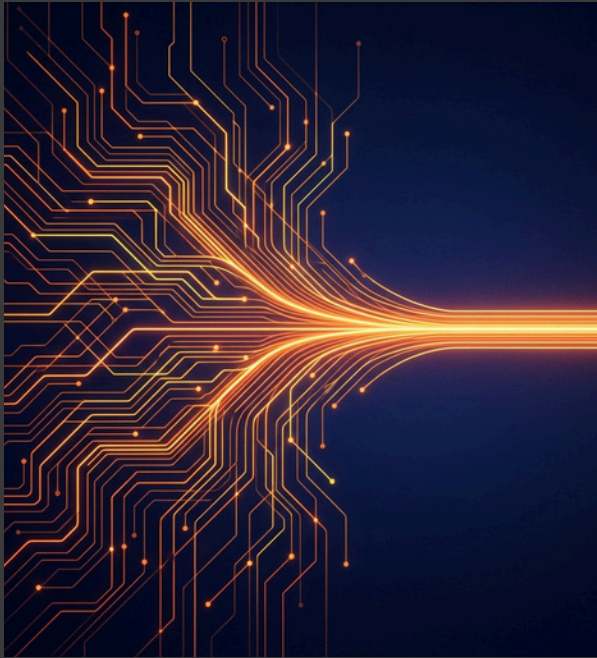




FROM DATA CHAOS TO ATTRIBUTION CLARITY

Eliminating Technical Debt to
Improve Attribution and
Recover High-Intent Leads

CASE STUDY

THE CHALLENGE

The client, a leading community ecosystem, faced a critical bottleneck with fragmented analytics and broken attribution. With data scattered across Google Tag Manager, HubSpot, and their event management system, the executive team lacked a single source of truth. Outdated pixels and inconsistent UTM tracking made it impossible to accurately measure the ROI of paid media or recover high-intent leads dropping out of the purchase funnel.

THE SOLUTION

Fynch provided the technical orchestration required to overhaul the tracking infrastructure. By removing technical friction across the entire stack, Fynch executes a unified data environment that bridges the gap between outbound marketing and final ticket purchases.

THE ADVANTAGE

Fynch provides the technical leadership necessary to turn complex infrastructure into a strategic growth engine. By removing the technical debt of analytics management, Fynch executes a high-velocity environment where marketing leaders focus on strategy while our team of experts ensures data precision at scale.

STRATEGIC EXECUTION

Fynch implemented a multi-layered cleanup to restore data integrity resulting in:

- **GTM and Consent Management:** Audited legacy tags and resolved console errors. Fynch **re-architected the OneTrust integration to ensure compliance** and implemented a new naming convention for container health.
- **Google Analytics and Ads Synchronization:** Connected GA4 with Google Ads and Search Console. Fynch implemented **cross-domain tracking and custom explorations** to monitor the multi-step conversion funnel.
- **Funnel and Audience Architecture:** Created multiple conversion events in Google Ads to track the user journey. Established **retargeting and exclusion audiences to optimize ad spend**.
- **HubSpot Attribution:** Built **custom dashboards for first and last-touch attribution** and automated UTM processes for all outbound email campaigns.
- **Event Managemetn Lead Recovery:** Corrected the HubSpot sync and deployed logic to capture contact details for checkout drop-offs, **turning abandoned carts into new leads**.

RESULTS

The technical orchestration provided by Fynch transformed the client's fragmented infrastructure into a high-precision growth engine. We eliminated the attribution gap and provided the executive team the clarity needed to scale their conference marketing with confidence.

- **Attribution Clarity:** Absolute visibility into first and last-touch lead sources, allowing for **insight into channel spend and performance**.
- **Lead Recovery:** **Successful capture and sync of high-intent contacts** who previously vanished during the checkout process.
- **Compliance and Performance:** A clean, error-free GTM container that **respects user consent while providing deep behavioral insights**.
- **Operational Agility:** Able to monitor real-time performance via centralized HubSpot dashboards enabling **faster, data-driven decision-making**.

Get clarity on your conversion funnel at getfynch.com

