Redacted from a real client engagement · automotive e-commerce on Shopify · two Google Ads accounts

Shopify orders go to Google Ads one to one, and every day is checked against the store.

Google bid on purchases reported by a third-party click tracker, which over-reported sales. I built a path that sends each paid Shopify order with a Google click to the right Ads account once, keyed on the order number, and a daily report that checks Google's count against Shopify.

116 / 116
Shopify orders with a Google click sent to Google, main account, 9–16 October.

0 errors
across 159 payments sent by the new path from 11 October: 113 processed by Google, 46 still processing at report time.

0.98
sales Google is told about per real payment with a Google click. The click tracker: 1.65 on the same days, 1.76 in September.

What was agreed, and where each part stood on 18 October

Agreed	Status	Proof
Each order goes to Google once, straight from Shopify, keyed on the order number, with the ad click ID stored on the order.	Live	Main account: 116 of 116 click orders sent, counted day by day (page 3). 131 of 138 orders since the checkout release carry the click ID and the shopper's advertising choice.
A later payment on the same order (an upgrade) goes as its own conversion.	Live	Separate upgrade conversion in both accounts; a real paid upgrade confirmed counted in the main account; upgrades go out daily.
Orders without a click ID matched by email and phone; refunds taken off the value Google sees.	Live	42 orders without a click ID sent with email and phone matching. Two real refunds, one partial and one full, adjusted the original conversion without errors.
Three weeks side by side with the click tracker, then the campaign goals are switched.	Day 10 of 21	Bidding unchanged until the switch; first results on page 4.
Daily Google-against-Shopify check for the client.	Live	Delivered as a password-protected report page, rebuilt every morning (page 5).

Redacted sample. Client name, people, domains, order numbers, Google Ads account and conversion IDs, the click tracker's name and all absolute revenue are removed. Counts and ratios are the client's own Shopify and Google Ads data as reported on 18 October 2026; nothing is invented or rounded up.

Implementation

From the paid Shopify order to the Ads account its click belongs to.

One daily job reads paid payments from Shopify, decides where each one belongs, asks Google to check it, and sends only what passes.

Checkout
Click ID and the shopper's advertising choice saved on the order. Opt-out, browser GPC and "Allow all" tested in production.

→

Daily read
Every paid payment. The first payment is the order; later payments on the same order are upgrades.

→

Routing
To the Ads account the click belongs to, checked against Google's own click records. Unproven account: held, not guessed.

→

Check, then send
Google validates each payment first; the run sends only if every check is clean. Refunds adjust the original.

No click ID on the order: matched by email and phone through the click tracker's record of the same sale. Missing consent is never treated as consent given.

