CASE STUDY · MEASUREMENT & ANALYTICS

Two businesses, *one shot to get the data right.*

How we built the complete measurement, attribution, and dashboarding stack for Computer Integrated Services: three websites, four ad platforms, one dashboard, from zero.

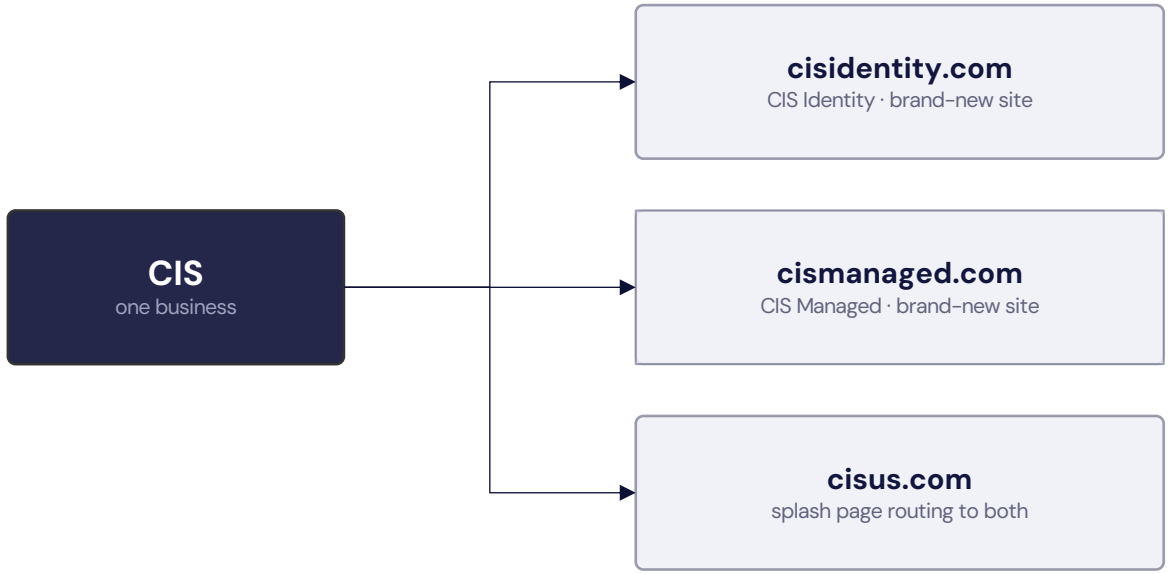
TOUMANA CONSULTING

CIS

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One company became *two, overnight.*

When Computer Integrated Services split into two distinct brands, they were not just rebuilding their web presence. They were rebuilding how the entire go-to-market operation would function.



New websites. New CRM. New ad platforms. New pipeline.
Everything at once.

The upside of a clean slate is that you can do it right.
The risk is spending months making decisions with no data behind them.

CIS wasn't struggling with bad data. They had no data.

That's where we came in. →

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THE PROBLEM

Three questions *nobody could answer.*

Two websites were about to go live. A sales pipeline was already active in HubSpot. Ad spend was on the horizon across Google, Meta and LinkedIn. None of it was connected.

01

Which channels drive visitors?

Traffic was about to flow to two new sites, with no way to see where any of it came from.

02

Which visitors become leads?

Forms and meetings would generate pipeline, with no record of what produced them.

03

Which leads close as revenue?

Deals were moving in HubSpot, completely disconnected from marketing activity.

THE BRIEF Build a measurement system that follows a prospect from first visit to closed deal, and hand it over fully documented and fully owned by CIS.

That's a harder problem than it sounds. →

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THE ENGAGEMENT · AT A GLANCE

Everything, *instrumented.*

Before the story, the scope. Four numbers define the engagement.

3

PROPERTIES INSTRUMENTED

Two brand sites plus the splash page, each with its own GTM container and GA4 property.

~50

CONVERSION CONFIGS

Forms, meetings, calls and clicks tracked across GA4, Google Ads, Meta and LinkedIn.

9

ATTRIBUTION FIELDS PER LEAD

Raw UTMs and GA4 identifiers written onto every HubSpot contact at creation.

$0

ONGOING TOOLING COST

CRM data reaches the dashboard through free native connectors. No subscriptions.

