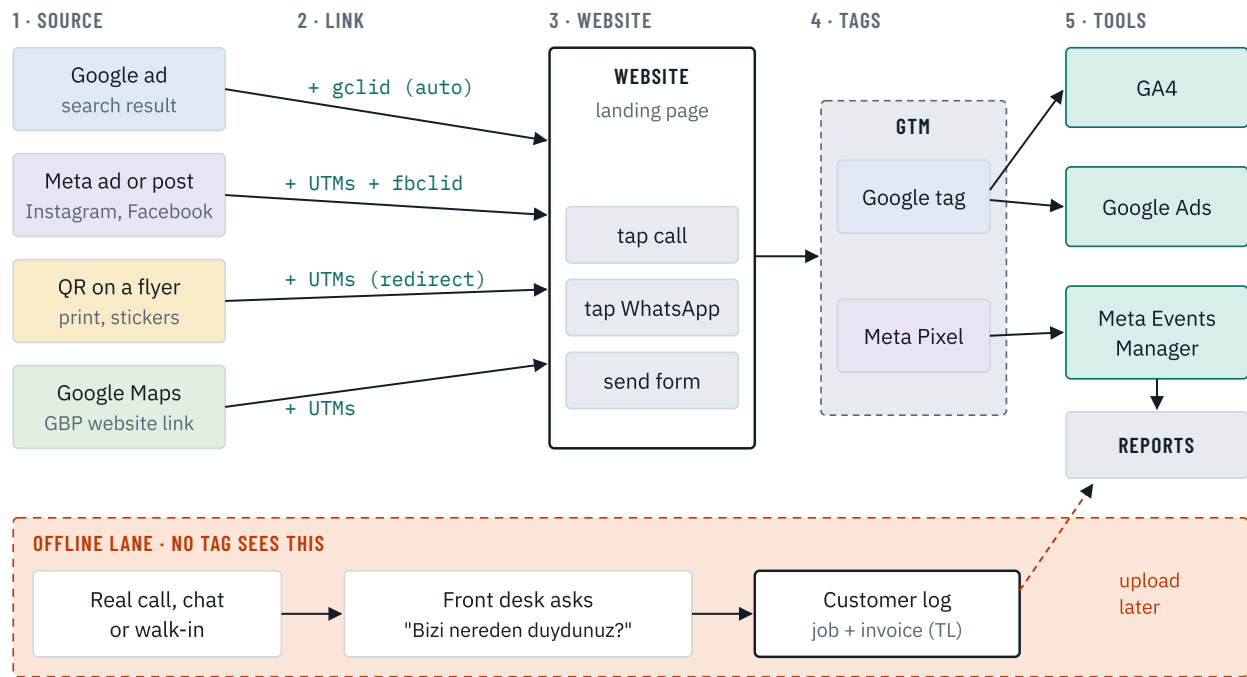
BUILDS ON

Section 01

YOU WILL BE ABLE TO

Follow one click from an ad to a report, and say which tool sees each step and which steps no tool sees.

Before you install anything, follow one click from start to finish. Each tool in this guide does one job on this path. Once you know where a tool sits, you know what it can see and what it cannot.



One click, five stops. The source adds an ID or you add labels to the link; the website loads the tags; the tags send events to each tool; each tool shows its own reports. Calls, chats and walk-ins never pass through a tag, so the front desk writes them in the customer log, and you can upload paid jobs to Google and Meta later.

The tools, one line each

TOOL	ITS JOB ON THE PATH	SECTION
UTM parameters	Labels you add to a link (<code>utm_source=instagram</code>) so Google Analytics knows where the visit came from.	03
Click IDs	IDs that ad platforms add to links by themselves: <code>gclid</code> (Google Ads), <code>fbclid</code> (Meta), <code>ctwa_clid</code> (Click-to-WhatsApp chats).	03, 07
Google Analytics 4 (GA4)	Google's free website statistics: visits, where they came from, and what people did.	04
Google tag	Google's code on your pages that sends data to GA4 and Google Ads.	04, 05
Google Tag Manager (GTM)	One free container that holds all your tags, so you can add or change tracking without editing the website each time.	05

TOOL	ITS JOB ON THE PATH	SECTION
Google Ads conversion tracking	Counts leads after ad clicks and feeds Google's automatic bidding.	06
Meta Pixel	Meta's code in the visitor's browser that reports visits and actions to Meta.	07
Conversions API (CAPI)	Your server or customer system sends the same events to Meta directly, without the browser.	07
Meta Events Manager	The place in Meta where you see and test the events that arrive from the Pixel and CAPI.	07
Call tracking	Different phone numbers per channel, so the phone system shows where real calls came from.	08
Customer log	Your own sheet or CRM: who contacted you, from where, which job, how much was paid.	09
Search Console, GBP Performance	Free Google reports on searches, clicks, calls and direction requests.	10
Data Studio (named Looker Studio until April 2026)	Free dashboards that pull numbers from several tools onto one page.	12

KEY TERM

Tag — a small piece of code on your website that sends data to a tool, for example the Google tag or the Meta Pixel. **Event** — one recorded action, such as a page view or a tap on the WhatsApp button.

Labels that travel with the click

When someone clicks an ad, the platform can add an ID to the link. Google Ads adds `gclid` when auto-tagging is on, and auto-tagging is now on by default for new accounts [Google Ads Help, Oct 2026]. Meta adds `fbclid`, but Google Analytics does not use it to decide where a visit came from. For Meta ads, posts, emails, QR codes and your Google Maps listing, you add your own labels, called UTM parameters (Section 03).

Where data gets lost on the way

- **Visits are fewer than clicks.** People leave before the page loads, reject cookies (small files a website stores in the browser to recognise a visitor), use ad blockers, or the tag is missing on the landing page.
- **WhatsApp hides the source.** Links opened from WhatsApp usually arrive with no referrer (the note that tells a site which page sent the visitor), so without UTM parameters they look like "Direct" visits.
- **Apple removes some labels.** Link Tracking Protection removes tracking parameters from links shared in Messages and Mail and in Safari Private Browsing (announced for iOS 17) [Apple, Jun 2023].
- **Safari shortens cookie life.** Safari blocks all third-party cookies, and caps cookies set by scripts to 24 hours when the visitor arrives from a known tracking site through a link with click IDs [WebKit, Oct 2026].
- **Phones and doors have no tags.** A real call, a chat or a walk-in only reaches a report if someone writes it down.

ÖRNEK OTO SERVİSİ

A driver in Ümraniye sees an Instagram ad for the winter check-up, *kış bakımı*. She taps it and lands on:

```
https://ornekotoservis.com.tr/kis-bakimi?  
utm_source=instagram&utm_medium=paid_social&utm_campaign=kis_bakimi_2026_11
```

COPY

She taps the WhatsApp button. GTM sends `whatsapp_click` to GA4 and Contact to Meta. On WhatsApp she books for Saturday. The front desk writes "Instagram" in the log. On Saturday the job is done and the invoice is 8,000 TL (example numbers). Only the log links that 8,000 TL to the Instagram ad.

TÜRKİYE

Use the time zone **Türkiye (UTC+3)** and the currency **Turkish lira (TRY)** in every tool, and the same time zone in any file you upload later (`+03:00`). If tools use different time zones, a lead that arrives near midnight can land on different days in different reports.

Which ID does Google Ads add to the link by itself when auto-tagging is on?

✓ `gclid`

`fbclid`

`utm_source`

`gclid` is Google's click ID. `fbclid` comes from Meta, and `utm_source` is a label you add yourself.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — About auto-tagging \(checked Oct 2026\)](#)
2. [Google Analytics Help — Traffic-source dimensions, manual tagging and auto-tagging \(checked Oct 2026\)](#)
3. [Apple Newsroom — new privacy features incl. Link Tracking Protection \(Jun 2023\)](#)
4. [WebKit — Tracking Prevention in WebKit \(checked Oct 2026\)](#)

☐ MARK SECTION 02 AS DONE

SECTION 03 / 14

UTM LINKS

READ
15 min

BUILDS ON
Section 02

YOU WILL BE ABLE TO

Build correctly labelled links for Meta ads, posts, emails, QR codes and your Google Maps listing, and know when to add no labels at all.

When a visit arrives without labels, Google Analytics guesses where it came from. The guesses are often wrong: paid Meta clicks can show up as "Organic Social" or "Referral", and links opened from WhatsApp or a QR code look like "Direct". UTM labels remove the guessing. They cost nothing and take a minute per link.

KEY TERM

UTM parameters — labels added after a `?` at the end of a link, such as `utm_source=instagram&utm_medium=paid_social`. The visitor does not notice them. Google Analytics reads them and files the visit under that source. **Channel group** — the broad bucket GA4 puts each visit in, such as Paid Social, Organic Search or Email.

The parameters

PARAMETER	WHAT IT SAYS	ÖRNEK EXAMPLE	STATUS IN GA4
<code>utm_source</code>	Who sent the visit	<code>instagram</code>	Always set
<code>utm_medium</code>	What kind of link it is	<code>paid_social</code>	Always set; decides the channel group
<code>utm_campaign</code>	Which campaign	<code>kis_bakimi_2026_11</code>	Always set
<code>utm_content</code>	Which ad or version	<code>video_usta_a</code>	Optional; use it to compare ads
<code>utm_term</code>	Keyword, audience or area	<code>umraniye_5km</code>	Optional
<code>utm_id</code>	Campaign ID	a Meta campaign ID	Optional; supported
<code>utm_source_platform</code>	Extra parameter GA4 accepts	—	Supported; a small shop rarely needs it
<code>utm_creative_format</code> , <code>utm_marketing_tactic</code>	Extra parameters GA4 accepts	—	Google says they "aren't currently reported"

Parameter list and status from Google [Google Analytics Help, Oct 2026]. Google's advice: always use source, medium and campaign.

Naming rules

Google states that "parameter values are case sensitive" [Google Analytics Help, Oct 2026]. So `Instagram`, `instagram` and `IG` become three separate rows in your reports. Fix the spelling once and never improvise:

- Lowercase only. No spaces.
- No Turkish letters (ç ğ ı İ ö ş ü). They turn into codes like %C4%B1 and split reports. Write `kis_bakimi` , not `kış_bakımı` .
- Use underscores between words, no spaces and no hyphens, so every value follows one pattern (`kis_bakimi_2026_11`). This course uses underscores everywhere.
- Put the year and month in campaign names, so next year's winter campaign gets its own row.
- Use only values from your naming list, and keep every tagged link in one "UTM log" sheet (date, link, source, medium, campaign, content, where it was used).

ÖRNEK OTO SERVIS NAMING LIST

PARAMETER	ALLOWED VALUES
<code>utm_source</code>	<code>facebook</code> , <code>instagram</code> , <code>google</code> (Maps listing link only), <code>whatsapp</code> , <code>newsletter</code> , <code>sms</code> , <code>flyer</code> , <code>banner</code> , <code>sticker</code> , <code>partner_{name}</code>
<code>utm_medium</code>	<code>paid_social</code> , <code>social</code> , <code>email</code> , <code>sms</code> , <code>referral</code> , <code>print</code> , <code>organic</code> (Maps listing link only). Google Ads: none, auto-tagging does it.
<code>utm_campaign</code>	<code>{service}_{theme}_{yyyy}_{mm}</code> → <code>kis_bakimi_2026_11</code> , <code>fren_kontrol_2026_10</code> , <code>lastik_degisim_2026_11</code> ; always-on: <code>marka_genel</code> , <code>gbp_listing</code> , <code>bio_link</code>
<code>utm_content</code>	<code>{format}_{message}_{variant}</code> → <code>video_usta_a</code> , <code>carousel_fiyat_b</code> , <code>story_kampanya_a</code> , <code>flyer_a5_a</code>
<code>utm_term</code>	audience or area → <code>umraniye_5km</code> , <code>retarget_site_30g</code>

Example naming list for a fictional business.

How utm_medium decides the channel

GA4 sorts every visit into a default channel group using fixed rules. The medium you choose decides most of it [Google Analytics Help, Oct 2026]:

UTM_MEDIUM	TYPICAL SOURCE	GA4 DEFAULT CHANNEL	WHY
paid_social	facebook , instagram	Paid Social	The medium matches GA4's paid pattern (paid... , ...cp... , ppc , retargeting) and the source is a social site.
social	instagram , whatsapp	Organic Social	social is on GA4's organic-social medium list (with social-network , social-media , sm).
email	newsletter	Email	Source or medium matches email , e-mail , e_mail .
sms	sms	SMS	Source or medium is exactly sms .
referral	partner_{name}	Referral	Medium is referral , app or link .
organic	google	Organic Search	Medium is exactly organic .
print	flyer , sticker	Unassigned	No default rule matches. That is fine: filter by campaign or source.
organic_social	instagram	Organic Social, but only thanks to the source	Not on the medium list. social is the safer choice.
none	Google Ads click	google / cpc	Read from the auto-tagged gclid .

When not to add UTMs

Google Ads: leave the links clean. Auto-tagging adds gclid , and when both are present GA4 "uses the auto-tagged values for source, medium, and other traffic-classification dimensions" [Google Analytics Help, Oct 2026]. Half-finished manual UTMs on Google Ads only create (not set) rows. Check that auto-tagging is on in Google Ads > Admin > Account settings > Auto-tagging (path not re-verified). Add manual UTMs only if another tool, such as a call-tracking service, needs them, and then add the full set.

Links inside your own website (a banner on your home page pointing to the winter offer): do not tag them. A UTM on an internal link overwrites the real source of the visit. This is widely given advice; it was not re-checked on a Google page.

Where Örnek uses UTMs

01 Meta ads

Add UTMs to every Meta ad, or paid clicks often show up as Organic Social or Referral. In Ads Manager, at the ad level, use `Tracking > URL parameters` (path not re-verified). The safe way is a fixed string per ad:

```
utm_source=instagram&utm_medium=paid_social&utm_campaign=kis_bakimi_2026_11_11 COPY
```

Dynamic parameters. Meta can also fill in values by itself when someone clicks. You type a placeholder in double curly brackets, and Meta swaps it for the real value. Eight placeholders are listed: `{{campaign.name}}`, `{{campaign.id}}`, `{{adset.name}}`, `{{adset.id}}`, `{{ad.name}}`, `{{ad.id}}`, `{{site_source_name}}` and `{{placement}}`. They go in the ad's `Destination > URL parameters` field below the website address, not inside the address itself [Terminus, Sep 2026]. `{{site_source_name}}` fills in a short network code: `fb`, `ig`, `an` (Audience Network) or `msg` (Messenger) [Craftshift, Jul 2026]. Both are secondary sources; Meta's own help page did not load for this check (Oct 2026). A dynamic string for Örnek:

```
utm_source=instagram&utm_medium=paid_social&utm_campaign={{campaign.name}}&utm_content={{ad.name}}&utm_id={{campaign.id}} COPY
```

Meta copies names exactly as typed, so name Meta campaigns and ads with the same rules as UTMs: lowercase, underscores, no Turkish letters (`kis_bakimi_2026_11` , `video_usta_a`). The ID keeps working even if you rename a campaign later. After launch, open GA4 `Reports > Acquisition > Traffic acquisition` and check that the visits show as Paid Social. Whether GA4 recognises `fb` and `ig` as social sources was not verified, so this guide keeps a fixed `utm_source` (`instagram` or `facebook`) per ad instead of `{{site_source_name}}`.

02 Google Business Profile website link

The visit stays in Organic Search, and you can filter campaign = `gbp_listing` to separate Maps visits from normal Google search visits.

```
https://ornekotoservis.com.tr/? COPY
```

```
utm_source=google&utm_medium=organic&utm_campaign=gbp_listing
```

03 Instagram bio link and WhatsApp status

Organic posts use `utm_medium=social` :

`utm_source=instagram&utm_medium=social&utm_campaign=bio_link` and ?

`utm_source=whatsapp&utm_medium=social&utm_campaign=kis_bakimi_2026_11` .

04 QR codes on flyers, invoices and car stickers

Print a short address you control, for example `ornekotoservis.com.tr/kis` , and let it redirect to the tagged link. The printed code then never has to change. The visits appear as Unassigned (no rule matches `print`); filter by campaign, or create a custom channel group "Offline/Print" in `Admin > Data display > Channel groups` (path not re-verified).

```
https://ornekotoservis.com.tr/kis-bakimi?
```

COPY

```
utm_source=flyer&utm_medium=print&utm_campaign=kis_bakimi_2026_11&utm_conter
```

05 Newsletter and SMS

`utm_medium=email` for emails; `utm_source=sms` or `utm_medium=sms` for text messages.