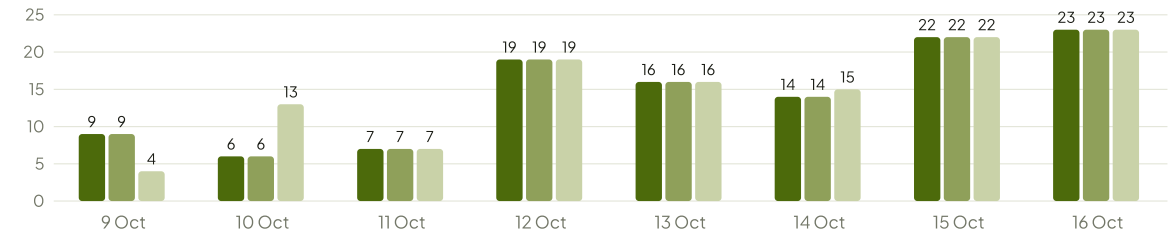
What I changed, dated

When	Change	Result
9 Oct	Scope agreed with the client. Side-by-side window with the click tracker started; bidding left unchanged.	Window runs to 29 October.
10–14 Oct	Found the previous uploader re-sending history every hour.	Google accepted 94, rejected 17,720. Replaced.
11 Oct	Refund adjustment tested on two real refunds, one partial and one full.	Both accepted without errors.
14 Oct	Checkout release with the store's developer: click ID and advertising choice saved on the order.	Opt-out, GPC and "Allow all" tested live.
14 Oct	New upload path live.	Google's upload status: Excellent.
16 Oct	Launch run for orders of 11–16 October, then a control run.	86 sent, all accepted.
17–18 Oct	Daily runs; first daily upgrade; email and phone matching switched on.	13, 11 and 42 sent.
On the way	Second Ads account: separate order and upgrade conversions; orders route by click ownership.	Orders counted there.
On the way	Reported two faults to the click tracker's vendor: upgrades recorded as new sales, and one visitor profile holding 243 purchases from 231 customers.	Both fixed by the vendor.

Validation against the source orders

It runs every day, and Google counts what it gets.

Main Ads account, per day. Orders are Shopify orders with a Google ad click; Google's count is by order date.



9–10 October went through the old uploader, whose counts do not match orders one to one. From 11 to 16 October Google's count equals the Shopify orders on every day except 14 October, where it shows 15 for 14; that one was still being checked.

Daily runs

Day	Run	Result
16 Oct	Launch: orders from 11–16 October, then a control run	86 sent, all accepted · main 82, second account 4
17 Oct	Daily run	13 sent, all checked by Google first
18 Oct	Daily run	11 sent, including the first daily upgrade
18 Oct	Daily run, email and phone matching switched on	42 sent, all without a click ID

Every run asks Google to check each payment first and sends only if all checks come back clean.

Acceptance checks, one real case each

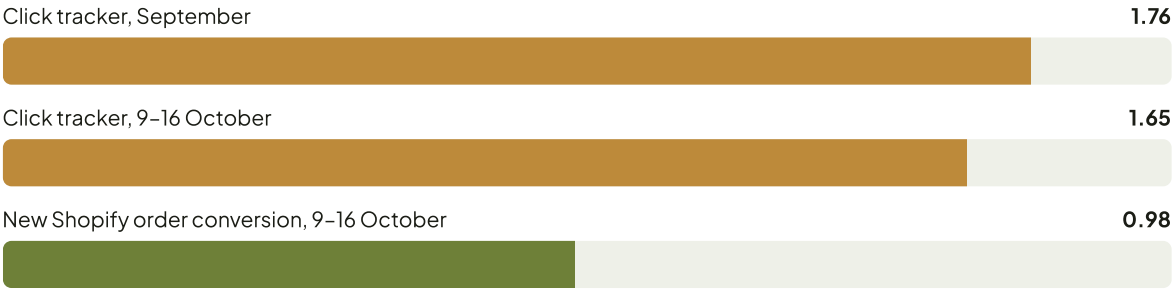
Account · paid event	Result on 18 October
Main · order with a click ID	Counted
Main · paid upgrade	Counted
Main · order without a click ID, email and phone matching	Counted
Second · orders	Counted: 11 click orders, 8 sent, 5 counted
Second · paid upgrade	Not confirmed: waiting for a clean real case
Second · email and phone matching	Not found: listed as an exception unless a clean case appears

Second account: 3 first-test orders were processed without errors but not counted; the cause was not established. 9 October orders were not sent, because that account's conversions did not exist yet.

Before and after

Google now hears about the sales its clicks brought, close to one to one.

Sales Google is told about, per real payment with a Google click



1.00 means Google is told about exactly the sales its clicks brought. 9–16 October: the click tracker reported 330 sales to Google against 200 payments with a Google click. Bidding still ran on the click tracker until the planned switch.

Google's own check of the uploads

Path	Google's status	Accepted	Rejected
Old uploader, 10–14 October	Needs attention	94	17,720
New path, from 14 October	Excellent	127	1

From Google Ads' offline-upload diagnostics for the new order conversion, main account.