THE STACK

GTM · GA4 · Google Ads · Meta · LinkedIn · HubSpot · Clarity · Looker Studio · Cloudflare

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01

THE BUILD

Starting from zero, *across everything.*

Account infrastructure, conversion measurement and the attribution thread that runs from a first click into the CRM.

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Nothing existed. *So we built all of it.*

Six layers, all built from scratch. Everything that follows in this deck sits on top of them.

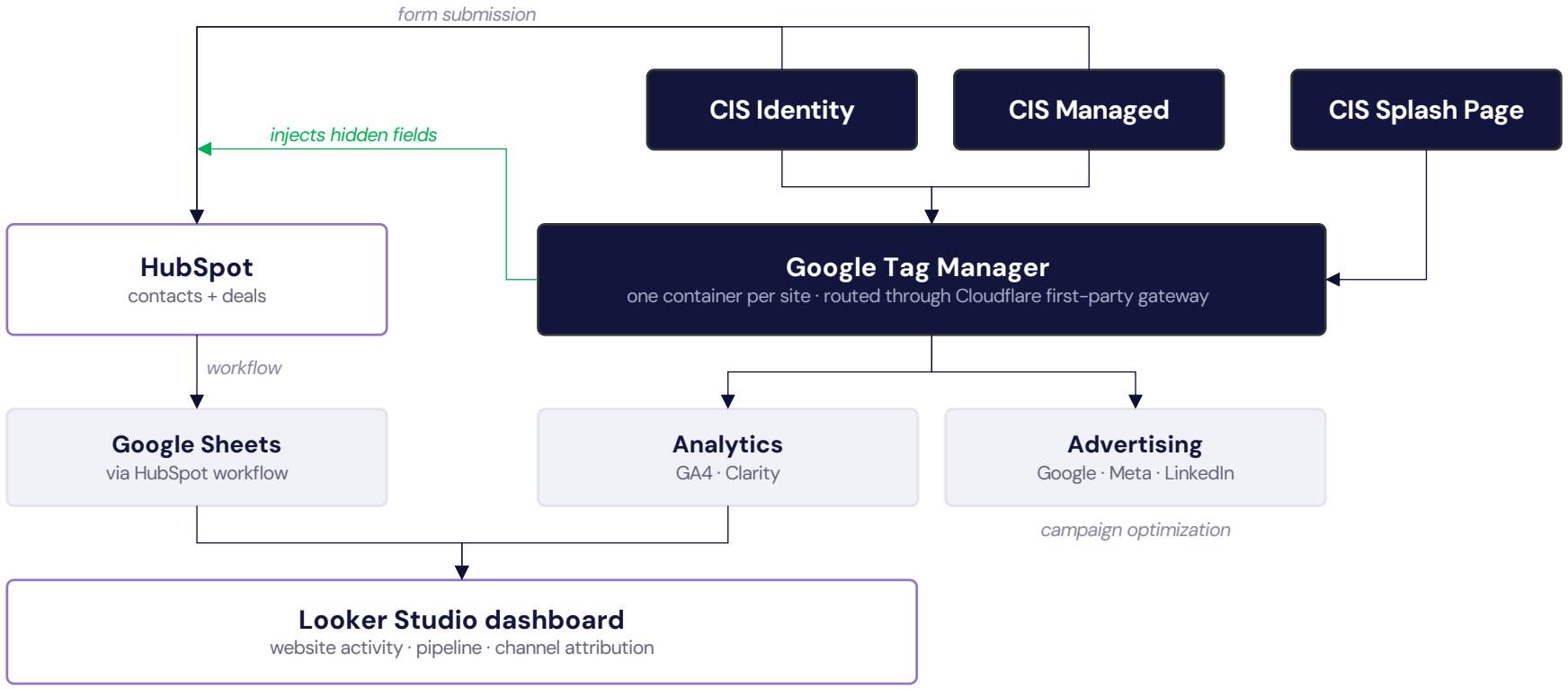
The foundation	3 GTM containers · 3 GA4 properties · 2 Google Ads accounts under a CIS-owned MCC · 2 Meta pixels · 1 LinkedIn Campaign Manager
Conversion measurement	Close to 50 configurations · forms, meetings, calls, clicks · Enhanced Conversions · Advanced Matching · 30-second call tracking
CRM attribution	9 custom HubSpot properties · raw UTM capture · GA4 identifiers · hidden-field injection · 2 automated workflows
Beyond the brief	3 Microsoft Clarity projects · Google Tag Gateway on Cloudflare · 12-channel grouping with AI Discovery · splash page tracking
The dashboard	Full-funnel Looker Studio build · HubSpot to Google Sheets pipeline · zero connector cost · metric glossary
The handover	Ownership of every account transferred · 14-month data retention · complete documentation in a project tracker

