

AUDIT EXPORT

GA

GA4 Audit Report

GA4 Audits

EXECUTIVE SUMMARY

Thornfield Commerce

G-TH8X2K4P1M

Material gaps remain across the property and the highest-priority fixes should land first.

<https://thornfield-commerce.example>

Completed April 09, 2026 09:16 UTC

41 checks

5 modules

64

C

Priority on this audit: 17 failed checks, 8 warnings, and 2 best-practice findings. The score reflects measurement stability, not just total coverage.

16 passed

17 failed

8 warnings

2 best practices

0 skipped / error

Generated by GA4 Audits

Executive Summary

What stands out, where the risk sits, and which fixes should move first.

Generated April 14, 2026 10:43 UTC

Primary takeaway

Material gaps remain across the property and the highest-priority fixes should land first.

Strongest module

Property Configuration · 83

Weakest module

E-commerce Integrity · 49

16

PASSED

17

FAILED

8

WARNINGS

2

BEST PRACTICE

0

SKIPPED / ERROR

Check distribution

Current export mix



Priority findings

Highest severity items first

EC-011

ISSUE

CRITICAL

Duplicate purchase events inflating revenue

E-commerce Integrity

Duplicate purchases are inflating reported revenue by an estimated 18–23%. This corrupts ROAS calculations, bidding signals sent to Google Ads, and r...

Fix: On the order confirmation page, gate the purchase event with a session-scoped flag so it fires exactly once per transaction. In GTM: if (!window._pur...

TC-004

ISSUE

CRITICAL

GA4 tag absent on checkout pages

Tag & Consent Validation

GA4 is not tracking 79% of your checkout funnel. Purchase events, conversion rates, and revenue figures reported in GA4 are significantly undercount...

Fix: Add the GTM container snippet (or GA4 config tag) to the base template used by all checkout pages. In Google Tag Manager, navigate to Tags → New → GA...

DQ-021

ISSUE

CRITICAL

Self-referral traffic from payment provider overwriting attribution

Data Quality

Sessions are incorrectly attributed to payment providers instead of the original channel. This distorts channel-level conversion rates and ROAS for e...

Fix: Add paypal.com, stripe.com, and any other payment redirect domains to GA4's referral exclusion list. Go to Admin → Data Streams → select stream → Con...

TC-001

ISSUE

HIGH

Consent mode default state fires after GA4 tag

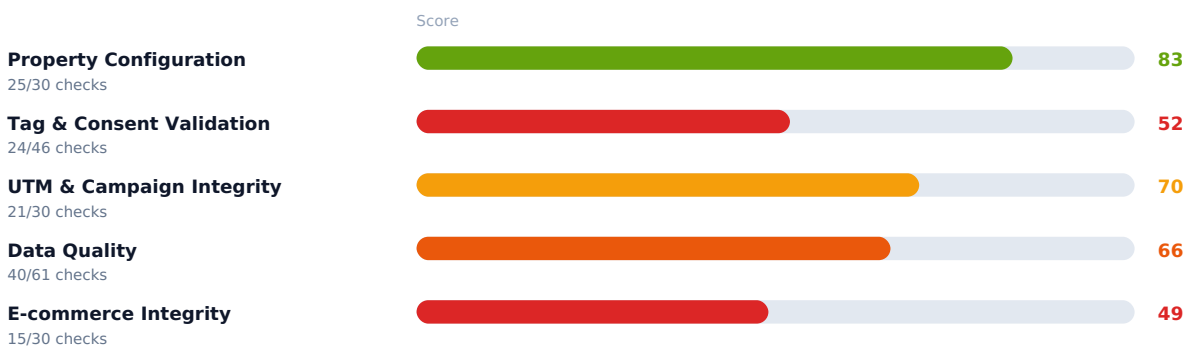
Tag & Consent Validation

Consent mode is configured out of order. GA4 initialises before the default consent state is set, which may result in data collection without a lawfu...