Before and after

	Before · September	After · from 11 October
Purchases Google receives	Click tracker only	Click tracker, plus every Shopify order with a Google click
Conversions from Shopify in Google	0	124 counted for 9–16 October, both accounts
Upgrade payments	Counted by the tracker as new sales	Sent as their own conversion
Orders without a click ID	Not used	Sent with email and phone, matched through the tracker's record of the same sale

Delivered reporting · the client's daily page

Every morning the client sees Google's count next to Shopify's.

A password-protected report page, rebuilt daily from Shopify and Google Ads. This section answers one question: did Google get each order, once.

GOOGLE'S COUNT AGAINST SHOPIFY

DAY	SHOPIFY ORDERS	GOOGLE: ORDER FROM SHOPIFY	GOOGLE: UPGRADE PAYMENTS	GOOGLE: CLICK-TRACKER PURCHASE	CLICK TRACKER PER REAL ORDER
2026-10-21	34	0	0	35	1.03
2026-10-20	43	31	9	55	1.28
2026-10-19	52	31	7	48	0.92
2026-10-18	11	9	0	9	0.82
2026-10-17	21	11	2	15	0.71
2026-10-16	38	24	12	58	1.53
2026-10-15	55	33	11	59	1.07
2026-10-14	36	20	12	44	1.22
2026-10-13	44	24	9	53	1.20
2026-10-12	39	24	9	38	0.97
2026-10-11	16	7	0	10	0.62
2026-10-10	16	13	3	13	0.81
2026-10-09	25	6	10	43	1.72
2026-10-08	29	0	0	38	1.31
2026-10-07	40	0	0	66	1.65
2026-10-06	25	0	0	47	1.88
2026-10-05	31	0	0	35	1.13
2026-10-04	11	0	0	12	1.09
2026-10-03	17	0	0	7	0.41
2026-10-02	22	0	0	42	1.91
2026-10-01	29	0	0	49	1.69

Since 9 October each Shopify order that came from a Google ad click goes to Google once, sent daily after Google checks it. Upgrade payments and orders without an ad click are added once each case is confirmed, so the Shopify column is higher than the Google one by design. The click tracker keeps uploading as before, so for three weeks both run side by side. **Click tracker per real order** is how many purchases Google holds from the click tracker for each Shopify order that day: above 1 is the over-count the switch removes. The newest days fill in over a day or two.

Screenshot of the delivered report page, 22 October 2026, section "Google's count against Shopify". The click tracker's name is replaced; nothing else is changed. The newest days fill in over one to two days, so 21 October still shows 0.

How the client reads it

Shopify orders against Google's order conversion and upgrade conversion, per day. The last column is the click tracker's purchases per real order: above 1 is the over-count the goal switch removes.

Why it is built this way

The Shopify column is higher by design. Orders with a Google click go to Google; upgrades and orders without a click are added once each case is confirmed. Running both conversions side by side shows the over-count before any bidding change.

How I validated, and what was still open

Every claim points to a count in the client's own accounts.

How I validated

Order by order	Each paid Shopify order with a Google click is matched to the upload by order number, day by day, in each account.
Before every send	Google validates each payment first; a run sends only if every check comes back clean.
Google's side	Upload diagnostics and conversion counts read back from Google Ads, not taken from our own logs.
One real case per type	An order, a paid upgrade and an email and phone match, each counted in Google; two refunds accepted without errors.
Definitions	Every paid payment by store date; first payment is the order, later payments are upgrades; "Google click" means a click ID saved on the order. Google's newest day is left out while it fills in.

Still open on 18 October

14 October	Google counted 15 orders for 14; the extra one was being checked.
Second account	Upgrades and email and phone matching waiting for a clean real case; otherwise an exception in the handover. 3 test orders not counted, cause not established.
Goal switch	After the 21-day comparison: new targets per campaign in both accounts, applied only after the client approves the settings.

Kept out on purpose

History uploaded by the old uploader is not re-sent, and upgrades on those orders stay out, because Google's receipt for the original cannot be confirmed. Orders whose click belongs to neither account, or whose account cannot be proven, are held rather than guessed. Orders placed before the second account's conversions existed are not back-filled.