Build a link

Fill in the fields. The builder makes everything lowercase, changes spaces and hyphens to underscores, replaces Turkish letters and warns you about common mistakes. Google's own [Campaign URL Builder](#) does the same job without the warnings.

UTM LINK BUILDER

Page address

```
https://ornekotoservis.com.tr/kis-bakimi
```

utm_source (who sends)

```
instagram
```

utm_medium (link type)

```
paid_social · Meta ▼
```

utm_campaign

```
Kış Bakımı 2026 11
```

utm_content (optional)

utm_term (optional)

video_usta_a

YOUR LINK

```
https://ornekotoservis.com.tr/kis-bakimi?  
utm_source=instagram&utm_medium=paid_social&utm_campaign=kis_bakimi_  
2026_11&utm_content=video_usta_a
```

COPY

EXPECTED GA4 CHANNEL

Paid Social

utm_campaign: Turkish letters (ı ş) were replaced with plain letters. In a link they turn into codes such as %C4%B1 and split your reports.

utm_campaign: capital letters were made lowercase. GA4 treats "Instagram" and "instagram" as two different values.

utm_campaign: spaces and hyphens were changed to underscores, the one separator this course uses.

TÜRKİYE

Turkish letters are the most common UTM mistake in Türkiye. A campaign typed as `kış_bakımı` on one ad and `kis_bakimi` on another becomes two campaigns in GA4. The same goes for event names. Keep labels in plain lowercase Latin letters, even when your ad text is Turkish.

ÖRNEK OTO SERVİS

The owner keeps a tab "UTM log" in the customer-log Google Sheet. Each row holds the date, the full link, the five values, and where the link was used ("Instagram ad, video A", "A5 flyer, 2,000 copies, Ümraniye"). When a strange row appears in GA4, the answer is in this tab.

TIP

Make the WhatsApp source visible too. A WhatsApp link can carry a pre-filled first message, for example `https://wa.me/90XXXXXXXXXX?text=Merhaba%20(IG)` on Instagram and `...(WEB)` on the website, so the source appears in the chat. This `?text=` feature was not re-verified on WhatsApp's own pages (Oct 2026); test it on your own number.

SELF-CHECK

Örnek starts a Google Ads search campaign. Which UTMs should it add to the ad links?

`utm_source=google&utm_medium=cpc&utm_campaign=...`

✓ **None. Auto-tagging adds gclid, and GA4 uses it.**

Only `utm_campaign`

With auto-tagging on, GA4 takes source, medium and campaign from the gclid. Manual UTMs are not needed, and incomplete ones create `(not set)` rows.

SELF-CHECK

One flyer QR uses `utm_source=Flyer`, another `utm_source=flyer`. What do you see in GA4?

One row; GA4 ignores capital letters

✓ **Two separate rows**

An error; the links do not work

UTM values are case-sensitive. The links work, but the visits are split into two rows that you must add up by hand.

▼ SOURCES FOR THIS SECTION

1. [Google Analytics Help — URL builders: collect campaign data with custom URLs \(checked Oct 2026\)](#)
2. [Google Analytics Help — Default channel group \(checked Oct 2026\)](#)
3. [Google Analytics Help — Traffic-source dimensions, manual tagging and auto-tagging \(checked Oct 2026\)](#)
4. [Google Ads Help — About auto-tagging \(checked Oct 2026\)](#)
5. [Google — Campaign URL Builder](#)
6. [Terminus — Meta \(Facebook\) ads UTM tracking \(updated 16 Sep 2026, secondary\)](#)
7. [Craftshift — Facebook and Meta UTM links \(7 Jul 2026, secondary\)](#)



MARK SECTION 03 AS DONE

SECTION 04 / 14

GOOGLE ANALYTICS 4

READ

18 min

BUILDS ON

Sections 02–03

YOU WILL BE ABLE TO

Set up a GA4 property correctly on day one, mark the right key events, and answer "how many people came from my ad, and how many of them tapped call or WhatsApp?"

Google Analytics 4 (GA4) is Google's free website statistics tool. It counts visits, reads where each visit came from (Section 03), and records what people did on the site. It cannot see calls, chats or invoices, but it is the one tool here that shows website visits from every source side by side.

Set up a new property

01

Create the account and property

At analytics.google.com go to `Admin > Create > Account` (business name), then `Property`. Set the reporting time zone to **Türkiye** and the currency to **Turkish lira (TRY)**. Fill in the business details and choose the lead-generation business objective.

02

Create a web data stream

Enter the site address, keep `Enhanced measurement` switched on, and copy the **Measurement ID** (`G-XXXXXXX`).

03

Install the tag, with one method only

Through Google Tag Manager (recommended, Section 05), directly in the `<head>` of every page, or through a plugin such as Site Kit by Google for WordPress. Two methods at once count every visit twice.

04

Set data retention to 14 months on day one

`Admin > Data collection and modification > Data retention > Event data retention = 14 months > Save`. The default is 2 months, and the change does not work backwards [Google Analytics Help, Oct 2026].

05

Filter your own staff (optional)

Define the shop's IP address as internal traffic and filter it, so the team's daily visits for prices and the address do not count. The setting is under the data stream's `Configure tag settings` (path not re-verified).

06

Link Google Ads and Search Console

`Admin > Product links > Google Ads links` and `Admin > Product links > Search Console links`. Details below.

07

Check that data arrives

Open `Reports > Realtime` and visit the site from your phone. For single events, use `DebugView` (GA4's live list of events from a test device) together with GTM Preview, the test mode of Tag Manager (Section 05).

08

Mark key events

After your events have fired at least once: `Admin > Data display > Events`, then click the star next to `click_to_call`, `whatsapp_click` and `generate_lead`.

What enhanced measurement gives you, and what it does not

With enhanced measurement on, GA4 records these events without extra setup

[Google Analytics Help, Oct 2026]:

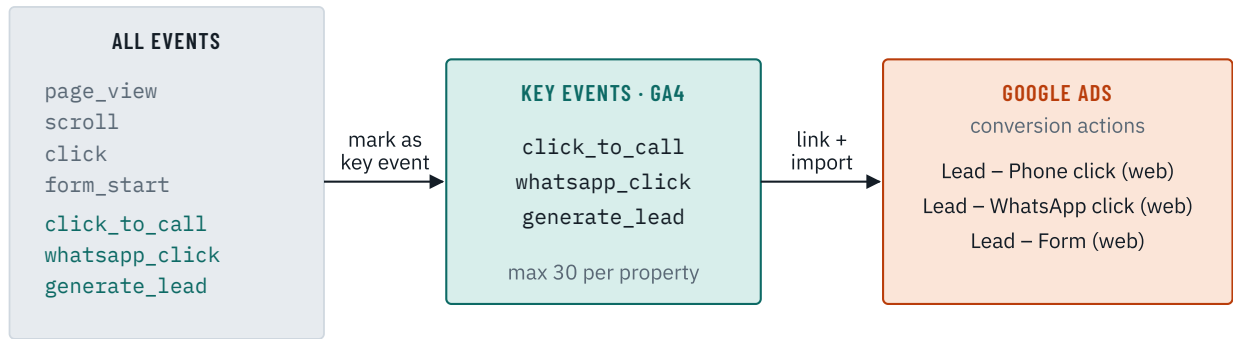
EVENT	WHAT IT RECORDS	GOOD ENOUGH FOR LEADS?
<code>page_view</code>	A page loaded	No
<code>scroll</code>	Visitor reached 90% of the page	No
<code>click</code>	Click on a link to another site	WhatsApp links show up here only as generic outbound clicks
<code>view_search_results</code>	A search on your site	No
<code>video_start</code> , <code>video_progress</code> , <code>video_complete</code>	Embedded YouTube videos	No
<code>file_download</code>	A file such as a PDF price list	No
<code>form_start</code> , <code>form_submit</code>	Someone starts or submits a form	Not reliable: <code>form_submit</code> fires on the attempt and does not know if sending worked

There is no event for taps on a phone number (`tel:`). You add `click_to_call`, `whatsapp_click` and `generate_lead` yourself (Section 05).

Events, key events and conversions

KEY TERM

Key event — an event you mark as important in GA4. In March 2024 Google renamed GA4 "conversions" to **key events**, and "session conversion rate" became "session key event rate". Existing conversions were renamed automatically. In Google's wording, a "conversion" is now a key event that you use in Google Ads [Google Analytics Help, Oct 2026] [Loves Data, Oct 2026]. Older tutorials still say "conversions" in GA4.



Since March 2024 GA4 says "key event"; "conversion" is the Google Ads word.

Three layers, three names. GA4 records every event. You star the few that matter as key events. Google Ads can use them as conversion actions, either imported from GA4 or counted by its own tag (Section 06).

- **How to mark:** Admin > Data display > Events → star icon, or + Create event with "Mark as key event" switched on. Changes can take up to 24 hours to show in standard reports. Unmarking does not delete past data [Google Analytics Help, Oct 2026].
- **Limit:** 30 key events per standard property (50 in the paid Analytics 360) [Google Analytics Help, Oct 2026]. You need three or four.
- **Counting:** "once per session" usually fits leads; "once per event" fits purchases [Analytics Mania, Oct 2026]. With "once per event", a customer who refreshes the thank-you page counts as two leads.
- **Never mark** `page_view` as a key event. It would count every page view as a lead.

RECOMMENDED LEAD EVENTS

Google recommends a set of event names for lead generation. If you use them, GA4 fills a **Lead acquisition** report [Google Analytics Help, Oct 2026].

EVENT NAME	GOOGLE'S MEANING	AT ÖRNEK
<code>generate_lead</code>	A form submitted online, or information given offline	Contact or booking form sent
<code>working_lead</code>	The person contacts, or is contacted by, a representative	Service advisor called back
<code>qualify_lead</code> / <code>disqualify_lead</code>	The lead is judged a real prospect, or not	Real job request vs. spam or out of area

EVENT NAME	GOOGLE'S MEANING	AT ÖRNEK
close_convert_lead / close_unconvert_lead	The lead became a customer, or did not	Job paid vs. lost

The reports a beginner needs

QUESTION	REPORT AND MENU PATH
Where did visits come from?	Reports > Acquisition > Traffic acquisition . Switch the first column between Session primary channel group, Session source / medium and Session campaign.
How did new people first find us?	Reports > Acquisition > User acquisition (First user source / medium)
Which sources produce leads?	Reports > Acquisition > Lead acquisition (appears when lead events such as generate_lead are used)
How often did each action happen?	Reports > Engagement > Events
Which pages do people land on?	Reports > Engagement > Landing page and Pages and screens
Does tracking work right now?	Reports > Realtime and DebugView
Which channels share the credit? (later)	Advertising > Attribution (Section 11)
Report collections can differ by property. If a report is missing, look in Library (not re-verified for every property type).	

"HOW MANY PEOPLE CAME FROM MY AD?"

01 Read ad clicks in the ad platform

Google Ads shows "Clicks"; Meta shows "Link clicks". GA4 does not count ad clicks.

02 Read visits in GA4

Open Traffic acquisition , switch the first column to Session source / medium or Session campaign , find google / cpc or instagram / paid_social , and read Sessions.

03

Expect fewer sessions than clicks

People leave before the page loads, reject cookies or block ads, or the tag is missing on the landing page. A small gap is normal. A very large gap means a broken tag or a slow page.

"HOW MANY OF THEM TAPPED CALL OR WHATSAPP?"

01

Stay in Traffic acquisition

In the key events column, pick one key event, for example `click_to_call`, then `whatsapp_click`.

02

Read the count per campaign or source

This is the number of taps, not of finished calls or chats.

03

Compare with the phone system

For real calls, compare with the call log of the tracking number used for that channel (Section 08).

Two settings that confuse beginners**DATA RETENTION**

Standard properties keep event-level data for 2 or 14 months. The setting only affects **explorations** (custom analyses you build yourself) **and funnel reports**; standard reports are not limited by it. Default: 2 months. Not retroactive

[Google Analytics Help, Oct 2026].

THRESHOLDING

GA4 hides rows to protect privacy when a report includes demographics, search queries, or very few users in a short date range. "Data thresholds are system defined. You can't adjust them." A wider date range often helps

[Google Analytics Help, Oct 2026].

Link Google Ads and Search Console

- **Google Ads:** `Admin > Product links > Google Ads links`. You need the Editor or Administrator role in GA4 and admin access in Google Ads. Ads data appears in GA4 within 48 hours [Google Analytics Help, Oct 2026].

- **Search Console:** Admin > Product links > Search Console links . This adds the "Google Organic Search Queries" and "Google Organic Search Traffic" reports. The report collection is unpublished by default; publish it from Library . One web stream links to one Search Console property [Google Analytics Help, Oct 2026].

GLOBAL EXAMPLE

Google says advertisers who link GA4 and Google Ads see "a 23% increase in conversions and a 10% reduction in cost per conversion"

[Google Analytics Help, Oct 2026]. This is Google's claim about its own product, not an independent study. Link them because it costs nothing and lets you see ad clicks and site behaviour together.

ÖRNEK OTO SERVİSİ

Property "Örnek Oto Servis – Web": time zone Türkiye, currency TRY, retention 14 months, the shop's IP filtered. Key events: `click_to_call` , `whatsapp_click` , `generate_lead` , and `book_appointment` if online booking is added. The site runs on WordPress, so GA4 goes in through GTM only. A WordPress plugin that adds its own GA4 tag would count every visit twice.

TIP

A trade press report says Site Kit by Google (WordPress) added "Site Goals" in version 1.187.0 (7 September 2026). It can track leads from form plugins such as Contact Form 7, WPForms and Ninja Forms and send events such as `generate_lead` to GA4 and Google Ads [PPC Land, Sep 2026]. This is a secondary source, not checked on Google's own pages. It may suit a shop that does not want GTM, but use either Site Kit or GTM for GA4, not both.

SELF-CHECK

Which action does GA4 enhanced measurement *not* record by itself?

Scrolling to 90% of a page

✓ A tap on the phone number (`tel:` link)

A file download

There is no built-in `te1:` event. You add it with a click trigger in Google Tag Manager (Section 05).

SELF-CHECK

You change data retention from 2 to 14 months today. What happens to your explorations?

They can show the last 14 months from today

✓ **They keep 14 months from now on; older event data that was already deleted does not come back**

Nothing; the setting only changes standard reports

The change is not retroactive, and it affects explorations and funnel reports. That is why you set it on day one.

▼ SOURCES FOR THIS SECTION

1. [Google Analytics Help — About key events \(checked Oct 2026\)](#)
2. [Loves Data — Google Analytics key events \(checked Oct 2026\)](#)
3. [Google Analytics Help — Configuration limits \(checked Oct 2026\)](#)
4. [Google Analytics Help — Enhanced measurement \(checked Oct 2026\)](#)
5. [Google Analytics Help — Recommended events \(checked Oct 2026\)](#)
6. [Google Analytics Help — Data retention \(checked Oct 2026\)](#)
7. [Analytics Mania — 2-month data retention \(23 Mar 2025\)](#)
8. [Google Analytics Help — Data thresholds \(checked Oct 2026\)](#)
9. [Google Analytics Help — Link Google Ads \(checked Oct 2026\)](#)
10. [Google Analytics Help — Search Console link \(checked Oct 2026\)](#)
11. [Analytics Mania — Track key events in GA4](#)
12. [PPC Land — Site Kit Site Goals \(Sep 2026, secondary\)](#)

GOOGLE TAG MANAGER

READ

18 min

BUILDS ON

Section 04

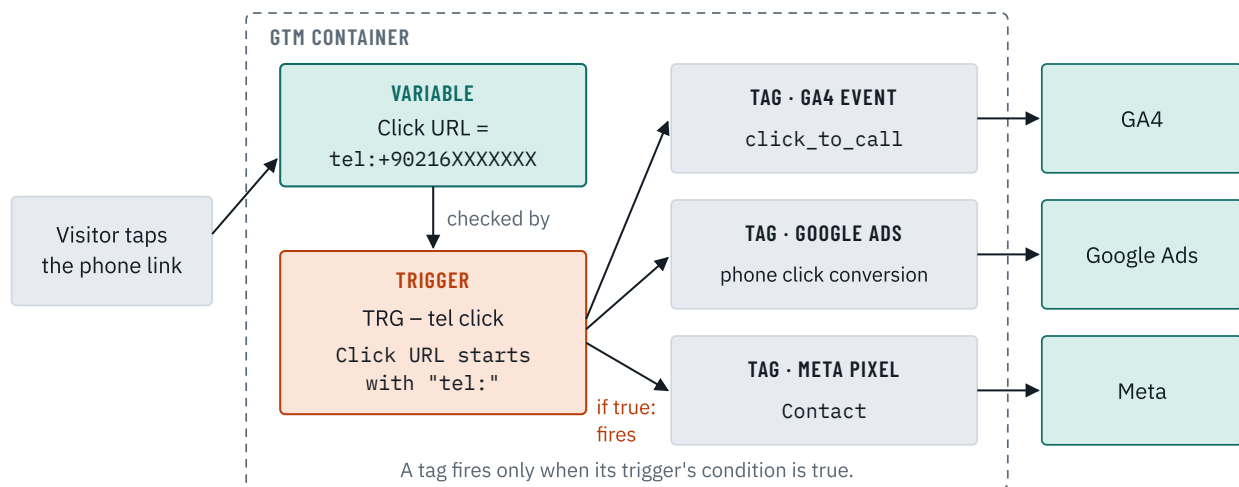
YOU WILL BE ABLE TO

Track taps on the phone number, taps on WhatsApp links and successful form sends, send them to GA4, Google Ads and Meta, and test everything before it goes live.