Fix: Move the gtag consent default call to the very beginning of your GTM container or directly in the <head> before any GA4 tags load. The correct order...

Module scores

Ranked by score



Recommended next steps

Top actions to clear first

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Module coverage

Score and check ratio by module

Module	Progress	Score	Grade	Checks
Property Configuration	<div><div style="width: 83%;"></div></div>	83	B	25/30
Tag & Consent Validation	<div><div style="width: 52%;"></div></div>	52	D+	24/46
UTM & Campaign Integrity	<div><div style="width: 70%;"></div></div>	70	C+	21/30
Data Quality	<div><div style="width: 66%;"></div></div>	66	C	40/61
E-commerce Integrity	<div><div style="width: 49%;"></div></div>	49	D	15/30

Findings by Category

Confirmed issues, warnings, and best-practice findings are separated so the next step is obvious.

Failed Checks

PC-009 Google Signals not enabled for cross-device reporting

ISSUE

MEDIUM

Property Configuration · B

Cross-device reporting and remarketing audiences that rely on signed-in Google users are unavailable. User journey analysis is limited to single-devi...

How to fix: Enable Google Signals in GA4 → Admin → Data Collection and modification → Google Signals data collection → Get started. Enabling Signals increases the threshol...

PC-018 BigQuery export not configured

ISSUE

MEDIUM

Property Configuration · B

Raw event-level data cannot be queried, joined with CRM data, or used in custom attribution models without BigQuery export.

How to fix: Enable BigQuery export in GA4 → Admin → Product links → BigQuery links. Choose streaming export for near real-time data. Ensure the linked GCP project has bill...

TC-001 Consent mode default state fires after GA4 tag

ISSUE

HIGH

Tag & Consent Validation · D+

Consent mode is configured out of order. GA4 initialises before the default consent state is set, which may result in data collection without a lawfu...

How to fix: Move the gtag consent default call to the very beginning of your GTM container or directly in the <head> before any GA4 tags load. The correct order is: (1) lo...

TC-004 **GA4 tag absent on checkout pages**

ISSUE

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Tag & Consent Validation · D+

GA4 is not tracking 79% of your checkout funnel. Purchase events, conversion rates, and revenue figures reported in GA4 are significantly under-count...

How to fix: Add the GTM container snippet (or GA4 config tag) to the base template used by all checkout pages. In Google Tag Manager, navigate to Tags → New → GA4 Configur...

TC-018 **DataLayer malformed on product listing pages**

ISSUE

HIGH

Tag & Consent Validation · D+

The dataLayer push on category/listing pages is missing the items array or has a syntax error, causing view_item_list events to fire with empty produ...

How to fix: Audit the dataLayer push code on /category/* and /search pages. Ensure the push follows the GA4 e-commerce schema: { event: 'view_item_list', ecommerce: { item...

TC-023 **404 error pages not tracked**

ISSUE

MEDIUM

Tag & Consent Validation · D+

404 error pages are not sending a specific event to GA4, making it impossible to detect broken internal links or missing redirects at scale.

How to fix: Push a custom event on 404 pages: dataLayer.push({ event: 'page_error', error_type: '404', page_path: window.location.pathname }). Create a GTM trigger for thi...

UTM-008 **UTM parameters stripped on 23% of landing pages**

ISSUE

HIGH

UTM & Campaign Integrity · C+

Roughly 1 in 4 paid and email sessions are attributed to '(direct)/(none)' instead of their actual campaign. Budget optimisation decisions are unreli...

How to fix: Fix the redirect chain on landing page URLs to pass query strings through to the final URL. Test using a URL like /lp/summer-sale?utm_source=email and confirm...

UTM-011 **utm_campaign values missing on affiliate traffic**

ISSUE

MEDIUM

UTM & Campaign Integrity · C+

Affiliate network traffic arrives with utm_source set but utm_campaign absent, making it impossible to measure individual affiliate campaign performa...

