MeasureCamp Brussels

Four tracking setups that pass QA and that are still wrong

What should an agent show you before you accept “done”?

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Tested on the vendor’s hostname. Launched on ours.

Live inspection · public site · published v631 · 27 October

Page hostname	**www.nonprofit.example**
Trigger requires	^(preprod-next|prod-next)\.client\.vendor\.example$
Result	**No match: qualified-click tag not fired. Page views continued.**

26 Oct · Preview tests pass

On the vendor’s environment. The report says publication and warehouse receipt are still open.

27 Oct · Public launch, v631

Six new tags still had vendor-only hostname restrictions

27 Oct · Correction, v632

Restrictions removed, routes updated, replaced tags paused.

A mental model for reading test results

EXPECTATION · what should be true

Qualified clicks are sent on the public site.

MEASUREMENT PATH · where we observed it

Action
What the person did

→

Event
What the page pushed

→

Sent
The request that left the browser

→

Received
Observed at the named destination

→

Usable
Fit for the analysis being checked

Observation points, not quality levels. Usable means usable for the purpose checked, in a report or a warehouse table.

SCOPE · where the result applies

Environment & release
Hostname, version, Preview or public site, configuration

This launch: vendor's hostname, in Preview

Journey & state
Entry route, earlier actions, consent sequence

Cases examined
Named journeys, scenario variants or a defined population

Trap 1: consent order

- Visitor lands directly on a product page
- `view_item` pushed; its tag is blocked
- Visitor grants consent
- Consent grant sends `page_view`
- **No product-view trigger runs again**

What the test did

Started on the homepage and granted consent before any product page.

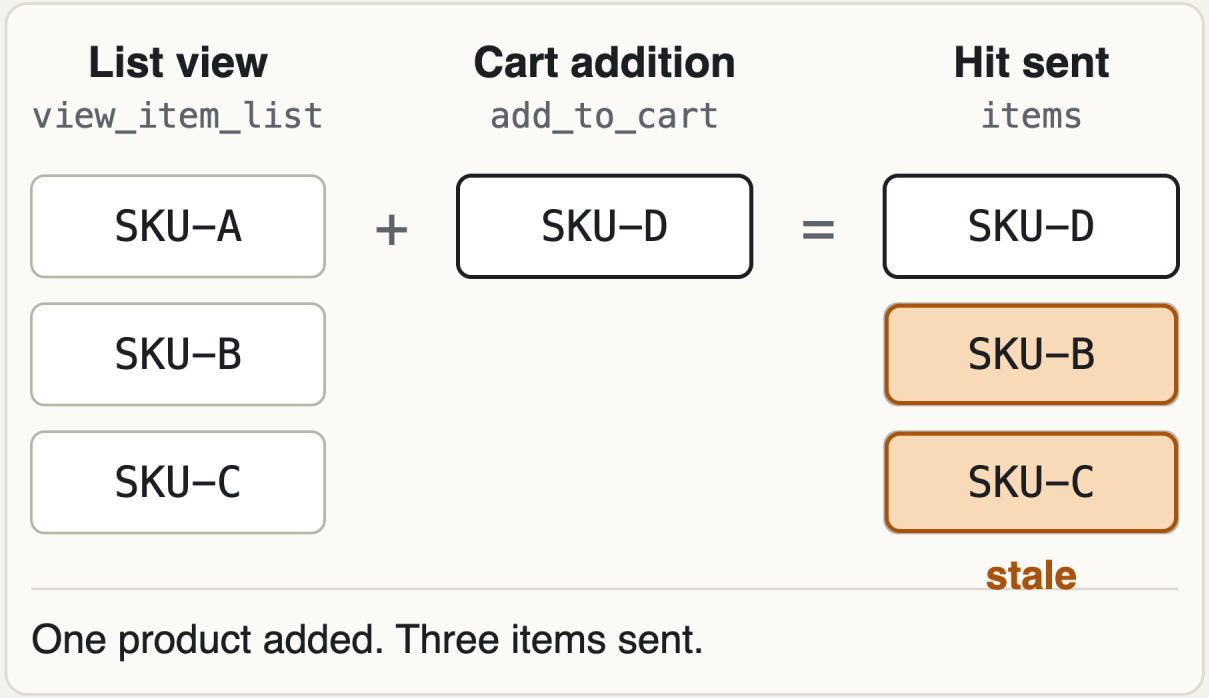
What it never exercised

Entry on a product page, then a consent grant.

> Condition to make explicit
>
> **What should happen when consent changes during this journey?**

Where this check belongs — Action → Event → **Sent** → Received → Usable | Environment | **Journey & state** | Cases

Trap 2: valid shape, wrong products



The payload matches the schema, but two of its three products were never added to the cart.