Without Tag Manager, every new piece of tracking means asking your web developer to edit the site. With it, the developer installs one container once, and you add or change tracking yourself. For a shop that needs the same three actions (call, WhatsApp, form) sent to three tools, GTM is the practical hub.

KEY TERM

Container — the GTM code installed on every page; it holds everything below. **Tag** — what to send, and where (for example "GA4 event `click_to_call`"). **Trigger** — when to send it (for example "a click on a link that starts with `tel:`"). **Variable** — a value GTM reads from the page, such as the clicked link's address (Click URL).



Variable → trigger → tags. One tap on the phone link, one trigger, three tags. If the trigger's condition is wrong (for example it only checks `wa.me` while your button links to `api.whatsapp.com`), nothing fires and the lead is lost from every report.

WATCH OUT

Old tutorials tell you to add a "GA4 Configuration" tag. That tag type no longer exists under that name: on 5 September 2023 Google's release notes said "GA4 configuration tags are now Google tags" [Tag Manager release notes, Sep 2023]. In GTM you choose the tag type `Google tag`.

Set up the container

01 Create the container

At `tagmanager.google.com` create an account and a container with target platform `Web`. Install its two code snippets on every page (one in the `<head>`, one right after `<body>`), or use your website platform's GTM integration.

02 Add the Google tag

`Tags > New > Google tag`. Tag ID = your `G-XXXXXXX`. Trigger = `Initialization - All Pages`.

03 Switch on built-in variables

`Variables > Configure`: tick Click URL, Click Text, Click Element, Page Path, Page URL and Form ID.

04

Add a Conversion Linker tag

Tag type `Conversion Linker` on All Pages. It stores Google's click ID so that later conversions can be matched to the ad click.

Track taps on the phone number

01

Trigger

Triggers > New > Click – Just Links > Some Link Clicks, condition `Click URL starts with tel:`. Name it `TRG – tel click`.

02

GA4 event tag

Tags > New > Google Analytics: GA4 Event. Event name `click_to_call`. Parameters: `link_url = {{Click URL}}`, `page_path = {{Page Path}}`. Trigger `TRG – tel click`.

03

Google Ads tag (optional, for bidding)

In Google Ads create a website conversion action of type click, for example "Lead – Phone click (web)". In GTM add a `Google Ads Conversion Tracking` tag with its Conversion ID and Conversion Label, on the same trigger

[Google Ads Help, Oct 2026].

04

Meta tag (optional)

A Meta Pixel `Contact` event on the same trigger (see below).

Track taps on WhatsApp links

WhatsApp buttons can link to several addresses. One GTM trigger cannot hold "OR" conditions, so use one regular expression (a pattern that matches several texts)

[Boei, Oct 2026]:

Trigger type:	Click – Just Links > Some Link Clicks
Condition:	Click URL matches RegEx
Pattern:	<code>wa\.me api\.whatsapp\.com web\.whatsapp\.com ^whatsapp:</code>
Name:	TRG – whatsapp click
GA4 event:	<code>whatsapp_click</code> (same parameters as <code>click_to_call</code>)

COPY

If the WhatsApp button is a floating widget that is not a normal link (an iframe or a script button), use `Click – All Elements` with a CSS selector, or the widget's own `dataLayer` event (a message the page code sends to GTM). Test it in Preview.

Track forms that were really sent

1 · THANK-YOU PAGE (BEST)

Set the form to open `/tesekkurler` (thank you) only after a successful send. Trigger: `Page View > Some Page Views > Page Path equals /tesekkurler` → GA4 event `generate_lead`, plus the Google Ads conversion tag and Meta `Lead` (Meta `Schedule` for bookings).

Hide the page from menus and search (noindex) so random visits do not count.

2 · PLUGIN SUCCESS EVENT

Many form plugins push a `dataLayer` event when sending works. Use a `Custom Event` trigger with that event name.

3 · GTM FORM SUBMISSION TRIGGER

Switch on "Check Validation". It often fails with forms that send without reloading the page (AJAX forms), so test carefully.

Do not rely on enhanced measurement's `form_submit` as your only lead count. It fires on the attempt and does not know whether the message arrived.

Track the "Yol tarifi al" link

Many repair customers want to know where the shop is before they drive over. If your website has a *Yol tarifi al* (get directions) button that opens Google Maps, track it the same way as the phone link. Google Maps links come in a few forms, so one regular expression covers them all:

```
Trigger type: Click – Just Links › Some Link Clicks
Condition: Click URL matches RegEx
Pattern: google\.[a-z.]+/maps|maps\.google\.|maps\.app\.goo\.gl|goo\.gl/maps
Name: TRG – directions click
GA4 event: directions_click (same parameters as click_to_call)
Meta event: FindLocation (optional)
```

[COPY](#)

Two rules keep this count honest. First, write every pattern into **one** condition: if you add two "Click URL contains" lines to the same trigger, GTM fires only when *both* are true, so it never fires. Second, a directions tap shows interest; it does not prove the person came. Count `directions_click` as a secondary signal in GA4 (a key event only if you want it in reports), and do not make it a Primary conversion in Google Ads. Most direction requests happen on Google Maps itself, not on your site; you read those in the Business Profile Performance report (Section 10).

Send the same actions to Meta

- Add the Meta Pixel base code on all pages, from the GTM Community Template Gallery or as Custom HTML, and only after the visitor's cookie consent (Section 13).
- Event tags: `fbq('track', 'Contact')` on the phone and WhatsApp triggers, `fbq('track', 'Lead')` on the thank-you page, `fbq('track', 'Schedule')` for finished bookings.
- If you also send events from your server (Conversions API, Section 07), pass the same event ID from both sides so Meta counts each action once

[Meta for Developers, Oct 2026].

Test, then publish

01 Preview

In the workspace click `Preview`, enter the site address, click `Connect`, then `Continue` in the Tag Assistant tab [Tag Manager Help, Oct 2026].

02 Do each action once

Tap the phone link, tap the WhatsApp button and send a test form. In Tag Assistant every tag should show "Fired" exactly once.

03

Check the receiving tools

GA4 `DebugView` or `Realtime`, the Google Ads conversion status, and Meta `Events Manager > Test events`.

04

Publish with a name

`Submit`, write a version name such as "v3 – tel + whatsapp + form", then `Publish`. Since 17 September 2026 GTM can suggest an AI-written version summary [Tag Manager release notes, Sep 2026].

05

Check again after 24–48 hours

Mark the new GA4 events as key events, and compare the counts with the calls and form emails you really received.

KEY TERM

Google tag gateway for advertisers — a way to send Google tag requests through your own domain (first-party routing). It was called "first-party mode" until 8 May 2025, when Google's release notes said "First-party mode is now Google tag gateway for advertisers". It started with Cloudflare in October 2024; Akamai, Fastly, Google Cloud and Amazon CloudFront options followed in 2026

[Tag Manager release notes, May 2025] [PPC Land, Oct 2026]. Google claims an "11% uplift in observed signals" (vendor claim, May 2025). It does not replace consent: "First-party routing changes the technical origin of a request; it does not change the legal basis for collecting the data." A small shop can skip it at the start.

ÖRNEK OTO SERVİS

The container after setup (example):

TAG	TYPE	TRIGGER
Google tag – G-XXXXXXX	Google tag	Initialization – All Pages
Conversion Linker	Conversion Linker	All Pages
GA4 – click_to_call	GA4 Event	TRG – tel click
GA4 – whatsapp_click	GA4 Event	TRG – whatsapp click
GA4 – generate_lead	GA4 Event	TRG – tesekkurler page
GA4 – directions_click	GA4 Event	TRG – directions click
Ads – Lead – Phone click (web)	Google Ads Conversion Tracking	TRG – tel click
Ads – Lead – Form (web)	Google Ads Conversion Tracking	TRG – tesekkurler page
Meta – Contact	Meta Pixel event	TRG – tel click, TRG – whatsapp click
Meta – Lead	Meta Pixel event	TRG – tesekkurler page

TÜRKİYE

Keep event and trigger names in English snake_case (`click_to_call`) even on a Turkish site. Page paths can stay Turkish without special letters, such as `/tesekkurler` or `/randevu` . Keep a change log (date, what changed, who): when a number suddenly jumps, the log explains it.

SELF-CHECK

Your WhatsApp button links to `api.whatsapp.com` , but your trigger only checks "Click URL contains wa.me". What happens?

GTM guesses and counts the click anyway

✓ The trigger never fires, so no WhatsApp taps are counted anywhere

Only GA4 counts it

A trigger fires only when its condition is true. That is why the regular expression lists every WhatsApp address, and why you test in Preview.

SELF-CHECK

Why is a thank-you page the best way to count form leads?

✓ It loads only after the message was sent successfully

It makes the form faster

GA4 counts thank-you pages as key events by itself

Submit-click triggers also count failed or blocked attempts. A page that opens only after success counts real leads.

▼ SOURCES FOR THIS SECTION

1. [Tag Manager Help — Release notes \(Google tag rename 2023; tag gateway 2025; version summaries 2026\)](#)
2. [Tag Manager Help — Preview and debug containers \(checked Oct 2026\)](#)
3. [Google for Developers — Google tag gateway](#)
4. [PPC Land — Google tag gateway explainer](#)
5. [Google Ads Help — Track clicks on your website as conversions \(checked Oct 2026\)](#)
6. [Boei — Track WhatsApp clicks with Google Tag Manager](#)
7. [Martech Zone — Track tel: clicks with Google Tag Manager](#)
8. [Analytics Mania — Track key events in GA4](#)
9. [Meta for Developers — Conversions API server event parameters](#)

☐ MARK SECTION 05 AS DONE

GOOGLE ADS CONVERSION TRACKING

READ

12 min

BUILDS ON

Sections 04–05

YOU WILL BE ABLE TO

Choose how Google Ads counts leads, avoid double counting, plan offline uploads of paid jobs, and know what Google cannot count in Türkiye.

Google Ads uses the conversions you give it to decide whom to show ads to and how much to bid. If you count the wrong thing, it optimises for the wrong thing. This section covers only the measurement side; campaigns and bidding are in the Google Ads deep dive.

KEY TERM

Conversion action — one thing Google Ads counts, such as "Lead – Form (web)".

Primary actions appear in the "Conversions" column and are used for bidding.

Secondary actions appear only in "All conversions" and are for watching

[Google Ads Help, Oct 2026].

Three ways to count

GOOGLE ADS TAG VIA GTM

Create the action in `Goals > Conversions > Summary > + New conversion action > Website` (path not re-verified) and fire it from GTM (Section 05).

- Built for bidding; supports enhanced conversions (explained below)
- One more set of tags to maintain

IMPORT GA4 KEY EVENTS

After linking GA4 and Google Ads, create conversion actions from GA4 key events.

- One definition for both tools; easy
- GA4 counting and credit rules differ from Google Ads; can arrive later

The most common choice for lead generation.

OFFLINE: PAID JOBS

Upload leads that became jobs, with their value, through Data Manager, Google's tool for bringing in your own data (sheet, file or CRM).

- Teaches Google which clicks become paying customers
- Needs a disciplined customer log and KVKK care (Section 13)

WATCH OUT

Do not count the same action twice as Primary, for example the native "phone click" tag *and* the imported GA4 `click_to_call` . Keep one as Primary and set the other to Secondary.

Örnek's conversion actions

CONVERSION ACTION	COUNTED BY	PRIMARY?
Lead – Form (web)	Thank-you page <code>/tesekkurler</code>	Primary
Lead – Phone click (web)	GTM trigger on <code>tel:</code> links	Primary (a tap, not a confirmed call)
Lead – WhatsApp click (web)	GTM trigger on WhatsApp links	Primary or Secondary: decide after checking chat quality
Directions (local actions)	Created automatically when location assets (your Business Profile address shown with the ad) are active	Secondary at first
Job completed (offline import)	Weekly upload from the customer log	Later, after 4+ weeks side by side

CONVERSION ACTION	COUNTED BY	PRIMARY?
Page views, scroll, time on site	—	Never
Example setup. For Search campaigns, Google says only the directions action of local actions can be used for bidding [Google Ads Help, Oct 2026].		

Give each action a value so bidding knows which matters more. Work it out from your own numbers: value of a lead $\approx$ lead-to-job rate $\times$ gross profit per job. With Örnek's example numbers, if 4 in 10 form leads become jobs worth 3,200 TL gross profit, a form lead is worth about $0.4 \times 3,200 = 1,280$ TL. Use a lower value for an action that converts worse.

Enhanced conversions and offline uploads

- **Enhanced conversions** send a hashed (SHA-256, a one-way scrambling) email or phone number from your form, so Google can match more conversions to ad clicks. "As of April 2026, enhanced conversions for web and leads are now combined into a single on/off setting." You must accept Google's customer data terms [Google Ads Help, Oct 2026].
- **Offline conversion import (GCLID method):** save the `gclid` from the landing address in a hidden form field so it arrives with the lead. Create an Import conversion action such as "Job completed (offline)". Every week, upload Google Click ID, conversion name, conversion time with time zone (2026-10-01 14:30:00+03:00), value and currency (TRY) through **Data Manager**.
- **Google's recommendation:** "If you have not already adopted offline conversion import, we recommend starting with enhanced conversions for leads instead." Google reports a "median 10% increase in conversions" (vendor claim) [Google Ads Help, Oct 2026]. Run old and new actions side by side for "1–2 conversion cycles or 4 weeks" before making the new one Primary [Google Ads Help, Oct 2026].

GLOBAL EXAMPLE

API change for developers and software vendors: "Starting June 15, 2026, offline conversions import and enhanced conversions for leads uploads will be migrated to the Data Manager API and blocked in the Google Ads API." Google's developer docs add that upload requests fail if the developer token "hasn't previously sent requests to upload offline conversions or enhanced conversions for leads"

[Google Ads Help, Oct 2026] [Google Ads API docs, Oct 2026]. This affects tools that upload through the API. Manual uploads in the Google Ads interface are not affected. If a CRM or call-tracking vendor uploads for you, ask whether it has moved to the Data Manager API.

Calls from Google Ads in Türkiye

Google says that tracking call conversions from ads and from a website, and importing call conversions, "require Google forwarding numbers" [Google Ads Help, Oct 2026]. Google forwarding numbers are available in 30 listed countries, and **Türkiye is not on the list**

[Google Ads Help, Oct 2026]. In practice:

DOES NOT WORK IN TÜRKIYE

- "Calls from ads" with call length
- Calls to a number on your website, through forwarding numbers
- Imported calls

WORKS

- Taps on the phone number on your mobile site (a click, not a call)
- WhatsApp taps and form leads
- Directions from location assets
- Offline uploads of paid jobs
- A separate phone number in the call asset (the phone number shown with your ad), so your phone system's log shows real calls from Google Ads (Section 08)

Google's page also lists a "call ad clicks" option that counts clicks on call assets without forwarding numbers. This was not tested in a Turkish account (Oct 2026). If you use it, treat it as clicks, not calls.

TÜRKİYE

Google's consent mode (a setting that passes the visitor's cookie choice to Google tags, Section 13) is required only for users in the EEA (European Economic Area), the UK and Switzerland [Google, Oct 2026]. For a Türkiye-only shop, Google does not require it. KVKK still requires consent for non-essential cookies, so your tags must follow the cookie banner anyway (Section 13).

