

Storefront speed & tracking-integrity audit
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The speed score was rigged. The tracking was real — just running twice.

75 scripts

deferred — but only for speed-
test robots

2 datasets

receiving the same website
events in parallel

78 → 92

honest mobile score, then
genuinely optimized

- 01

The “optimization” script was benchmark-cloaking code.
- 03

One store, two Meta datasets — and no canonical source of truth.
- 04

The high CPM was not a tracking problem — and we say so.

Nothing was broken that stayed broken.

The cloaking script is removed with a rollback saved, genuine speed work is live and measured against an honest baseline, and no Meta dataset was deleted or disabled — consolidation waits for the mapping it requires.

Client	DTC jewelry brand on Shopify, anonymized under NDA	About this sample
Trigger	Reported US Meta CPM of USD 100–120	Identity, domains, dataset IDs and exact figures are masked. Structure, methodology and findings are from an actual delivered engagement; the evidence captures exist in that delivery and are not reproduced here.
Scope	Storefront scripts, Meta Pixel + Conversions API, Events Manager datasets, ad-account CPM data	
Method	Controlled runtime tests across real and synthetic environments, live PageSpeed runs, Events Manager and ads-data reads	

Finding 01

Critical

THEME BUNDLE · RUNTIME MATRIX

The “optimization” script was benchmark-cloaking code.

Verified fact

A minified “component” bundle injected into the theme carried obfuscated eval/base64 payloads and activated script-stripping only when it detected Linux/x86_64 or GTmetrix-like testing environments.

What it means

Synthetic speed tests saw a faster page than real customers ever received. It does *not* prove tracking interference for real shoppers — controlled tests showed the script was inert for ordinary mobile and desktop visitors, and their Meta events fired.

0

scripts deferred — normal iPhone, Meta PageView fired

→

0

scripts deferred — normal Mac, Meta fired

→

75

scripts deferred — GTmetrix-style environment; Meta silent there

Action

Done — the injection is removed from the live theme with a rollback preserved. Cart apps and every existing tracking sender were left untouched.

Finding 02

High

PSI · MOBILE · SINGLE URL

The honest score was 78 — and honest work took it to 92.

Verified fact

With the cloak active, the tested product page scored a distorted 97 on mobile. With it removed, the honest baseline was 78. An LCP-image preload and delayed loading of two non-critical apps took it to an observed 92.

What it means

The store had never seen its real speed. The gains reported below are single-URL laboratory results and were flagged to the client as exactly that — not site-wide numbers.

97

cloak active — synthetic result, distorted

→

78

cloak removed — honest baseline

→

92

genuine optimization — LCP 3.4 s → 1.2 s · TBT 200 → 50 ms

Action

Done — the speed state is live. Repeated multi-page validation was recommended before claiming site-wide improvement.

Finding 03

High

EVENTS MANAGER · IDS MASKED

One store, two Meta datasets — and no canonical source of truth.

- Verified fact

Events Manager showed two datasets (86...52 and 99...50) receiving website events in parallel, each with Pixel + Conversions API integrations, match quality 4.4–5.8/10.
- What it means

The problem was not missing CAPI — it was the same commerce operation represented twice with no defined canonical source. Meta does not consolidate separate datasets into one measurement source.

Event, inspected period	Dataset 86...52	Dataset 99...50
PageView	22.2K	1.3K
ViewContent	2.6K	155
AddToCart	344	44
InitiateCheckout	62	7
Purchase	44	3

Each dataset lists multiple connected websites — totals were explicitly not treated as single-store volumes without a domain-level breakdown.

- Action

Dataset 86...52 recommended as the *provisional* canonical candidate — it carries the ad-set dependencies and value-optimization history. Nothing deleted, nothing disabled: consolidation waits for sender-route mapping and event_id verification.

Finding 04

Medium

ADS DATA · 90 DAYS

The CPM was not a tracking problem.

- Verified fact

Blended US CPM was approximately EUR 75 over 90 days, with several US test CBO campaigns at EUR 129–153. No storefront mechanism explained those values.
- What it means

Campaign-side causes need a delivery analysis, and that was said plainly — we do not stretch tracking findings to explain ad-side problems.
- Action

Scoped out honestly: delivery analysis recommended as separate work, not folded into this audit's conclusions.

The audit is closed. Consolidation waits for its gate.

Live now

Keep the honest speed state and validate it wider.

Repeated multi-page runs before any site-wide claim — the 92 is one URL, measured, not marketing.

Before consolidation

Map every route feeding both datasets.

Domain-level and sender-route mapping for both Meta datasets; the canonical choice stays provisional until it exists.

Only after the gate

Migrate — in order, with a tested rollback.

Canonical confirmed → legacy routes identified → browser/server event_id verified → consent-aware matching validated in Test Events → rollback tested.

Audit discipline, stated as fact

- ✓ **Every live-theme change is reversible** — backups saved before removal, rollback preserved.
- ✓ **No Meta dataset was deleted or disabled.** Both remain intact until the mapping justifies consolidation.
- ✓ **No production tracking change without written approval** — held throughout the engagement.

This is a sample of how FixelPixel audits read: verified facts separated from interpretation, findings that admit what they do not prove, and changes that can all be undone. The full delivery carries the captures behind every number here.