Here's how the pieces fit together. →

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How the *data flows.*

All three sites feed Google Tag Manager, which routes data to analytics and advertising and writes attribution into HubSpot. From there, contact and deal data flows to Google Sheets and on to the dashboard, where everything converges.



cisus.com feeds analytics only · advertising and HubSpot apply to Identity and Managed

Now: measure what matters. →

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Every action, *every platform.*

With the accounts live, we built tracking for every meaningful action a prospect can take, and verified each one on every platform before moving on.

Conversion action	GA4	Google Ads	Meta	LinkedIn
Form submission	✓	✓	✓	✓
Meeting booked	✓	✓	✓	✓
Click to call	✓	✓	✓	✓
Click to email	✓	✓	✓	✓
Call over 30 seconds	–	✓	–	–

Close to 50 configurations: each action, on each platform, on both websites. All verified before handover.

SIGNAL QUALITY

Hashed email and phone travel with each conversion via Enhanced Conversions and Advanced Matching, keeping match rates high as third-party cookies disappear.

Better signal means better bidding, better audiences and better return **the day campaigns launch.**

Now: measure what matters. →

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02

THE ATTRIBUTION

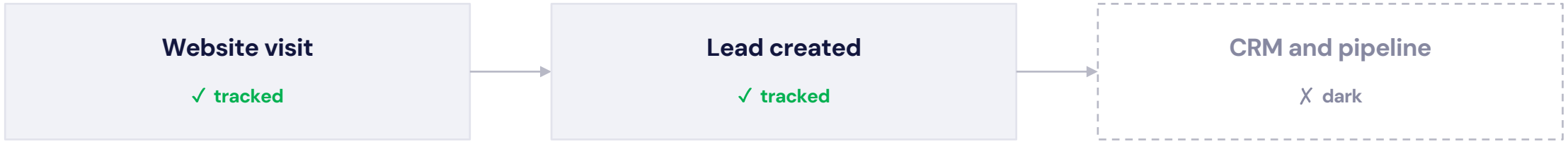
Keeping the thread *intact.*

Where most measurement setups go dark, and the architecture we built so this one keeps reporting all the way to a closed deal.

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Most tracking stops *at the website.*

The moment a lead enters the CRM, the trail goes cold. A standard setup can tell you a lead came in, but not what it became.



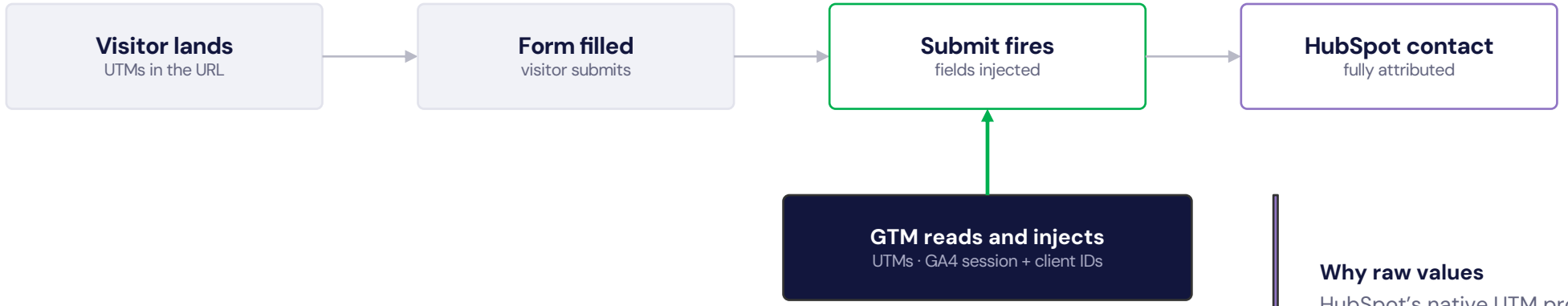
The most important question in marketing, **which channel actually drove the deal that closed,** usually has no answer.