ÖRNEK OTO SERVİS

Month 1: Google Ads tag via GTM for form, phone tap and WhatsApp tap (form and phone Primary, WhatsApp Secondary until the owner has read 30 chats). The call asset shows line A, a number used nowhere else. Month 2: the hidden `gclid` field goes on the booking form, and "Job completed (offline)" is uploaded weekly once the KVKK notice covers it.

DEEP DIVE

GOOGLE ADS



Campaign setup, keywords, bidding, budgets and the weekly optimisation routine.

SELF-CHECK

Can Örnek's Google Ads account count calls from its call asset, with call length, in Türkiye?

Yes, if call reporting is switched on

✓ **No. It needs Google forwarding numbers, which are not offered in Türkiye**

Yes, but only for mobile users

Türkiye is not on Google's 30-country list. Use a separate number in the call asset and read real calls in your own phone log.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Primary and secondary conversion actions](#)
2. [Google Ads Help — Import GA4 key events into Google Ads](#)
3. [Google Ads Help — Local actions conversions](#)
4. [Google Ads Help — Enhanced conversions for leads](#)
5. [Google Ads Help — Offline conversion imports](#)
6. [Google Ads Help — Upgrade to enhanced conversions for leads \(15 June 2026 notice\)](#)
7. [Google Ads API — Upload offline conversions](#)
8. [Google Ads Help — Phone call conversion tracking](#)
9. [Google Ads Help — Google forwarding numbers \(country list\)](#)
10. [Google — EU user consent policy](#)



MARK SECTION 06 AS DONE

SECTION 07 / 14

META PIXEL AND CONVERSIONS API

READ

15 min

BUILDS ON

Sections 02, 05

YOU WILL BE ABLE TO

Explain why Meta needs both the Pixel and the Conversions API, choose the right standard events, test them, and measure what happens after a Click-to-WhatsApp chat.

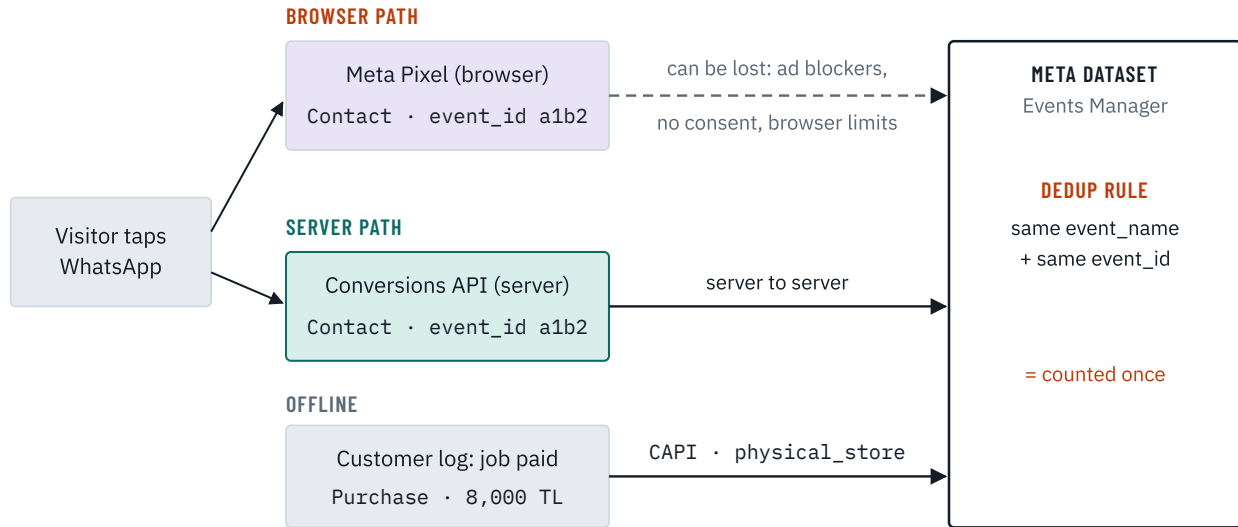
Meta decides who sees your ads partly from the events it receives. If it only sees clicks, it finds people who click. If it sees leads and booked jobs, it can look for people who book. The Pixel and the Conversions API are the two roads those events travel on.

KEY TERM

Meta Pixel — Meta's code that runs in the visitor's browser and reports actions.

Conversions API (CAPI) — your website server or customer system sends the same events straight to Meta. **Dataset** — the container in Events Manager that receives both.

Deduplication — Meta recognises that a browser event and a server event describe the same action and counts it once.



Two roads, one count. The browser road is easy to set up but loses events. The server road is more robust. Send both with the same event name and event ID, and Meta keeps one. Paid jobs from your log can travel the server road too.

Meta says advertisers who use the Conversions API together with the Pixel saw on average "17.8% lower cost per result". In April 2026 it announced a free one-click "Meta-enabled" Conversions API setup [Meta, Apr 2026]. Both are Meta's own claims about its own product.

Standard events for a repair shop

META EVENT	META'S DEFINITION	AT ÖRNEK
Contact	"When a person initiates contact with your business via telephone, SMS, email, chat, etc."	Tap on phone or WhatsApp
Lead	"When a sign up is completed"	Form sent (thank-you page)

META EVENT	META'S DEFINITION	AT ÖRNEK
Schedule	"When a person books an appointment to visit one of your locations"	Online booking finished
FindLocation	Listed among Meta's standard events	Directions button (optional)
Purchase with value	Used for completed sales, also by the Conversions API	Paid job, sent later through CAPI

Meta lists 17 standard events in total [Meta for Developers, Oct 2026].

Set it up

01 Create the dataset and install the Pixel

Events Manager > Connect data sources > Web, then create or choose a dataset (Pixel). Install it through a website-platform integration (WordPress, Wix, Shopify), through GTM (Section 05), or as code.

02 Pick the simplest Conversions API route that works

A partner integration in your website platform; the one-click Meta-enabled setup if your account offers it; the **Conversions API Gateway**, which runs in your own AWS or Google Cloud account where "the only cost ... is the associated cloud resource or partner fees" [Meta for Developers, Oct 2026]; server-side GTM (more technical); or direct code by a developer.

03 Deduplicate

Send the same event_name and event_id from browser and server [Meta for Developers, Oct 2026].

04 Test

Events Manager > your dataset > Test events. Open your site, trigger Contact and Lead, and check that both "Browser" and "Server" appear and are deduplicated.

05 Verify your domain

Business settings > Brand safety > Domains, with an HTML file, a DNS TXT record or a meta tag. It proves you own the domain and controls who can edit link

previews in ads pointing to it [Meta for Developers, Oct 2026].

06

Check Event Match Quality

Events Manager shows an Event Match Quality score per event: how well Meta can match your events to people. More customer details (hashed email or phone), sent only with consent, improve it. The scoring details were not re-verified for this guide.

Measuring Click-to-WhatsApp ads

FREE WHATSAPP BUSINESS APP

Ads Manager reports **messaging conversations started**. Meta does not see what happens later in the chat.

Low-tech fix: use app **labels** such as *Reklam – Instagram* (ad – Instagram), *Randevu verildi* (appointment given) and *İş tamamlandı* (job done), and copy the counts into the customer log every week.

WHATSAPP BUSINESS PLATFORM

To report leads, bookings or sales from the chat back to Meta, you need the WhatsApp Business Platform (Cloud API, usually through a provider) plus the Conversions API for Business Messaging:

`action_source=business_messaging`, `messaging_channel=whatsapp`, the `ctwa_clid`, and events such as `LeadSubmitted`, `QualifiedLead` and `Purchase`. The On-Premises API was sunset on 23 October 2025

[Meta for Developers, Oct 2026].

Sending paid jobs to Meta

Meta's separate Offline Conversions API was discontinued on **14 May 2025**

[Jon Loomer, Oct 2026] [CustomerLabs, Oct 2026] (secondary sources). Offline events now go through the normal Conversions API to the same dataset, for example a `Purchase` with value and an `action_source` that says where it happened:

ACTION_SOURCE VALUE	USE AT A REPAIR SHOP
<code>physical_store</code>	Job done and paid in the shop

ACTION_SOURCE VALUE

USE AT A REPAIR SHOP

phone_call

Lead or booking taken by phone

business_messaging

Events from a WhatsApp, Messenger or Instagram chat

system_generated

Events created by your CRM

website, chat, email, app, other

Other places

Values from Meta's server-event parameters page. "The `event_time` can be up to 7 days before you send an event." Some third-party guides give a longer window for in-store events; that was not verified on Meta's own page.

TÜRKİYE

Load the Pixel only after the visitor accepts advertising cookies (Section 13), and name Meta in your cookie notice. Hashed phone numbers and emails are still personal data, so sending paid jobs to Meta needs a legal basis and a notice that covers it. Start with the in-house log and add uploads only after a KVKK check.

ÖRNEK OTO SERVİSİ

Month 1: Pixel through GTM, after consent, with `Contact` (phone and WhatsApp taps) and `Lead` (thank-you page); the WordPress partner integration adds the server events with the same event IDs; domain verified. The Click-to-WhatsApp campaign is judged by conversations started in Ads Manager plus the "Randevu verildi" and "İş tamamlandı" label counts. Later, paid jobs go to Meta as `Purchase` events with value (8,000 TL on average, example number).

DEEP DIVE

META ADS

Objectives, audiences, Click-to-WhatsApp and lead form campaigns, budgets and reading results.



SELF-CHECK

The Pixel and the Conversions API both send the same `Lead`. How does Meta avoid counting it twice?

It always ignores the browser event

✓ **Both events carry the same event name and the same event ID**

It cannot; you must choose one road

Matching `event_name` + `event_id` tells Meta the two events are one action.

SELF-CHECK

Örnek uses the free WhatsApp Business app. What can Meta report for its Click-to-WhatsApp ads?

✓ **Conversations started, but not the bookings that happen later in the chat**

Every booking and every paid job automatically

Nothing at all

Reporting what happens inside the chat needs the WhatsApp Business Platform and the Conversions API for Business Messaging. With the free app, labels and your log fill the gap.

▼ SOURCES FOR THIS SECTION

1. [Meta for Developers — Meta Pixel reference \(standard events\)](#)
2. [Meta for Developers — Conversions API server event parameters](#)
3. [Meta for Developers — Conversions API for Business Messaging](#)
4. [Meta for Developers — Conversions API Gateway](#)
5. [Meta for Developers — Domain verification](#)
6. [Meta — Pixel and Conversions API updates \(15 Apr 2026\)](#)
7. [Jon Loomer — Offline Conversions API deprecation \(secondary\)](#)
8. [CustomerLabs — Offline events via the Conversions API \(secondary\)](#)

☐ **MARK SECTION 07 AS DONE**

CALLS, WHATSAPP AND WALK-INS IN TÜRKİYE

READ

12 min

BUILDS ON

Sections 01, 06

YOU WILL BE ABLE TO

Count real calls, chats and walk-ins by channel with methods that work in Türkiye, from free questions to call-tracking numbers.

Most repair customers phone, write on WhatsApp or simply drive in. These are exactly the contacts that website tags miss. In Türkiye the gap is wider, because Google Ads cannot count real calls here (Section 06). You close the gap with your own phone numbers and one good question.

What the tools cannot see here

- **Real calls from Google Ads.** No Google forwarding numbers in Türkiye, so no "calls from ads", no website call tracking through forwarding numbers and no imported calls [Google Ads Help, Oct 2026].
- **Calls dialled by hand.** Many people read the number from the site, from Google Maps or from a sticker and type it. No tap, no event.
- **Taps that never connect.** A `tel:` tap opens the dialler; the person may hang up, or nobody answers.
- **Missed calls** (*cevapsız çağrılar*). Only the phone system's log shows them. Unanswered calls in busy hours can be the largest hidden loss of all.
- **Word of mouth and passers-by.** No tool sees a neighbour's tip or the sign over the door.

Three main methods

STATIC NUMBER PER CHANNEL

DYNAMIC NUMBERS (DNI)

One extra phone number for each important channel. The phone system's call log shows which number was called.

- **Cost:** a monthly fee per extra number (prices not checked)
- **Effort:** low; set up once
- **Accuracy:** good per channel, not per ad

The website shows a different number to each visitor, depending on where the visit came from, and the service reports the source of each call.

- **Cost:** Zadarma lists a Turkish number at \$7.50/month (monthly) or \$5/month (yearly payment); dynamic tracking needs at least 2 numbers [Zadarma, Oct 2026]
- **Effort:** medium; script on the site
- **Accuracy:** per visitor source, incl. UTM labels

ASK AND LOG

"Bizi nereden duydunuz?" asked at every first contact and written in the customer log, with fixed answer options.

- **Cost:** free
- **Effort:** daily staff discipline
- **Accuracy:** depends on memory, but it is the only method that catches tips and passers-by

SMALLER METHODS THAT ADD DETAIL

METHOD	COST	EFFORT	WHAT IT SHOWS
Promo code per channel (INSTA-KIS , HARITA-KIS)	Free	Low	Channel of customers who use the offer
QR code with UTMs on print (Section 03)	Free	Low	Website visits from each flyer or sticker
Pre-filled WhatsApp text per channel, e.g. ?text=Merhaba%20(IG)	Free	Low	Source in the first chat message (feature not re-verified; test it)

METHOD	COST	EFFORT	WHAT IT SHOWS
Separate SIM or mobile line for one campaign	Line fee	Low	Calls from one test campaign

Example providers (not tested)

- **Turkish cloud-PBX and number providers** sell extra geographic numbers (*coğrafi numara*) or 0850 numbers with a call log: [Netgsm](#) (0850, geographic and 0800 numbers, Bulut Santral, "Çağrı Analizi", API), [Bulutfon](#) (0850 and geographic numbers, call dashboard, REST API) and [Verimor](#) (Bulut Santral, 0850, Sanal Santral). None of their homepages advertised dynamic number insertion or a Google Ads or GA4 integration when checked in October 2026. Prices were not checked.
- **Zadarma** lists Turkey among its call-tracking countries; call tracking itself is free and you pay for the virtual numbers; it integrates with Google Analytics and shows UTM tags [Zadarma, Oct 2026]. Document requirements and number types for Türkiye were not verified.
- **International DNI vendors** such as CallRail, CallTrackingMetrics and Ringostat: support for Turkish numbers was not confirmed.

ÖRNEK OTO SERVİS

Number plan: line A only in the Google Ads call asset; line B only on the Google Business Profile; line C only on flyers, invoices and car stickers; the main number everywhere else. Each month the call log gives calls per line, including missed ones.

Front-desk script (*danışma*), asked at every first contact:

"Merhaba, Örnek Oto Servis, buyurun. ... Bu arada, bizi nereden duydunuz? Google'da arama mı, Haritalar mı, Instagram mı, yoksa bir tavsiye mi?" (Hello, Örnek Oto Servis, go ahead. ... By the way, how did you hear about us? A Google search, Maps, Instagram, or a recommendation?)

Fixed answers in the log: Google arama, Google Haritalar, Instagram, Facebook, WhatsApp, Tavsiye (referral), Tabela/geçerken (sign, passing by), Broşür (flyer), Eski müşteri (returning customer), Diğer (other).

GLOBAL EXAMPLE

BraBos Cleaning (Boston area, USA) set up call tracking from September 2024: dynamic numbers on the website for Google Ads, organic and Facebook visitors, and static numbers on print and on its Google Business Profiles. The company reports it "traced 80%" of new bookings to the exact call, found that email produced real bookings, and opened a second office after call data showed demand [CallRail, Sep 2026]. It is a vendor case study, so copy the method and treat the numbers as indicative.

TIP

Make one test call and send one test WhatsApp message to each number every month, from a phone that is not the shop's. Check that the call appears on the right line and that the chat gets the right label.

SELF-CHECK

Which method is the only one that catches customers who came on a neighbour's recommendation?

Dynamic number insertion

UTM labels

✓ Asking "Bizi nereden duyduunuz?" and logging the answer

A recommendation leaves no digital trace. Only a person asking and writing it down records it.