How to fix: Work with your affiliate network to include utm_campaign in all affiliate tracking links. Most affiliate platforms have a 'custom tracking parameters' field in...

DQ-008 **Internal IP traffic included in reporting views**

ISSUE

HIGH

Data Quality · C

Staff and developer sessions are counted alongside real user data. Conversion rates, session duration, and pages-per-session metrics are all distorte...

How to fix: Create an internal traffic definition in GA4 → Admin → Data Streams → select stream → Configure tag settings → Define internal traffic. Add your office IP rang...

DQ-019 **User ID not being sent for authenticated users**

ISSUE

MEDIUM

Data Quality · C

Logged-in users are not identified with a User ID, preventing cross-device user counting and accurate customer lifetime value analysis.

How to fix: When a user logs in, set the User ID via `gtag('config', 'G-XXXXXXXX', { user_id: '<hashed_user_id>' })` or via GTM using a variable populated from a dataLayer p...

DQ-021 **Self-referral traffic from payment provider overwriting attribution**

ISSUE

CRITICAL

Data Quality · C

Sessions are incorrectly attributed to payment providers instead of the original channel. This distorts channel-level conversion rates and ROAS for e...

How to fix: Add `paypal.com`, `stripe.com`, and any other payment redirect domains to GA4's referral exclusion list. Go to Admin → Data Streams → select stream → Configure tag...

DQ-034 **Anomalous session spike on 2026-03-14 (bot traffic suspected)**

ISSUE

MEDIUM

Data Quality · C

A likely bot traffic event contaminated 7 days of data. Revenue and conversion KPIs for March 2026 appear artificially deflated relative to the spike...

How to fix: Enable GA4's built-in bot filtering under Admin → Data Streams → More tagging settings → Enable all. For advanced protection, enable IP-based bot detection in...

DQ-038 **Hostname filter not applied — staging traffic leaking into production**

ISSUE

HIGH

Data Quality · C

Events from the staging environment are included in production GA4 reporting. This inflates session counts and corrupts funnel metrics during deploym...

How to fix: Create a hostname filter in GA4 → Admin → Data Filters → Create Filter → Filter type: hostname → Include only your production hostname. This removes staging an...

EC-007 **Missing item_category on 41% of product events**

ISSUE

HIGH

E-commerce Integrity · D

You cannot segment purchases, ROAS, or funnel drop-off by product category because item_category is absent for nearly half of your SKUs.

How to fix: Update your dataLayer push for all e-commerce events to include item_category. Map the value to your product taxonomy (e.g. 'Clothing > Outerwear'). For produc...

EC-011 **Duplicate purchase events inflating revenue**

ISSUE

CRITICAL

E-commerce Integrity · D

Duplicate purchases are inflating reported revenue by an estimated 18-23%. This corrupts ROAS calculations, bidding signals sent to Google Ads, and r...

How to fix: On the order confirmation page, gate the purchase event with a session-scoped flag so it fires exactly once per transaction. In GTM: if (!window._purchaseFired...

EC-018 **Checkout steps not mapped in funnel**

ISSUE

MEDIUM

E-commerce Integrity · D

You can see how many users begin checkout but not where they abandon it — shipping, payment, or order review.

How to fix: Implement checkout_step_completed events at each stage of the checkout flow. Pass a checkout_step parameter (1, 2, 3) and a checkout_option describing the step...

EC-029 **Refund events not implemented**

ISSUE

MEDIUM

E-commerce Integrity · D

GA4 reported revenue is not adjusted for refunds, overstating actual revenue. This affects ROAS calculations and revenue-based KPIs.

How to fix: Implement the GA4 refund event via Measurement Protocol when a refund is processed. Send: { event: 'refund', ecommerce: { transaction_id: '...', value: refundA...

