

Finding 04: enrollment conversion fires on form load, not on completion

Observed. The GTM trigger for the enrollment conversion is a Page View on the application route, not the confirmation. For the thirty days to January 12 the container reported 4,812 enrollment events. The CRM recorded 1,174 completed enrollments in the same window, against the same source set. The event is counting people who opened the form.



What it costs. Every cost per acquisition reported to the board for this period was divided by a count 4.1× too high. The reported figure of \$4.19 is a true \$17.24. The error is not evenly distributed: it is largest on the channels with the highest form abandonment, which means the channels that look cheapest in the report are the ones being over-credited most. Budget has been moved toward them twice.

What to change. Move the trigger to the confirmation page's `dataLayer` push (`enrollment_complete`), which already fires and is already carrying the record id. Deduplicate on that id at the CAPI boundary. Spec line 4.2.1 in the attribution document defines the event and its parameters; no new tag is needed, only a retriggered one.

76%

DUPLICATE RATE ON THE EVENT • SURFACED, PREVIOUSLY UNKNOWN

FIELD NOTE

Severity: critical, and the highest-ranked item on the remediation list. Owner: whoever holds GTM publish rights. Estimated effort: 3 hours, including a fourteen-day parallel run against the CRM before the old trigger is removed. Fixed: January 19, 2026. Reported CPA moved to \$17.24 the same day, which is where the -34% in the published figures is measured from.