▼ SOURCES FOR THIS SECTION

1. [Google Ads Help — Google forwarding numbers \(country list\)](#)
2. [Zadarma — Call tracking](#)
3. [Zadarma — Number prices](#)
4. [Netgsm](#), [Bulutfon](#), [Verimor](#) — homepages (checked Oct 2026)
5. [Ringostat](#) — Türkiye support not confirmed
6. [CallRail — BraBos Cleaning case study \(10 Sep 2026\)](#)

FROM LEAD TO PAID JOB

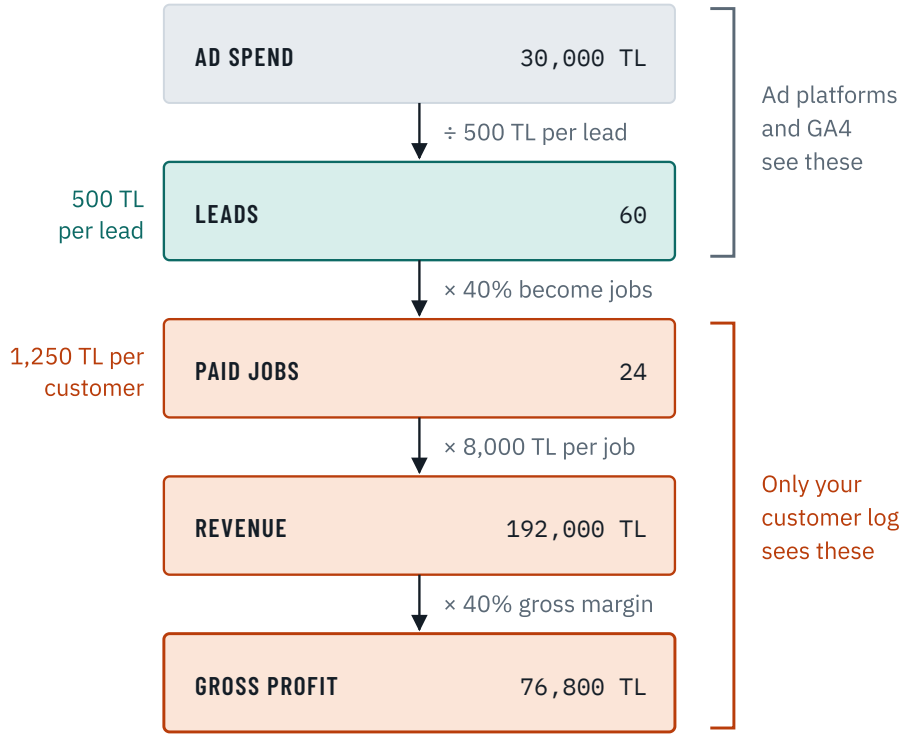
READ

15 min

BUILDS ONSections 01, 08;
Crash Course 03**YOU WILL BE ABLE TO**

Keep a customer log that links every lead to a job and an invoice, and work out cost per customer, ROAS and ROI per channel.

Cost per lead is easy to read and often misleading. One channel can bring cheap leads that rarely turn into jobs. Another can bring fewer, more expensive leads that nearly all become paying customers. Only the cost per *paying customer* tells you where money should go, and only your customer log can give you that number.



Where the money becomes visible. Example numbers for Örnek Oto Servis in one month. The ad tools stop at "leads". Jobs, revenue and profit exist only in the shop's own records.

The customer log

A Google Sheet is enough: one row per lead, filled in by the front desk at first contact and updated when the car comes in and when the invoice is paid. Turkish column names keep it natural for the team (*Müşteri / Talep Takip Tablosu*, customer and request tracking sheet).

#	COLUMN	WHAT GOES IN IT
1	Talep No (request no.)	Running number
2	Tarih / saat (date, time)	First contact
3	İletişim türü (contact type)	Telefon / WhatsApp / Form / Walk-in / Instagram DM
4	Aranan hat (line called)	Line A, B, C or main (from the phone system)
5	Bizi nereden duydunuz?	Drop-down with the fixed answers (Section 08)

#	COLUMN	WHAT GOES IN IT
6	Kampanya / UTM / WA etiketi	From the form's hidden fields or the WhatsApp pre-fill tag, e.g. "(IG)"
7	Click ID (gclid / ctwa_clid)	Only if captured automatically
8	Ad / kısaltma (name or initials)	Collect only what you need
9	Telefon	Only after the privacy notice (<i>aydınlatma</i>) was given
10	Aydınlatma yapıldı? / Pazarlama izni (İYS)?	Yes/No + date (Section 13)
11	Araç (vehicle)	Brand, model, year; avoid the plate unless the job record needs it
12	İstenen hizmet (service asked)	Periyodik bakım, fren, lastik, motor arıza, elektrik, klima, kaporta-boya, diğer
13	Teklif (quote, TL)	Price quoted
14	Durum (status)	Yeni → Teklif verildi → Randevu → Geldi → İş tamamlandı / Kaybedildi
15	Kayıp nedeni (reason lost)	Fiyat, uzak, cevapsız çağrı, yoğunluk, diğer
16	İş tarihi (job date)	—
17	Fatura tutarı (invoice, TL, KDV hariç)	Amount excluding VAT
18	Brüt kâr (gross profit, TL)	Or margin %
19	Yeni / eski müşteri	New or returning customer
20	Platforma yüklendi mi?	Date uploaded to Google or Meta, only if legally cleared
Example column set. A pivot table on this sheet gives leads, jobs, revenue and gross profit per source per month.		

Match each lead to its job and its money

01

Give every contact a row

Calls, chats, forms and walk-ins, with the source answer, on the day they happen.

02

Update the status as the car moves

Quote given, appointment, car arrived, job done or lost. Find the row by Talep No or phone number.

03 Add the invoice and gross profit

When the job is paid, copy the amount excluding VAT and the gross profit from your accounting.

04 Summarise monthly by source

A pivot table: leads, jobs, revenue, gross profit per "Bizi nereden duydunuz?" answer and per line. Put ad spend next to it.

The formulas

CPL cost per lead

$$\text{ad spend} \div \text{leads}$$

$$30,000 \div 60 = 500 \text{ TL}$$

CLOSE RATE lead → job

$$\text{paid jobs} \div \text{leads} \times 100$$

$$24 \div 60 = 40\%$$

COST PER CUSTOMER CPA per job

$$\text{ad spend} \div \text{new paying customers}$$

$$30,000 \div 24 = 1,250 \text{ TL}$$

ROAS revenue per 1 TL of ads

$$\text{revenue} \div \text{ad spend}$$

$$192,000 \div 30,000 = 6.4$$

ROI profit-based

$$\frac{(\text{gross profit} - \text{marketing cost})}{\text{marketing cost}}$$

$$(76,800 - 30,000) \div 30,000 = 156\%$$

BREAK-EVEN max cost per customer

$$\text{average job value} \times \text{gross margin}$$

$$8,000 \times 40\% = 3,200 \text{ TL}$$

ROAS uses revenue; ROI uses profit. A high ROAS can still lose money if the margin is thin. All numbers are examples.

Every metric in one table

Reports use many short names. This table lists them in funnel order, from the first view of an ad to the value of a customer over years. The example month is the same as above (30,000 TL spend, 60 leads, 24 paid jobs), with the ad-side numbers from the Crash Course: 100,000 impressions seen by 40,000 people, 2,000 clicks, 1,800 GA4 sessions. All are example numbers for the fictional Örnek Oto Servis.

METRIC	WHAT IT MEANS	FORMULA	ÖRNEK EXAMPLE
Impressions	Times the ad was shown	count	100,000
Reach	Different people who saw the ad (Meta)	count	40,000
Frequency	How often each person saw it, on average	$\text{impressions} \div \text{reach}$	$100,000 \div 40,000 = 2.5$
CTR	Click-through rate: share of impressions that got a click	$\text{clicks} \div \text{impressions} \times 100$	$2,000 \div 100,000 = 2\%$
CPC	Cost per click	$\text{spend} \div \text{clicks}$	$30,000 \div 2,000 = 15$ TL
CPM	Cost per 1,000 impressions	$\text{spend} \div \text{impressions} \times 1,000$	$30,000 \div 100,000 \times 1,000 = 300$ TL
Engagement rate	GA4: share of sessions that were "engaged", meaning they lasted longer than 10 seconds, had a key event, or had 2 or more page views [Google Analytics Help, Oct 2026]	$\text{engaged sessions} \div \text{sessions} \times 100$	$1,080 \div 1,800 = 60\%$
CVR	Conversion rate: share of clicks that became leads	$\text{leads} \div \text{clicks} \times 100$	$60 \div 2,000 = 3\%$
CPL / CPA	Cost per lead / cost per action	$\text{spend} \div \text{leads (or actions)}$	$30,000 \div 60 = 500$ TL
Close rate	Share of leads that became paying customers	$\text{paid jobs} \div \text{leads} \times 100$	$24 \div 60 = 40\%$

METRIC	WHAT IT MEANS	FORMULA	ÖRNEK EXAMPLE
Cost per customer	Ad cost of one new paying customer	$\text{spend} \div \text{new paying customers}$	$30,000 \div 24 = 1,250$ TL
ROAS	Return on ad spend: revenue per 1 TL of ads	$\text{revenue} \div \text{ad spend}$	$192,000 \div 30,000 = 6.4$
ROI	Return on investment: profit per 1 TL of marketing	$(\text{gross profit} - \text{cost}) \div \text{cost} \times 100$	$(76,800 - 30,000) \div 30,000 = 156\%$
Break-even ROAS	The lowest ROAS at which the ads pay for themselves on the first job	$1 \div \text{gross margin}$	$1 \div 0.40 = 2.5$
LTV	Lifetime value: gross profit from one customer over the whole relationship	$\text{job value} \times \text{visits per year} \times \text{years} \times \text{margin}$	$8,000 \times 2 \times 3 \times 40\% = 19,200$ TL
CAC	Customer acquisition cost: <i>all</i> costs of winning a new customer, including tools and staff time, not only ads	$(\text{ads} + \text{agency} + \text{tools} + \text{staff time}) \div \text{new customers}$	$(30,000 + 6,000) \div 24 = 1,500$ TL
Example numbers. "Cost per customer" uses ad spend only; CAC adds the other costs (here an assumed 6,000 TL a month for tools and front-desk time). A ROAS below the break-even ROAS loses money on the first job; at Örnek's 40% margin that line is 2.5.			

WATCH OUT

Compare ROAS with *your* break-even ROAS, never with a number from a blog. A ROAS of 3 sounds good, but with a 25% margin the break-even ROAS is $1 \div 0.25 = 4$, so a ROAS of 3 loses money on the first job.

Worked example: one month, two channels

CHANNEL	SPEND	LEADS	JOBS	LEAD→JOB	REVENUE	CPL	COST/JOB
Google Ads (Search)	18,000	34	16	47%	128,000	529	1,125

CHANNEL	SPEND	LEADS	JOB	LEAD→JOB	REVENUE	CPL	COST/JOB
Meta (Click-to-WhatsApp)	12,000	26	8	31%	64,000	462	1,500
Paid total	30,000	60	24	40%	192,000	500	1,250
Example numbers in TL for the fictional Örnek Oto Servis: 30,000 TL monthly test budget, 60% Google and 40% Meta, average job 8,000 TL, gross margin 40%.							

- **Gross profit:** $192,000 \times 40\% = 76,800$ TL. **ROAS** = 6.4. **ROI** = $(76,800 - 30,000) \div 30,000 = 156\%$.
- **Break-even** is 3,200 TL per customer. Both channels are well below it, so both pay back on the first job. Google is under the 1,500 TL target; Meta is exactly at it.
- **The lesson:** Meta had the cheaper *lead* (462 TL vs. 529 TL) but the more expensive *customer* (1,500 TL vs. 1,125 TL), because fewer of its leads became jobs. Judged on cost per lead alone, you would move money the wrong way.
- **Repeat visits raise the value.** If a customer returns about twice a year for three years, lifetime revenue is about 48,000 TL and lifetime gross profit about 19,200 TL (example). Count on this only if the log actually shows customers coming back (column 19).

LEAD-TO-PROFIT CALCULATOR

Ad spend (TL)

30000

Leads (calls, chats, forms)

60

Close rate, lead → paid job (%)

40

Average job value (TL)

8000

Gross margin (%)

40

COST PER LEAD

500 TL

NEW PAYING CUSTOMERS

24

COST PER NEW CUSTOMER

1,250 TL

REVENUE

192,000 TL

GROSS PROFIT

76,800 TL

ROAS

6.4

ROI (PROFIT-BASED)

BREAK-EVEN PER CUSTOMER

156%

3,200 TL

Healthy. A new customer costs 1,250 TL, less than half of the 3,200 TL gross profit from the first job. There is room for rent, wages and the time spent on leads.

TÜRKİYE

Record invoice amounts excluding KDV (VAT), so revenue and margin compare like with like. The log holds personal data (names, phone numbers), so keep only what you need, give the *aydınlatma metni* (privacy notice) at first contact, and limit who can open the sheet (Section 13).

ÖRNEK OTO SERVİS

The front desk spends about two minutes per lead on the log. On the first Monday of each month the owner refreshes the pivot table and copies four numbers per channel into the monthly report: leads, jobs, revenue, gross profit.

SELF-CHECK

In the worked example, which channel brought cheaper *customers*?

Meta, because its cost per lead was lower

✓ **Google Ads: 1,125 TL per job vs. 1,500 TL**

Both the same

Google's leads closed at 47%, Meta's at 31%. The higher close rate more than made up for Google's higher cost per lead.

▼ SOURCES FOR THIS SECTION

1. Course research notes: Marketing/research/ClaudeCode-R6-tracking-analytics.md (§7.3 customer log, §7.6 ROI method) and ClaudeCode-R1-marketing-fundamentals-and-turkiye.md (§1.11 metrics and break-even). Örnek Oto Servis numbers are the course's shared example numbers.
2. [Google Analytics Help — Engaged session and engagement rate definitions \(checked Oct 2026\)](#)

SECTION 10 / 14

FREE DATA YOU ALREADY HAVE

READ

8 min

BUILDS ON

Section 04

YOU WILL BE ABLE TO

Read Search Console, Google Business Profile Performance and Meta's organic insights, and know what each number really counts.

Three free reports show what happens *before* people reach your website: what they searched, how often they saw your Maps listing, and how your posts did. None needs a tag. Each counts something slightly different from what its name suggests.

SOURCE	WHAT IT SHOWS	WHERE	LIMITS
Google Search Console	Google search queries that showed your site, with clicks, impressions, CTR and average position; views by query, page, country, device, search appearance and date; a 24-hour view with preliminary hourly data	Performance > Search results	Google search only. A "click" is any click that takes the user to a page outside Google Search, Discover or News [Search Console Help, Oct 2026]
Google Business Profile Performance	Views, Searches (search terms), Directions, Calls, Website clicks, Bookings	Your profile > Performance	Calls = "the number of times a customer clicked on the call button", not real calls. Views count one per person per day. Search terms update at the start of each month (up to 5 days late). Verified profiles only [Business Profile Help, Oct 2026]

SOURCE	WHAT IT SHOWS	WHERE	LIMITS
Meta Business Suite / Instagram professional dashboard	Reach, profile visits, link taps, messages	Insights (menu names not re-verified)	Good for organic content trends; not for linking sales to posts

How to use them together

- **Search Console** tells you which searches find you without ads. If "fren balatası değişimi" (brake pad replacement) brings many impressions but few clicks, the page title or description needs work. It also helps pick Google Ads keywords. Linked to GA4 (Section 04), it adds two organic search reports there.
- **GBP Performance** is the main free report for Maps. Compare its monthly "Calls" with the calls on line B (the number shown only on the profile). The gap shows how many taps did not turn into a call, or how many people dialled by hand.
- **The tagged GBP website link** (`utm_campaign=gbp_listing` , Section 03) lets GA4 show what Maps visitors did on the site.
- **Meta insights** show which organic posts reach people near the shop and lead to profile visits and messages. Use them to choose which posts to turn into ads.

One free extra: Microsoft Clarity

GA4 tells you *how many* people left a page without calling. It does not show *why*. Microsoft Clarity fills that gap. It shows **heatmaps** (a picture of the page coloured by where people tap and how far they scroll) and **session recordings** (a replay of one visit: where the visitor tapped, scrolled, hesitated and left). Microsoft describes it as "always free" with no traffic limits [Microsoft Clarity, Oct 2026].

01

Create a project

Sign in at clarity.microsoft.com, add a project for the website, and copy its tracking code or project ID.

02

Install it through GTM, behind consent

Clarity sets cookies and sends visit data to Microsoft, so treat it like GA4: put it in the analytics category of your cookie banner and fire it only after consent (Section

13). For visits from the EEA, the UK and Switzerland, Clarity has required a consent signal since 31 October 2025 [PPC Land, Aug 2025].