Warnings

PC-014 **Remarketing audiences not linked to Google Ads**

WARNING

MEDIUM

Property Configuration · B

GA4-defined audiences cannot be exported to Google Ads for targeting. You are also unable to import GA4 conversions into Google Ads for Smart Bidding.

How to fix: Link your Google Ads account in GA4 → Admin → Product links → Google Ads links → Link. After linking, enable auto-tagging in Google Ads and verify GCLID captur...

TC-012 **Consent Mode v2 not implemented (ad personalisation signals missing)**

WARNING

HIGH

Tag & Consent Validation · D+

Without Consent Mode v2, Google cannot model conversions for users who decline cookies in the EEA. This reduces the visibility of paid search conversions.

How to fix: Upgrade your CMP integration to pass the two new Consent Mode v2 parameters. Your consent update call should include: `gtag('consent', 'update', { ad_storage: '...`

UTM-003 **Inconsistent utm_medium casing splits email channel**

WARNING

MEDIUM

UTM & Campaign Integrity · C+

Email campaign traffic reports under two separate channels — 'Email' and 'email' — making it impossible to see the true total without summing both.

How to fix: Standardise all UTM parameters to lowercase. Update your email platform's UTM templates to use `utm_medium=email`. For historic data, create a channel grouping rule.

UTM-017 **Social media campaigns not using utm_content for creative tracking**

BEST PRACTICE

LOW

UTM & Campaign Integrity · C+

Meta and TikTok ads arrive with `utm_source` and `utm_medium` but no `utm_content`, preventing ad creative performance analysis in GA4.

How to fix: Add `utm_content` to social ad UTM templates to identify which creative drove the click. Example: `utm_content=carousel-spring-banner` or `utm_content=video-15s`.

UTM-022 **Custom channel grouping not configured**

WARNING

MEDIUM

UTM & Campaign Integrity · C+

The default GA4 channel grouping does not correctly classify affiliate and influencer traffic, lumping them into '(Other)' instead of named channels.

How to fix: Create a custom channel group in GA4 → Admin → Channel groups. Define rules to identify Affiliate (`utm_medium=affiliate`) and Influencer (`utm_source=influencer|...`

DQ-014 **High (not set) rate in Landing Page report**

WARNING

MEDIUM

Data Quality · C

Over 1 in 10 sessions cannot be attributed to a landing page, making it difficult to evaluate which pages drive acquisition.

How to fix: Investigate server-side events sent without a session context. Ensure `page_location` is included in all server-side hit payloads. For cross-domain tracking, con...

DQ-027 **Session timeout set to default (30 min)**

BEST PRACTICE

LOW

Data Quality · C

The 30-minute session timeout may be too short for long-form content or multi-step purchase flows, artificially inflating session counts.

How to fix: Consider increasing session timeout to 60 minutes in GA4 → Admin → Data Streams → Configure tag settings → Adjust session timeout. Test the impact on session c...

EC-024 **Currency mismatch between GA4 and backend**

WARNING

MEDIUM

E-commerce Integrity · D

A small proportion of revenue is over-reported due to currency conversion not being applied before the GA4 event fires. Revenue totals for internatio...

How to fix: Ensure the currency parameter in the purchase dataLayer push reflects the currency actually charged to the customer. Pass the transaction currency dynamically...

Passed Checks (16)

PC-001 **GA4 property active with valid measurement ID**

PASS

CRITICAL

Property Configuration · B

Property is correctly configured and actively collecting data with a valid measurement ID.

PC-003 **Data retention set to 14 months**

PASS

MEDIUM

Property Configuration · B

Data retention is maximised — 14 months of raw event data is available in Explorations.

PC-005 **Enhanced measurement fully enabled**

PASS

LOW

Property Configuration · B

Scroll depth, outbound clicks, site search, video engagement, and file downloads are tracked automatically.

PC-007 **Key events (conversions) correctly defined**

PASS

HIGH

Property Configuration · B

purchase, add_to_cart, and begin_checkout are marked as key events. Conversion reporting is functional.