

The project delivered a WordPress tracking setup for Meta and GA4, supported by event testing screenshots. Key shopping events appeared in GA4, and Meta showed purchase processing and deduplication. These are implementation results from the captured tests; revenue growth or advertising performance gains were not measured in this case study.

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Thank you for taking the time to explore my portfolio. As a thank-you, I'd like to give you priority access to a **free website tracking audit** to check your tags and identify potential issues.