We built the thread that keeps going. →

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Attribution that *survives the CRM.*

Every form submission and meeting booking writes nine attribution fields onto the HubSpot contact, automatically, at the moment of submission.



THE NINE FIELDS

- `utm_source_raw`
- `utm_medium_raw`
- `utm_campaign_raw`
- `utm_content_raw`
- `utm_term_raw`
- `form_client_id`
- `form_session_id`
- `scheduler_client_id`
- `scheduler_session_id`

Why raw values

HubSpot's native UTM properties overwrite raw parameters with processed categories. Storing the raw values keeps the dashboard matching the ad platforms exactly, and the attribution stays on the contact through every pipeline stage.

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03

FROM TRACKING TO INSIGHT

All of it *in one place.*

The dashboard that connects website activity to pipeline, and the handover that leaves every account in CIS's hands.

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01 · BEYOND THE BRIEF

Built in because *it should exist.*

Some of the most valuable work in an engagement is not in the scope document. It comes from paying attention as you go.

Microsoft Clarity

Session recordings and heatmaps across all three properties, one project per site, each linked to its GA4 property.

Google Tag Gateway

Measurement routed through a first-party subdomain on CIS-owned Cloudflare, protecting data quality as ad blockers tighten.

AI-era channel grouping

A custom 12-channel grouping, including AI Discovery for ChatGPT and Perplexity traffic, identical in GA4 and the dashboard.

Splash page tracking

Click events and UTM-tagged outbound links on cisus.com, so attribution survives the hop into either brand site.

None of it was asked for. All of it made the product better.

All of it feeds one place. →

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One dashboard, *the whole funnel.*

Every stream we built converges here: GA4 on one side, HubSpot on the other, joined by free native connectors with no subscription in the middle.

WEBSITE SIDE · GA4

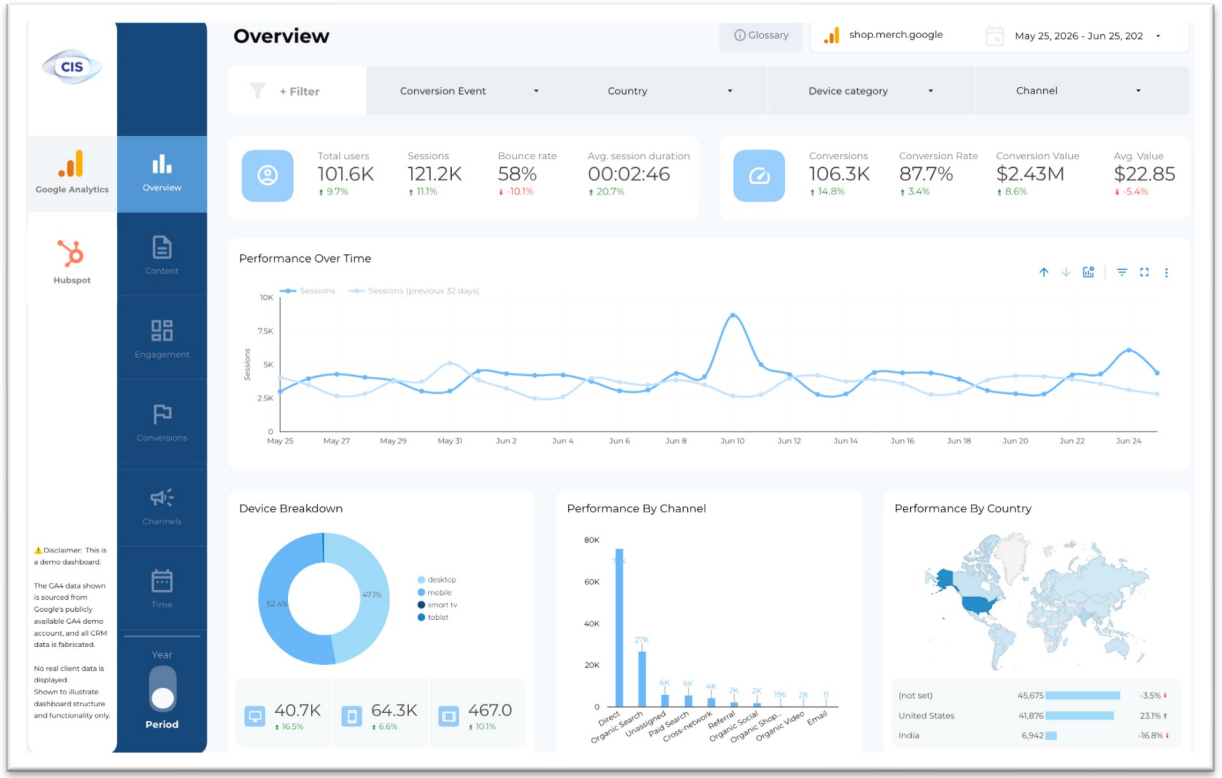
- Sessions, users and engagement
- Channel breakdown with custom grouping
- Conversion events and landing pages
- Month-over-month trends