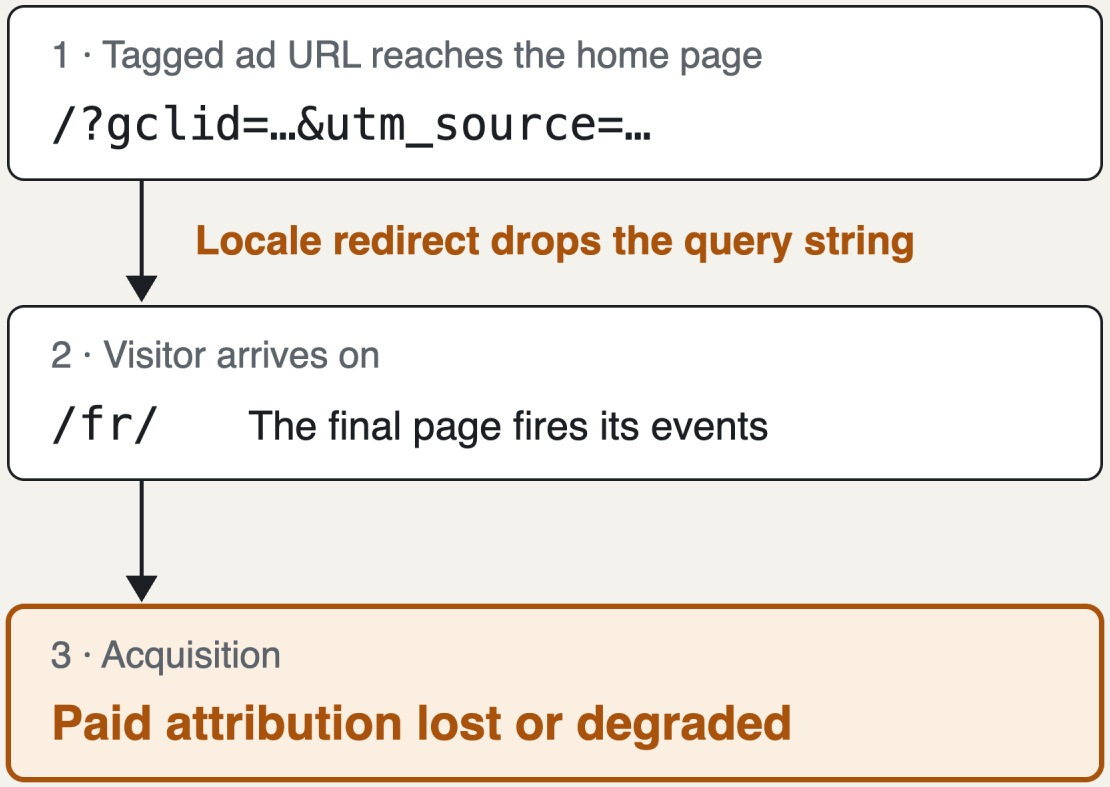
Mechanism: tags read ecommerce through a recursively merged model (a Version 2 Data Layer Variable), and the previous ecommerce object was not cleared.

`Condition to make explicit`

Items and quantities match the successful cart addition.

`Where this check belongs` **Action** → Event → **Sent** → Received → Usable | Environment **Journey & state** Cases

Trap 3: the route into the site



What the test did

Checked every page type at its final URL.

What it never exercised

Entering through a tagged URL that gets redirected.

Condition to make explicit

Expected attribution parameters survive the entry route.

Where this check belongs — Action → Event → **Sent** → Received → Usable | Environment | **Journey & state** | Cases

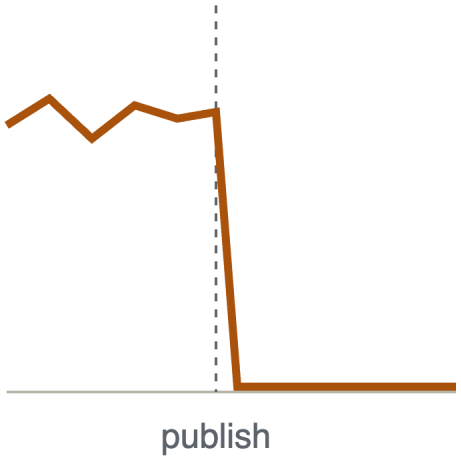
Trap 4: test configuration in production

DebugView

- `page_view`
- `view_item`
- `add_to_cart`
- `page_view`
- `purchase`

Debug events visible

Standard reports



Affected events excluded

`Two preconditions`

debug_mode is hardcoded for ordinary visitors

An **active** developer-traffic exclusion filter

`Result`

Events stay visible in DebugView and are excluded from standard reports.

`Condition to make explicit`

No hardcoded debug mode for ordinary production traffic.

`Where this check belongs` Action → Event → **Sent** → Received → Usable | **Environment** Journey & state Cases

One check, with its scope

EXPECTATION	**Products and quantities in add_to_cart match the cart addition the API confirmed**
OBSERVED AT	Sent: the outgoing request
ENVIRONMENT	Candidate version, in Preview
JOURNEY	List view of SKU-A, SKU-B, SKU-C, then one SKU-D added
CASES	One scripted scenario

RESULT

Expected products

`[SKU-D]`

Observed products

`[SKU-D, SKU-B, SKU-C]`

FAIL

NOT CHECKED

Received, Usable, other journeys

A contract defines what the checks must verify.

Nine favorite events arrived without items

9

of 173 favorite events had no animal data in items

27 October

Two manual favorite tests pass. The items are there.

28 October, 09:16

Audit of that morning’s production data: 9 of 173 favorite events have no items.

Where this check belongs — Action → Event → Sent → **Received** → Usable | Environment | Journey & state | **Cases**

Evidence for a hostname cutover

BEFORE PUBLICATION

Evidence on the candidate version: hostnames, changed triggers, journeys, open checks with owners.

publish

AFTER PUBLICATION

Evidence on the published version: public-site journeys outside Preview, destination receipt, a defined population.

WHAT “DONE” SHOULD SAY

We verified [expectation] at [observation point], on [environment / version], for [journeys and states, or a defined population]. Still open: [...]

Discussion

What evidence would you need before accepting “done” from an agent?

Which part of this map is missing from your QA process?

Expectation at Action → Event → Sent → Received → Usable for Environment Journey & state Cases

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