03

Watch 10–15 recordings a month

Filter to mobile visits on your key pages (the booking form, the price page). Note where people stop, tap on things that are not links, or never reach the WhatsApp button.

ÖRNEK OTO SERVİS

In the monthly review the owner watches recordings of the /randevu (booking) page on phones. Several visitors scroll past the form, look for a price and leave. The fix for next month is one line above the form: "Periyodik bakım 8.000 TL'den başlayan fiyatlarla" (example price), then compare the form leads in the log.

Bing and Yandex: how much do they matter?

73.42%

Google's share of search in Türkiye, September 2026
[StatCounter, Sep 2026]

25.19%

Yandex's share in the same month

0.71%

Bing's share in the same month

For a Turkish shop, Google's free reports (Search Console, Business Profile) come first. Yandex is large enough that you should check how your shop appears on Yandex Maps and in Yandex search (see the [SEO & Local Search deep dive](#)). Bing is small in Türkiye, so the Microsoft Advertising conversion tag (UET) is only needed if you actually run Bing ads. Read these shares as one measurement company's estimate, not an exact count.

TÜRKİYE

In Search Console, filter queries that contain your district or service in Turkish, for example `ümraniye`, `oto servis`, `periyodik bakım`, `triger kayışı` (timing belt). Watch both spellings with and without Turkish letters ("umraniye" and "ümraniye"), because people type both.

ÖRNEK OTO SERVİS

On the first Monday of each month the owner copies GBP Performance numbers (views, calls, directions, website clicks, top search terms) into a "GBP" tab in the Google Sheet. Example: GBP shows 45 call taps; line B's call log shows 38 answered and 6 missed calls. The 6 missed calls go on the agenda.

SELF-CHECK

Google Business Profile shows 45 "Calls" this month. What does that number count?

Calls that were answered

✓ Taps on the call button in the profile

All calls to the shop from any source

Google defines it as the number of times a customer clicked on the call button. Real calls are in your phone system's log.

▼ SOURCES FOR THIS SECTION

1. [Search Console Help — Performance report](#)
2. [Search Console Help — About performance data](#)
3. [Business Profile Help — Performance metrics](#)
4. [Microsoft Clarity — product page \("always free", no traffic limits; checked Oct 2026\)](#)
5. [PPC Land — Microsoft Clarity enforces cookie consent across Europe \(27 Aug 2025\)](#)
6. [StatCounter — Search engine market share, Turkey \(Sep 2026\)](#)

☐ MARK SECTION 10 AS DONE

SECTION 11 / 14

ATTRIBUTION: WHY THE NUMBERS DIFFER

READ

14 min

BUILDS ON

Sections 04–09;
Crash Course 13

YOU WILL BE ABLE TO

Explain why Google Ads, Meta and GA4 never agree, and judge your marketing with numbers that do not depend on any platform's rules.

Add up the conversions that Google Ads and Meta report, and the total is often higher than the number of customers who actually came. Each tool follows its own counting and credit rules, so the totals differ. Once you know the rules, the gaps stop being alarming.

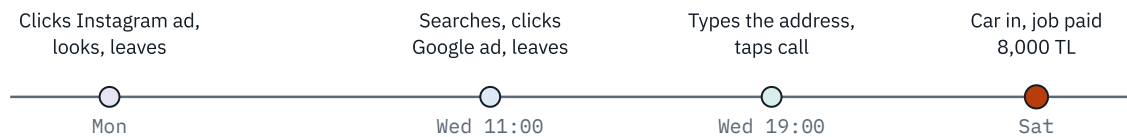
KEY TERM

Attribution — the rules that decide which ad or channel gets credit for a conversion.

Attribution window — how long after a click or view a conversion can still be credited. **View-through conversion** — a conversion by someone who saw the ad but did not click it. **Modelled conversions** — conversions the platform estimates because it could not observe them (for example after cookies were rejected).

Five reasons the numbers never match

- **Different counting:** a GA4 session, a Google Ads click and a Meta link click are different things.
- **Self-credit:** each ad platform credits its own ads. GA4 spreads credit across channels.
- **Different windows:** Meta can count a conversion days after a click, or a day after a view without any click.
- **Missing data:** rejected cookies, ad blockers, iOS and Safari limits.
- **Estimates:** Google and Meta model some conversions they cannot see.



META	Link click Mon, call tap Wed: inside the 7-day click window	claims 1
GOOGLE ADS	Ad click Wed, call tap the same day	claims 1
GA4	Last visit was direct, which gets no credit; the two ads share it	1, shared
YOUR LOG	1 new customer, 1 job, 8,000 TL ("Google'da gördüm")	1 real sale

Ad platforms report 2 conversions for 1 real customer.

One customer, three tools, three stories. Meta and Google Ads each see their own click and each count the call tap. GA4 ignores the final direct visit and splits the credit between the two ads (how it splits depends on the model). Only the log shows one customer and one job.

The models each tool uses (as of 2026)

TOOL	MODELS	DEFAULT WINDOWS	NOTES
GA4	Data-driven; paid and organic last click; Google paid channels last click	Acquisition key events (first visit): 30 days, or 7. All other key events: 90 days, or 30 or 60 [Google Analytics Help, Oct 2026]	"First click, linear, time decay, and position-based ... are no longer available as of November 2023." Direct visits get no credit unless the whole path is direct [Google Analytics Help, Oct 2026]
Google Ads	Data-driven (default); last click still available	Click: 30 days (can be set from 1 to 90). Engaged view: 3 days. View-through: 1 day [Google Ads Help, Oct 2026]	Rule-based models were removed in 2023 [Search Engine Journal, Oct 2026]

TOOL	MODELS	DEFAULT WINDOWS	NOTES
Meta	Click-through (link clicks), engage-through, view-through; set per ad set	Reported default for website conversions: 7-day click, 1-day engage-through, 1-day view [Dataslayer, Apr 2026] (secondary)	Meta's own announcement did not state the default, and Meta's help page did not load for this check (Oct 2026). Check the ad set's attribution setting in your account

A conversion window (also called a lookback window) is how many days after a click or view a conversion can still be credited. Longer windows give a tool more chances to claim a customer.

META CHANGED ITS ATTRIBUTION TWICE IN 2026

- **12 January 2026:** Meta removed the 7-day view and 28-day view windows (announced 13 October 2025). The 1-day click, 7-day click, 28-day click, 1-day engaged-view and 1-day view windows remained. **Sources conflict** on where this applied: PPC Land says the Ads Insights API only [PPC Land, Oct 2026]; Dataslayer says Ads Manager too [Dataslayer, Oct 2026]. Check the attribution settings in your own account.
- **March 2026:** click-through attribution for website and in-store conversions was narrowed to "exclusively include link clicks". Likes, shares and saves moved to **engage-through attribution** (formerly engaged-view), and the video threshold went from 10 to 5 seconds [Meta, Mar 2026] [Dataslayer, Apr 2026].

GLOBAL EXAMPLE

After the January 2026 change, third-party sources reported overnight drops of 15–30% (some say 20–40%) in conversions reported by Meta, with no change in real sales [Dataslayer, Oct 2026] [Business Wire, Jun 2026]. These percentages were not independently verified. Platform numbers follow each platform's definitions, and a definition change can move them overnight.

Same lead, different day: click date vs conversion date

Even when two tools agree that a lead came from an ad, they can put it on different days. Google Ads "has always reported conversions by the date your ad was clicked" [Google Ads Help, Oct 2026]. GA4 reports a key event on the day it happened [Dataslayer, Jun 2024] (secondary).

GOOGLE ADS: CLICK DATE

A driver clicks Örnek's brake ad on **30 September** and sends the booking form on **2 October**. Google Ads shows the conversion on 30 September, in the September report.

GA4: CONVERSION DATE

GA4 shows the same `generate_lead` on 2 October, in the October report.

WHAT TO DO

Expect monthly totals to differ for this reason alone, most at month ends. When you compare Google Ads with GA4 or with your log, add the "Conversions (by conv. time)" column in Google Ads, which counts conversions on the day they happened (same Google page).

Data also arrives late. Recent days in every tool are incomplete, and Google Ads can still add conversions to a click that happened weeks ago, up to the end of the window. Judge last week on Monday, but treat the last two or three days as provisional.

A practical approach for a small shop

01 Make your log the source of truth

Real customers, jobs and money come from the log (Section 09). Platform numbers are for steering inside each platform.

02 Judge the total with blended numbers

These do not depend on any platform's attribution rules (formulas below).

03

Compare trends, not totals

Keep the same settings and date ranges week to week. When a platform changes a definition, write a note in your report so the jump is explained.

04

Run a simple on/off test when in doubt

Pause one channel for 2–4 weeks, or run it only in some districts, and compare new customers in the log with similar weeks. Small shops have small numbers, so treat the result as a strong hint, not proof. This is a judgement rule, not a sourced benchmark.

BLENDED COST PER CUSTOMER all channels
$$\text{total marketing spend} \div \text{all new paying customers}$$

$$30,000 \div 40 = 750 \text{ TL (example)}$$
MER marketing efficiency ratio
$$\text{total new-customer revenue} \div \text{total marketing spend}$$

$$320,000 \div 30,000 \approx 10.7 \text{ (example)}$$
ÖRNEK OTO SERVİS

Example month: 30,000 TL marketing spend; the log shows 40 new paying customers from all sources (24 from ads, the rest from Maps, referrals and passers-by) and 320,000 TL new-customer revenue. Blended cost per customer 750 TL, MER about 10.7. Google Ads reports 41 conversions and Meta 33, that is 74, while the log shows 60 leads from ads. The owner does not try to reconcile them; he watches whether the blended numbers improve month by month.

TÜRKİYE

In Türkiye many customers call or drive in instead of filling in forms, and Google cannot count calls here (Section 06). Platform reports will therefore under-count some channels and over-count others. The "Bizi nereden duydunuz?" answer, imperfect as it is, is often the best attribution data a Turkish repair shop has.

SELF-CHECK

Google Ads reports 41 conversions, Meta 33, and your log shows 60 leads from ads. How many ad leads did the shop really get?

74, the sum of both platforms

Whichever platform reports more

✓ **60, from your own log**

Both platforms can claim the same lead, and each counts taps that never became a call. The log counts each real contact once.

▼ SOURCES FOR THIS SECTION

1. [Google Analytics Help — Attribution models](#)
2. [Google Analytics Help — Attribution settings and lookback windows \(checked Oct 2026\)](#)
3. [Google Ads Help — About conversion windows \(checked Oct 2026\)](#)
4. [Google Ads Help — Understand conversions by time with new columns \(checked Oct 2026\)](#)
5. [Dataslayer — Reasons for data discrepancies between Google Ads and GA4 \(27 Jun 2024, secondary\)](#)
6. [Search Engine Journal — Google removes four attribution models \(2023\)](#)
7. [PPC Land — Meta restricts attribution windows in Ads Insights API](#)
8. [Dataslayer — Meta attribution window removed \(Jan 2026\)](#)
9. [Meta — Click attribution update \(3 Mar 2026\)](#)
10. [Dataslayer — Engage-through attribution \(2026\)](#)
11. [Business Wire / Drive Social Media — 2026 Meta attribution changes \(Jun 2026\)](#)

☐ MARK SECTION 11 AS DONE

SECTION 12 / 14

DASHBOARDS AND THE WEEKLY REPORT

READ
14 min

BUILDS ON
Sections 09–11

YOU WILL BE ABLE TO

Build a free one-page dashboard, run a 15-minute weekly report and a one-hour monthly review, find which step of the funnel is broken, and avoid being fooled by small numbers and

seasons.

Data is only useful if someone looks at it on a fixed day and makes one decision. A 15-minute report every Monday is enough for a shop: spend, leads by channel, jobs, revenue, cost per lead, cost per job, and one change for next week.

WATCH OUT

Google's free dashboard tool has two names in tutorials. Google's documentation says: "In April 2026, the Looker Studio product name returned to its original name: Data Studio." It is still "a no-cost tool"; **Data Studio Pro** is the paid tier. The address is datastudio.google.com, and old Looker Studio links redirect

[Google Cloud docs, Oct 2026]. Many guides and some Google help pages still say "Looker Studio", so search for both names.

Connectors: what plugs in for free

GOOGLE-BUILT CONNECTORS

Google Sheets, Google Ads, Google Analytics, Search Console, YouTube Analytics, BigQuery (plus Campaign Manager 360, Display & Video 360, Search Ads 360, Ad Manager 360)

[Google Cloud docs, Sep 2026].

NO NATIVE CONNECTOR

Google Business Profile and **Meta Ads**. Partner (community) connectors exist, but Google warns: "Community connectors may cost money to use."

Free workaround: type the weekly Meta and GBP numbers into a small Google Sheet and connect the Sheet.

Build the dashboard

01 Start a blank report

At datastudio.google.com choose `Blank report`.

02 Add data

GA4, Google Ads, Search Console, and Google Sheets (the customer log, plus the sheet with weekly Meta and GBP numbers).

03

Page 1, Summary

Scorecards for spend, leads, jobs, revenue and cost per job; a weekly time series; a table by channel.

04

Page 2, Website and search

GA4 sessions and key events by channel, top landing pages, Search Console queries, GBP monthly numbers.

05

Add a date control and share

Default "Last 7 days" or "Last month"; share as view-only.

The weekly report template

CHANNEL	SPEND	CLICKS / VISITS	LEADS: CALLS / WA / FORMS	JOBS	REVENUE	COST PER LEAD	COST PER JOB
Google Ads	Ads	Ads clicks / GA4 sessions	Line A / GA4 events	Log	Log	calc	calc
Meta Ads	Ads Manager	Link clicks / GA4 sessions	WA chats, Contact, Lead	Log	Log	calc	calc
Google Maps (free)	0	GBP website clicks	GBP call taps / line B	Log	Log	—	—
Organic search	0	GA4 Organic Search sessions	GA4 events	Log	Log	—	—
Print / other	Print cost	QR sessions	Line C / promo codes	Log	Log	calc	calc
Referral / walk-in	0	—	Log	Log	Log	—	—
Total						blended	blended
Each cell names where the number comes from. GBP numbers arrive monthly.							

FIVE QUESTIONS EVERY MONDAY

1. Did new paying customers go up or down against the last 4-week average?

2. Which paid channel had the lowest **cost per job** (not cost per lead)?
3. Did any tracking break? Look for an event at zero or a sudden jump.
4. How many calls were missed, and at what times?
5. What **one** change do we make this week? Write it in the change log.

With only a few leads a week, make budget decisions monthly; weekly numbers are noisy.

The monthly review (about one hour)

On the first Monday of the month, give the numbers one longer look. The weekly check asks "is anything broken?"; the monthly review asks "where should next month's money go?"

- ☐ New paying customers by source from the log → cost per customer per channel and blended cost per customer (Sections 09, 11)
- ☐ Revenue and gross profit from ad customers → ROAS and ROI, compared with break-even (Section 09)
- ☐ Business Profile Performance: calls, directions, website clicks, top search terms (Section 10)
- ☐ Search Console: top queries and pages; share of returning customers in the log; review count and rating
- ☐ Microsoft Clarity: watch 10–15 mobile recordings of the booking page and note where people get stuck (Section 10)
- ☐ Compare with the same month last year, not only with last month (see seasons below)
- ☐ Decide for each campaign: keep and scale, fix one thing, or stop. Write the decision in the change log

These ticks are saved in this browser. Untick them to reuse the list next month.

Small numbers, seasons and simple tests

A shop with 60 leads a month sees about 15 a week. At that size, luck moves the numbers a lot. Three habits stop you from reacting to noise. These are rules of thumb, not statistical standards.

SMALL NUMBERS SWING

Two extra jobs in a week can move cost per customer by hundreds of lira. Do not judge an ad on 3 leads or 2 days. Wait at least about two weeks and roughly 10 or more leads per version before you decide. New campaigns and big edits also start a learning period in Google and Meta, so the first days are noisy.

SEASONS CHANGE DEMAND

Car repair is seasonal: tyre changes before winter, check-ups before long holiday trips around *bayram* (religious holidays). A busy November says little about your ads if every November is busy. Compare this November with last November, and note season peaks in the change log.

TEST ONE THING AT A TIME

Change only the headline, *or* the image, *or* the offer, *or* the landing page. Tell versions apart with `utm_content` and ad names (`video_usta_a` , `video_usta_b`). Log the date, the change, the result and the decision.