PIPELINE SIDE · HUBSPOT

- Contacts by channel and lifecycle stage
- Deals: value, stages, create-to-close time
- Attribution from UTMs captured at creation

A live, interactive demo with sample data accompanies this case study:

>> DEMO DASHBOARD <<



Disclaimer: This is a demo dashboard.
The GA4 data shown is sourced from Google's publicly available GA4 demo account, and all CRM data is fabricated.
No real client data is displayed. Shown to illustrate dashboard structure and functionality only.

And all of it belongs to CIS. →

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Built to be *owned.*

Your measurement infrastructure and your ad accounts should belong to your business. Every account was structured so that CIS owns it outright.

WHAT CIS OWNS

- GTM containers and GA4 properties: ownership transferred to CIS
- Google Ads accounts under a CIS-owned Manager Account
- Meta assets inside the CIS Business Manager
- Cloudflare and the Tag Gateway on the CIS account
- HubSpot workflows and properties inside the CIS portal

EVERYTHING DOCUMENTED

Every account ID, conversion label, tag configuration, HubSpot property, workflow and architectural decision is captured in a project tracker.

Organized by phase and written to be readable by anyone who needs to understand, audit or build on this setup: an internal team, a new hire, or another technical partner.

So where does that leave CIS? →

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04 · THE OUTCOME

What CIS *has now.*

The end state, built from zero in a single engagement.

- ✓ Three properties, fully instrumented
- ✓ Every conversion tracked across every platform
- ✓ Every lead arriving in HubSpot with full attribution attached
- ✓ A pipeline traceable back to the channels that fed it
- ✓ One dashboard, updated automatically, at no ongoing cost
- ✓ First-party infrastructure that holds up as tracking restrictions tighten

CAMPAIGNS: READY, NOT LIVE

The Google Ads campaigns haven't launched yet, by design. When they go live, attribution works from day one and the dashboard shows performance by channel the moment spend starts flowing.

That is the point of doing this work before campaigns go live, not after.

Every piece of it, itemized. →

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05 · THE DELIVERABLES

Everything, *itemized.*

The complete inventory, exactly as handed over.

- 3 GTM containers across all three properties
- 3 GA4 properties with custom channel grouping and 14-month retention
- 2 Google Ads accounts under a CIS-owned MCC, Enhanced Conversions live
- 2 Meta pixels with Advanced Matching
- 1 LinkedIn Campaign Manager with Insight Tag and conversion events
- 3 Microsoft Clarity projects linked to their GA4 properties
- Close to 50 conversion configurations, fully tested before handover
- Splash page tracking with UTM-tagged outbound links
- 9 custom HubSpot properties for raw UTM and GA4 attribution
- Hidden-field injection resolving HubSpot's cross-origin iframe limitation
- Google Tag Gateway running on CIS-owned Cloudflare
- 12-channel grouping mirrored in GA4 and the dashboard
- 2 HubSpot workflows syncing CRM data to Google Sheets
- Full-funnel Looker Studio dashboard with zero connector cost
- Complete project documentation of every account, ID and decision

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CONCLUSION

Get the data *right first.*

CIS launched two businesses at once, and got the data right the first time. Every conversion is tracked across every platform. Every lead arrives in HubSpot with full attribution attached. The whole picture lives in one dashboard, updated automatically, at no ongoing cost.

When the ad campaigns launch, attribution works from day one. **That is the point of doing this work before campaigns go live, not after.**

Note: *the demo dashboard uses Google's public GA4 demo account and fabricated CRM data to protect client confidentiality. Structure and functionality match the live deployment.*

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GET IN TOUCH

Let's build *yours.*

Toumana Consulting is a performance marketing and analytics consultancy. We build measurement, attribution and reporting systems that hold up under scrutiny and make marketing spend accountable.

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