



## You're Spending on Marketing. Do You Actually Know What's Converting?

South African marketing teams are increasingly sophisticated in their media buying, their creative production, and their channel strategy. The gap – the place where most of that sophistication leaks – is in measurement. Specifically, in conversion tracking: the ability to trace a marketing input (an ad impression, a social post, a billboard, an email) to a commercial output (a lead, an enquiry, a purchase, a retained customer).

### The Attribution Problem

Most South African brands are making budget allocation decisions based on incomplete attribution data. They know how many impressions their campaigns generated. They know their click-through rates. They may know their cost per click. What they frequently do not know with confidence is which of those clicks converted into customers, which channels contributed to a purchase that happened three touchpoints later, and what the actual cost per acquired customer is across the full marketing funnel.

"Marketing teams are increasingly sophisticated in their media buying. The gap is in measurement. Most brands are making budget decisions based on data they don't fully trust."

### Why Tracking Breaks Down

Conversion tracking breaks down for several common reasons. The website is not correctly tagged – Google Analytics 4 is installed but conversion events are not configured. The CRM and the marketing platforms are not connected, so lead quality data never feeds back into campaign optimisation. Cross-device journeys are not tracked, so a customer who sees an ad on mobile and converts on desktop appears as two separate data points. And offline conversions – a sale that happened as a result of a digital campaign but was completed in person – are almost never captured at all.

The result is a data picture that is technically accurate in its individual parts but structurally misleading in its totality. Campaigns that look like they are performing well on platform-reported metrics are frequently contributing less to commercial outcomes than the numbers suggest. Campaigns that appear modest on platform metrics are sometimes doing the heavy lifting in the funnel.

### First-Party Data and the Cookie Deprecation Imperative

The deprecation of third-party cookies has made first-party data infrastructure not just a best practice but a commercial necessity. Brands in South Africa that have not yet invested in a Customer Data Platform (CDP) – or at minimum a properly structured CRM with marketing automation – are operating with a measurement blind spot that will grow larger every year.

The practical starting point for most organisations is not a technology investment. It is a measurement audit: a systematic review of what data is currently being captured, where the tracking gaps are, and what the highest-priority fixes are. This is work that Dikwe's Brand Performance service covers as part of campaign planning – because a campaign without a measurement framework is not a campaign. It is a spend.

### The Conversion Tracking Checklist

Before your next campaign launches, confirm: GA4 is configured with all conversion events defined and tested. Your paid media platforms (Google Ads, Meta, LinkedIn) are firing conversion events server-side, not just client-side. Your CRM captures the lead source for every new contact. Your email platform is connected to your analytics. Your website has a clearly defined conversion hierarchy – what is the primary conversion, the secondary conversion, and the micro-conversions that indicate intent. And your reporting cadence is built around commercial outcomes, not platform metrics.

If you cannot confirm all of the above, your marketing budget is partially flying blind. The solution is not more spend. It is better measurement infrastructure – and a performance partner who understands why it matters.