ÖRNEK OTO SERVİSİ

Example: in week 1 the new Meta video "B" brings 3 leads and video "A" brings 5. The owner does not stop "B". After four weeks "B" has 14 leads and 6 jobs, "A" has 15 leads and 4 jobs (example numbers). "B" costs a little more per lead but less per customer, so "B" stays. Each version still has only 4–6 jobs, so he keeps watching the next month before moving more budget.

SELF-CHECK

Leads in November are 40% higher than in October. What should the owner compare before giving the ads the credit?

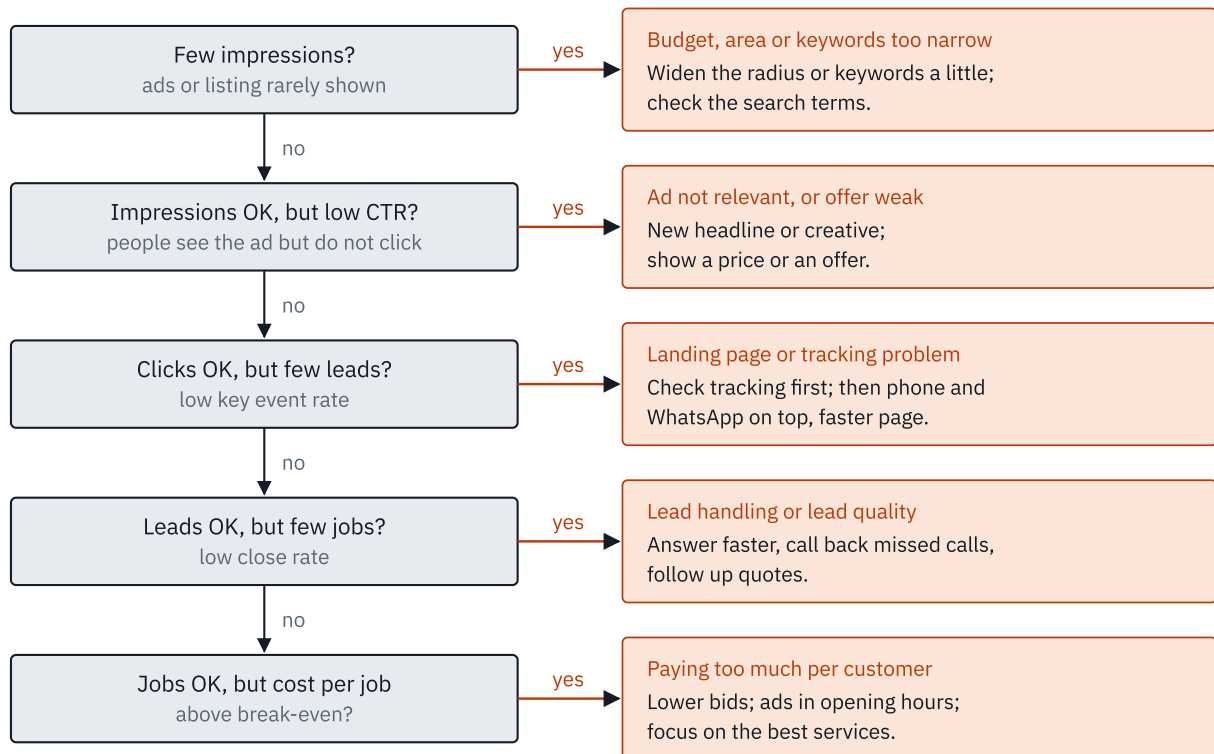
Nothing; the ads clearly worked

✓ **November of last year, because winter tyre and check-up demand rises every November**

The CTR of the ads only

Repair demand is seasonal. Comparing the same month across years separates the season effect from the ad effect.

Diagnose from the top of the funnel down



Read the funnel from top to bottom. Stop at the first "yes"; that step is the likely problem. Fix one thing, then wait 2–4 weeks with small volumes before you judge (a judgement rule, not a sourced benchmark).

SYMPTOM	LIKELY PROBLEM	WHAT TO TRY
Few impressions	Budget, area or keywords too narrow; low search demand	Widen the radius or keywords a little; check the search terms report

SYMPTOM	LIKELY PROBLEM	WHAT TO TRY
Low CTR (vs. your own past)	Ad not relevant, offer not attractive	New headline or creative; show price or offer; match the search, e.g. "fren balatası değişimi"
Clicks OK, few leads	Landing page or tracking	Check tracking first; phone and WhatsApp at the top on mobile; faster page; prices and reviews; shorter form
Leads OK, few jobs	Lead quality or handling	Answer speed, missed calls, quote follow-up; exclude far areas; adjust the offer
Cost per job above break-even	Paying too much per customer	Lower bids or budget; ads only in opening hours; best services and districts
Platforms report many conversions, log shows few jobs	Counting the wrong thing, or counting twice	Re-check key events and Primary conversions; compare with the phone log and customer log

GLOBAL EXAMPLE

For US search ads, LocaliQ's 2026 benchmarks give "Automotive—Repair, Service & Parts" an average CTR of 5.56% and a conversion rate of 15.51% [LocaliQ, Jun 2026]. These are US numbers; no reliable Turkish benchmark was found. There is no universal "good CTR". Compare with your own baseline.

ÖRNEK OTO SERVİSİ

Every Monday at 09:00 the owner and the service advisor spend 15 minutes on page 1 of the dashboard, answer the five questions and write one change in the change log, for example "Meta: new video ad with the price of the winter check-up; Google unchanged". Budget shifts between Google and Meta happen only on the first Monday of the month.

SELF-CHECK

Impressions and CTR look normal, but leads dropped to almost zero this week. What do you check first?

Raise the budget

✓ Whether tracking still works (GTM Preview, a test call tap and form)

Write new ad headlines

A sudden drop to zero is often a broken tag after a website change. Test the tracking before changing ads or pages.

▼ SOURCES FOR THIS SECTION

1. [Google Cloud docs — Welcome to Data Studio \(rename from Looker Studio, April 2026\)](#)
2. [Google Cloud docs — About data sources and connectors \(updated 30 Sep 2026\)](#)
3. [LocaliQ — Search advertising benchmarks 2026 \(1 Jun 2026, US data\)](#)

☐ MARK SECTION 12 AS DONE

SECTION 13 / 14

PRIVACY AND CONSENT IN TÜRKIYE

READ

16 min

BUILDS ON

Sections 04–07;
Crash Course 14

YOU WILL BE ABLE TO

Explain what KVKK's cookie guide asks for, set up a cookie banner that really controls your tags, and know which questions to take to a lawyer.

NOT LEGAL ADVICE

This section summarises official KVKK texts and decisions as read in October 2026. Confirm your cookie notice, consent texts and data-transfer basis with a lawyer who knows KVKK.

Every tool in this guide sets cookies or sends personal data to companies abroad. KVKK, Türkiye's personal data protection law (Law No. 6698), sets the rules. A banner that is shown while the tags fire anyway is a legal risk and also gives you wrong data.

AYDINLATMA (INFORMING)

Telling people what you collect, why, for how long, and who receives it. For cookies: given **at entry**, separately from consent, clear and easy to reach, naming each cookie, its purpose, its duration and whether it is first- or third-party. A long general privacy notice does not count.

AÇIK RIZA (EXPLICIT CONSENT)

The person actively agrees. It must be specific, given by an active action, easy to withdraw, and never hidden inside terms of use or made a condition of service. "Just entering the site does not mean consent."

KVKK's cookie guide (July 2025)

The guide is *Çerez Uygulamaları Hakkında Rehber* (Guide on Cookie Practices), current edition KVKK Yayınları No: 69, Temmuz 2025 (July 2025). KVKK published a draft in January 2022 and the first final guide in June 2022 [KVKK, Jul 2025]. Its main points:

- **No consent needed** only for cookies used purely to carry a communication over the network, or cookies **strictly necessary** for a service the user asked for.
- **First-party analytics** may fall under the strictly-necessary exemption only if it measures audience and runs the site, produces anonymous statistics without cross-site tracking, has a reasonable lifetime, and the data is **not passed to third parties**. GA4 and the Meta Pixel send data to Google and Meta abroad; this guide's reading, shared by a Turkish legal blog, is that they need consent [Dijilegal, Jul 2026].
- **Advertising cookies:** "*Davranışsal reklamcılık için kullanılan çerezler açık rıza gerektirmektedir.*" (Cookies used for behavioural advertising require explicit consent.)
- **Banner design:** "Kabul et", "Reddet" and "Tercihler" buttons equal in colour, size and font; consent-based cookies **off by default**; a small icon to change the choice later; cookie walls can make consent invalid; do not ask on every visit (consent fatigue).
- **Shared responsibility:** the site owner and the third party (for example the ad platform) are both responsible for informing users and getting consent.
- **Scope:** the guide gives no guidance on pixels, fingerprinting, local storage or beacons. Most ad and analytics tags also set cookies, so the cookie rules still apply to them.

Real fines

800,000 TL

Decision 2022/229 (10 Mar 2022): an e-commerce site set functional, analytics and marketing cookies without consent, sent data abroad without Article 9 safeguards, and had an inadequate notice; 30 days to fix

[KVKK, Mar 2022]

265,000 TL

Decision 2024/1361 (8 Aug 2024): 250,000 TL for analytics cookies used without valid consent and for marketing consent forced as a condition of service, plus 15,000 TL for not giving a proper privacy notice

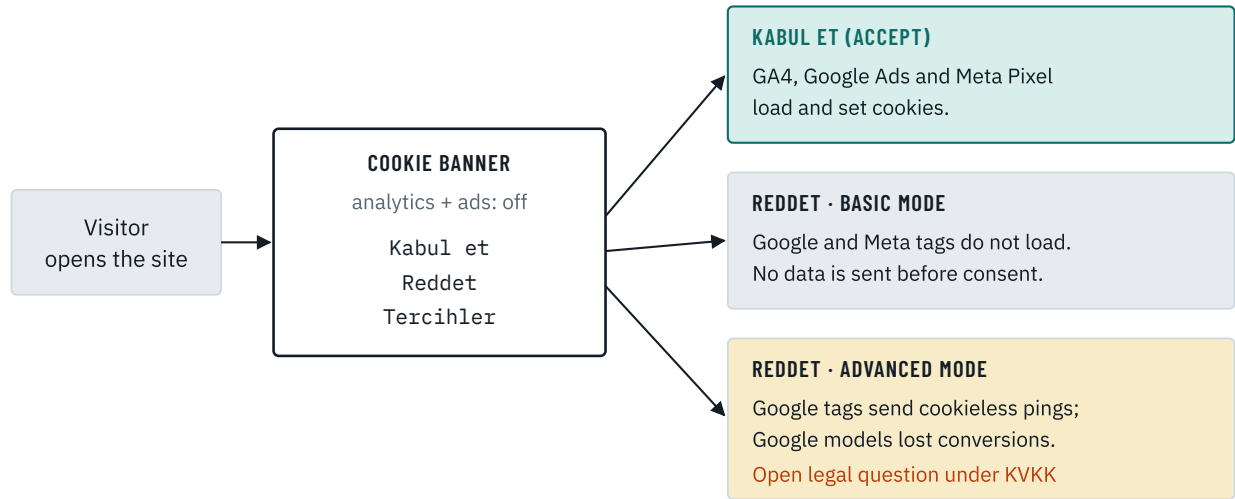
[KVKK, Aug 2024]

Data sent abroad (Article 9)

Law No. 7499 amended KVKK Article 9 on transfers abroad. Transfers can rest on an adequacy decision, on appropriate safeguards such as **standard contracts** (which must be notified to KVKK within five business days of signing), or on limited incidental transfers. It took effect on **1 June 2024**; the old explicit-consent rule ran in parallel until 1 September 2024. The implementing regulation was published in the Official Gazette on 10 July 2024 (No. 32598) [Resmî Gazete, Mar 2024] [KVKK, Oct 2026]. Base fines under Article 18 include 50,000–1,000,000 TL for not notifying a standard contract; amounts are revalued every year and the 2026 figures were not checked. How a small business should document the Article 9 basis for GA4 and Meta is **not settled** in the sources read. Ask a lawyer.

Google Consent Mode v2

Consent mode passes the visitor's choice to Google tags. Consent types are `ad_storage`, `ad_user_data`, `ad_personalization` and `analytics_storage` (plus functionality, personalization and security storage) [Google for Developers, Oct 2026]. Google requires consent signals for traffic from the EEA, the UK and Switzerland, not for Türkiye. It is still a clean way to make Google tags obey your banner. It has two modes. In **basic** mode, Google tags do not load until the visitor consents. In **advanced** mode, they load with consent set to "denied" and send cookieless pings (small signals without cookies), which Google uses to model lost conversions.



The banner decides which tags may run. In basic mode nothing is sent before consent, which is the safest reading of KVKK. Advanced mode keeps Google's conversion modelling working, but the KVKK guide does not discuss cookieless pings, so whether that is acceptable without consent is open.

Set up the banner

01 Choose a consent management platform (CMP)

One with Turkish texts, a KVKK mode, category-based consent and Google consent mode support. Examples: [CookieHub](#), [Çerezgo](#), Cookiebot, Usercentrics, CookieYes, Complianz (WordPress). Features and prices were not verified.

02 Set the categories

Zorunlu (strictly necessary, no consent), *İşlevsel* (functional), *Analitik/Performans* (analytics), *Reklam/Pazarlama* (advertising). Analytics and advertising off by default.

03 Design the first layer

"Kabul et", "Reddet" and "Tercihler" equal in colour, size and font, a link to the *Çerez Aydınlatma Metni* (cookie notice), and a small icon to change the choice later.

04 Connect it in GTM

Install the CMP template on [Consent Initialization - All Pages](#) with defaults set to denied. Google tags use their built-in consent checks; give the Meta tags "Additional consent checks" or consent-based triggers.

Test with "Reddet"

Open the site in a private window and reject. In Tag Assistant the Meta Pixel must not fire and Google tags must not set cookies. Then accept: the tags fire.

Browser and phone limits

LIMIT	WHAT IT DOES	EFFECT ON YOUR NUMBERS
App Tracking Transparency (iOS 14.5+)	Apps need permission to track users across other companies' apps and websites [Apple, Oct 2026]	Meta sees fewer conversions from iPhone users and models more
Link Tracking Protection (iOS 17)	Removes tracking parameters from links in Messages, Mail and Safari Private Browsing	Some shared links arrive without click IDs
Safari ITP	Blocks third-party cookies; deletes script-written storage after 7 days without interaction; caps script-set cookies to 24 hours when the visitor comes from a known tracking site through a link with click IDs [WebKit, Oct 2026]	Returning Safari visitors can look like new ones

Before uploading customer data

Phone numbers, emails and click IDs of customers are personal data. Hashing them (SHA-256) is pseudonymisation; the data stays linked to a person. Before uploading paid jobs to Google or Meta: have a legal basis (for advertising and measurement, typically explicit consent), say in your *aydınlatma metni* that contact data may be shared with ad platforms, address the transfer abroad, and accept the platform's customer-data terms. The lower-risk start is to keep the log in-house and use it only for totals per channel.

KVKK published a public announcement on using contact details obtained from third parties (for example through references or customer recommendations) for advertising and marketing. In short [Erdem & Erdem summary, Jul 2026]:

- Getting someone's number from a third party is not, by itself, a legal reason to use it for marketing. One of the processing conditions in KVKK Article 5 must apply.
- The person must be informed (*aydınlatma*) at the latest during the first marketing contact.
- Informing and explicit consent are separate steps. Silence, or simply continuing to receive campaign messages, is not valid explicit consent.

For Örnek: do not buy phone lists, and do not message a friend whose number a customer gave you as a "referral" until that person has been informed and has agreed. Keep a record of each consent.

Promotional SMS and e-mail: the İYS rules

Customer phone numbers in your log are tempting for campaign messages ("Kış bakımında %10 indirim"). Türkiye regulates these separately from KVKK, under Law No. 6563 on electronic commerce and its regulation on commercial electronic messages. **İYS** (*İleti Yönetim Sistemi*, the national message management system) is where consents are recorded.

MESSAGE	PRIOR CONSENT (ONAY)?	NOTES
Campaign or advertising SMS / e-mail to a private customer	Yes	The consent must be recorded in İYS: consents not registered in İYS are treated as invalid [KPMG Türkiye, Sep 2020]
Campaign message to a business customer that is a <i>tacir</i> or <i>esnaf</i> (registered merchant or tradesperson), for example a fleet company	No	"Tacir veya esnaf olan alıcıların elektronik iletişim adreslerine gönderilen ticari elektronik iletiler için önceden onay alınması zorunlu değildir." If the business refuses further messages, you need its consent from then on. Its address must still be registered in İYS [Regulation text via Alomaliye] [KPMG Türkiye, Sep 2020]

MESSAGE	PRIOR CONSENT (ONAY)?	NOTES
Service message about an existing job or account, for example "Aracınız hazır" (your car is ready) or a payment reminder	No	The regulation lists notices about collection, debt reminders, information updates, purchase and delivery "or similar" situations. They need no prior consent, but "herhangi bir mal veya hizmet özendirilemez" (no goods or services may be promoted in them) [Regulation Art. 6(2) via Alomaliye]. Add "this week 10% off" and it becomes a commercial message
The business that sends commercial messages must itself be registered in İYS (KPMG Türkiye, Sep 2020). Fines are set per violation and change every year; the 2026 amounts were not checked. Not legal advice.		

When you do send a campaign message, tag its link with UTMs (`utm_source=sms&utm_medium=sms` or `utm_medium=email`, Section 03), and record the İYS consent date in column 10 of the customer log (Section 09).

TÜRKİYE

The KVKK guide states: "*Sadece internet sitesine girilmiş olması ... açık rıza verildiği anlamına gelmemektedir.*" (Just entering the website does not mean explicit consent was given.) A banner that says "By using this site you accept cookies" does not meet the guide.

GLOBAL EXAMPLE

In the EEA, the UK and Switzerland, Google's EU user consent policy makes consent signals a requirement for advertisers [Google, Oct 2026]. Türkiye has no such Google requirement, but KVKK's own rules lead to a similar banner.

ÖRNEK OTO SERVİS

A CMP with a KVKK mode on the WordPress site, consent mode in basic mode, the Meta Pixel behind the advertising category, a separate *Çerez Aydınlatma Metni* page, and a monthly "Reddet" test in a private window. Customer-data uploads wait until a lawyer has reviewed the notice and the transfer basis. Expect GA4 to show fewer visits than before the banner; the customer log is unaffected.

SELF-CHECK

Under KVKK's cookie guide, may the Meta Pixel load before the visitor clicks "Kabul et"?

Yes, if the banner is visible

✓ **No. Behavioural advertising cookies need explicit consent given by an active action**

Yes, because Google's consent rules do not cover Türkiye

Google's EEA rule is irrelevant here; KVKK's guide requires açık rıza for advertising cookies, and consent-based cookies must be off by default.

▼ SOURCES FOR THIS SECTION

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2. [KVKK — Board decision 2022/229](#)
3. [KVKK — Board decision 2024/1361](#)
4. [KVKK — Law No. 6698 \(English\)](#)
5. [Resmî Gazete — Law No. 7499 \(12 Mar 2024\)](#)
6. [DijiLegal — Çerez politikası ve KVKK \(25 Jul 2026, secondary\)](#)
7. [Google for Developers — Consent mode](#)
8. [Google — EU user consent policy](#)
9. [Apple — User privacy and data use \(ATT\)](#)
10. [WebKit — Tracking Prevention](#)
11. [Erdem & Erdem — summary of KVKK's 21 July 2026 announcement on third-party data for advertising \(secondary\)](#)
12. [Alomaliye — Ticari İletişim ve Ticari Elektronik İletiler Hakkında Yönetmelik \(text incl. later İYS amendments\)](#)
13. [KPMG Türkiye — İYS registration obligation \(15 Sep 2020\)](#)



MARK SECTION 13 AS DONE

CHECKLIST, MISTAKES, GLOSSARY

READ

10 min

BUILDS ON

Sections 01–13

YOU WILL BE ABLE TO

Work through the full setup in order, avoid the common tracking mistakes, and look up any term from this guide.

Setup checklist for Örnek Oto Servis

Your ticks are saved in this browser. Work top to bottom; each step relies on the ones before it.

WEEK 1 · PLAN AND FOUNDATIONS

- ☐ Write the measurement plan: goal, KPIs, every contact action, owners (Section 01)
- ☐ Check that the shop owns every account (Google Ads Admin, GA4 and GTM Administrator, GBP owner, Meta business portfolio); give helpers lower access (Section 01)
- ☐ Create the UTM naming list and the "UTM log" tab (Section 03)
- ☐ Create the customer log sheet with the 20 columns and the "Bizi nereden duydunuz?" drop-down (Section 09)
- ☐ Brief the front desk: ask the question at every first contact, fill in the log daily (Section 08)
- ☐ Install a cookie banner (CMP) with analytics and advertising off by default; publish the cookie notice (Section 13)

WEEK 2 · TAGS AND TOOLS

- ☐ Create the GA4 property: time zone Türkiye, currency TRY, data retention 14 months, staff IP filtered (Section 04)
- ☐ Install GTM on every page; add the Google tag and Conversion Linker; remove any second GA4 install (Section 05)

- ☐ Add triggers and GA4 events for `tel:` taps, WhatsApp taps and the `/tesekkurler` page (Section 05)
- ☐ If the site has a "Yol tarifi al" button, add the directions trigger and `directions_click` (Section 05)
- ☐ Connect the banner to GTM consent settings and test with "Reddet" (Section 13)
- ☐ Create Google Ads conversion actions; one Primary per action, no double counting (Section 06)
- ☐ Install the Meta Pixel (after consent) with Contact and Lead; add the Conversions API with matching event IDs; verify the domain (Section 07)
- ☐ Test everything in GTM Preview, GA4 DebugView and Meta Test events; publish a named GTM version (Section 05)

WEEK 3 · LINKS, CALLS AND REPORTS

- ☐ Mark `click_to_call`, `whatsapp_click` and `generate_lead` as key events (Section 04)
- ☐ Link GA4 with Google Ads and Search Console; publish the Search Console reports from Library (Section 04)
- ☐ Check that auto-tagging is on in Google Ads; add UTMs to every Meta ad (Section 03)
- ☐ Add the UTM link to the Google Business Profile website field (Section 03)
- ☐ Get tracking numbers: line A for the Google Ads call asset, line B for GBP, line C for print (Section 08)
- ☐ Create WhatsApp Business labels: Reklam – Instagram, Randevu verildi, İş tamamlandı (Section 07)
- ☐ Install Microsoft Clarity through GTM, in the analytics consent category (Section 10)
- ☐ Build the Data Studio dashboard and hold the first 15-minute Monday report (Section 12)

MONTH 2 AND LATER

- ☐ Compare platform leads with the log and the call log; fix any gap (Sections 08–11)
- ☐ After a KVKK review, add a hidden `gclid` field and start weekly offline uploads of paid jobs (Sections 06, 13)

- ☐ Hold the one-hour monthly review on the first Monday; compare with the same month last year (Section 12)
- ☐ Before any campaign SMS or e-mail: register in İYS and send only to people whose consent is recorded there (Section 13)
- ☐ Re-test all tags monthly and after every website change; make one test call and one test WhatsApp per number

Common tracking mistakes

1. **GA4 installed twice** (a plugin and GTM, or code and GTM): every page view counts twice.
2. **The same lead counted twice** in Google Ads: native tag and imported GA4 key event both Primary.
3. **A form counted twice**: on the submit click and on the thank-you page.
4. **Leads counted "once per event"**: refreshes of the thank-you page add leads. Use "once per session".
5. **page_view marked as a key event**: every page view becomes a "lead".
6. **No real thank-you page** and relying on `form_submit` : failed sends are counted.
7. **No testing after website changes**: theme updates often break click triggers.
8. **Mixed UTM spelling**: `Instagram`, `instagram`, `IG` and Turkish letters split reports.
9. **UTMs on internal links**: they overwrite the visit's real source.
10. **Manual UTMs on Google Ads**: not needed with auto-tagging; incomplete ones create `(not set)` .
11. **No UTMs on Meta ads**: paid traffic looks like Organic Social or Referral.
12. **Data retention left at 2 months**: explorations cannot look further back.
13. **Too many Primary conversions** (scrolls, page views, video plays): Google Ads optimises for cheap, useless actions.
14. **Treating taps as calls** and ignoring missed calls in the phone log.
15. **Banner shown, tags fire anyway**: a legal risk and a data problem. Test with "Reddet".
16. **Comparing platforms carelessly**: Meta results (Meta's windows) against GA4 sessions. Compare trends.

17. **Changing several things at once:** new ads, new page and new budget in the same week. You cannot tell what worked.

SELF-CHECK

GA4 suddenly shows exactly twice as many page views as last month, but leads did not change. What is the most likely cause?

A very successful ad

✓ **GA4 installed twice, for example a plugin plus GTM**

Data retention set to 14 months

An exact doubling with no change in leads points to a double install. Check in GTM Preview or Tag Assistant how many Google tags load.

Glossary

ATTRIBUTION

Rules that decide which ad or channel gets credit for a conversion.

ATTRIBUTION WINDOW

How long after a click or view a conversion can still be credited.

AUTO-TAGGING

Google Ads adds the `gclid` click ID to ad links by itself.

BREAK-EVEN ROAS

$1 \div \text{gross margin}$: the lowest ROAS at which ads pay for themselves on the first job (2.5 at a 40% margin).

BLENDED COST PER CUSTOMER

Total marketing spend $\div$ all new paying customers, from all channels.

CAC

Customer acquisition cost: all costs of winning a new customer (ads, agency, tools, staff time) $\div$ new customers.

CALL TRACKING

Different phone numbers per channel (static) or per visitor (DNI), so calls can be linked to a source.

CHANNEL GROUP	GA4's buckets for visits, such as Paid Social, Organic Search, Email, Unassigned.
CLICK ID	An ID that an ad platform adds to the link: <code>gclid</code> , <code>fbclid</code> , <code>ctwaclid</code> .
CMP	Consent management platform: the tool behind the cookie banner.
CONSENT MODE	Google's way of passing the visitor's cookie choice to Google tags; basic or advanced.
CONVERSION	An action you want people to take; in Google's wording, the Google Ads side of a key event.
CONVERSION WINDOW	Same as attribution window; also called lookback window. Google Ads defaults to 30 days after a click.
CONVERSIONS API (CAPI)	Meta's server-to-server way to send events, including offline ones.
CPM / CPC / CTR	Cost per 1,000 impressions / cost per click / clicks ÷ impressions.
CUSTOMER LOG	Your own sheet or CRM that links each lead to a job and an invoice.
DATA STUDIO	Google's free dashboard tool, called Looker Studio until April 2026.
DEDUPLICATION	Counting a browser event and a server event for the same action only once.
DNI	Dynamic number insertion: the website shows a different phone number per visitor or source.
ENHANCED CONVERSIONS	Sending hashed email or phone numbers to Google to match more conversions.

ENGAGEMENT RATE	GA4: share of sessions longer than 10 seconds, with a key event, or with 2+ page views.
EVENT	One recorded action, such as a page view or a tap on WhatsApp.
GOOGLE TAG	Google's website code for GA4 and Google Ads; replaced the GTM "GA4 Configuration" tag in 2023.
GTM	Google Tag Manager: one container that holds and fires all your tags.
İYS	İleti Yönetim Sistemi: Türkiye's system where consents for commercial SMS, e-mail and calls are recorded.
KEY EVENT	A GA4 event marked as important; called "conversion" in GA4 until March 2024.
LEAD	A person who contacted you; not yet a paying customer.
LTV	Lifetime value: gross profit from one customer over the whole relationship (19,200 TL in the Örnek example).
MER	Marketing efficiency ratio: total new-customer revenue ÷ total marketing spend.
MICROSOFT CLARITY	Free tool for heatmaps and session recordings of website visits.
META PIXEL	Meta's browser code that reports website actions.
OFFLINE CONVERSION	A result outside the website (paid job) uploaded to an ad platform later.
PRIMARY / SECONDARY	Google Ads conversion actions used for bidding, or only for watching.
THRESHOLDING	GA4 hiding rows with few users to protect privacy.
UTM PARAMETERS	Labels added to a link so GA4 knows the source, medium and campaign of the visit.

All sources

Facts were checked against these pages in October 2026 unless a date is given. Vendor claims are marked as such in the text.

▼ GOOGLE ANALYTICS, TAG MANAGER, DEVELOPERS

1. [Key events](#) · [Configuration limits](#) · [Collection limits](#) · [Attribution](#) · [Data retention](#) · [Thresholds](#) · [Enhanced measurement](#) · [Recommended events](#) · [Lookback windows](#) · [Engagement rate](#) · [Users](#) (Google Analytics Help)
2. [URL builders](#) · [Default channel group](#) · [Traffic-source dimensions](#) · [Link Google Ads](#) · [Link Search Console](#) · [Campaign URL Builder](#)
3. [Tag Manager release notes](#) · [Preview and debug](#) · [Consent mode](#) · [Google tag gateway](#)

▼ GOOGLE ADS, BUSINESS PROFILE, SEARCH CONSOLE, DATA STUDIO

1. [Auto-tagging](#) · [Phone call conversions](#) · [Google forwarding numbers](#) · [Call reporting](#) · [Click conversions](#) · [Website call tracking](#) · [Conversion windows](#) · [Conversions by time](#) · [Access levels](#) (Google Ads Help)
2. [Offline conversion imports](#) · [Upgrade to enhanced conversions for leads](#) · [Enhanced conversions for leads](#) · [Enhanced conversions](#) · [Google Ads API offline uploads](#)
3. [Primary and secondary actions](#) · [GA4 key events in Google Ads](#) · [Local actions](#) · [Consent mode \(Ads\)](#) · [EU user consent policy](#)
4. [Business Profile performance](#) · [Search Console performance report](#) · [Search Console data](#) · [Data Studio welcome](#) · [Data Studio connectors](#)

▼ META

1. [Pixel reference](#) · [Conversions API](#) · [Server event parameters](#) · [CAPI for Business Messaging](#) · [CAPI Gateway](#) · [Domain verification](#)
2. [Click attribution \(Mar 2026\)](#) · [Pixel and CAPI updates \(Apr 2026\)](#) · [Jon Loomer: Offline Conversions API](#) · [CustomerLabs: offline via CAPI](#)
3. [PPC Land: Meta attribution windows](#) · [Datascience: window removal](#) · [Datascience: engage-through](#) · [Business Wire: reported drops](#)

▼ TÜRKİYE LAW, CALL TRACKING, BROWSERS

1. [KVKK cookie guide \(Jul 2025\)](#) · [KVKK 2022/229](#) · [KVKK 2024/1361](#) · [Law No. 6698](#) · [Law No. 7499](#) · [SRP Legal summary](#) · [DijiLegal](#) · [CookieHub](#) · [Çerezgo](#) · [KVKK 21 Jul 2026 announcement \(Erdem & Erdem\)](#) · [Commercial electronic messages regulation](#) · [KPMG: İYS registration](#)
2. [Zadarma call tracking](#) · [Zadarma prices](#) · [Netgsm](#) · [Bulutfon](#) · [Verimor](#) · [Ringostat](#) · [CallRail: BraBos Cleaning](#)
3. [Apple ATT](#) · [Apple Link Tracking Protection](#) · [WebKit tracking prevention](#)

▼ PRACTITIONER AND TRADE SOURCES

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2. [Site Kit issue #13290](#) · [PPC Land: Site Kit Site Goals](#) · [PPC Land: tag gateway](#) · [LocaliQ benchmarks 2026](#)
3. [Microsoft Clarity](#) · [PPC Land: Clarity consent](#) · [StatCounter: search share, Turkey](#) · [Terminus: Meta UTM tracking](#) · [Craftshift: Meta UTM links](#) · [Dataslayer: Google Ads vs GA4](#) · [Chatfuel: Meta partner access](#)

Left out because they could not be verified (Oct 2026): upload time limits for Google offline and enhanced-conversion uploads, Search Console data history length, the GBP "Messages" metric after Google ended Business Profile chat, Aggregated Event Measurement changes, Meta's offline-event upload window beyond 7 days, Turkish small-business tracking case studies, the 2026 KVKK and İYS fine amounts, Meta's own help pages on attribution defaults and dynamic URL parameters (they did not load; secondary sources are used and labelled), whether GA4 treats `fb` and `ig` as social sources, and how Google adjusts the Business Profile "Directions" count.



MARK SECTION 14 AS DONE

Made with Claude Code as a learning course. Facts were checked against the listed sources in October 2026. Ad platforms change their menus and rules often, so confirm details in the official help centers before you act.

Örnek Oto Servis is a fictional business. Its numbers are examples, not market data. Nothing here is legal or tax advice.