

What we checked, what we caught

01	CHECKED	2 GTM containers, 41 tags, 17 triggers, 23 GA4 events and 9 active campaign naming patterns. Server-side container health and CAPI match quality read weekly. Consent mode verified against the live banner after each release.
02	CAUGHT	March 6: the enrollment confirmation tag stopped firing after a template change on the thank-you page. Caught the same day, 4 days of data at risk, restored March 6. Had it run to month end it would have cost 25 days of enrollment attribution across every channel. March 18: two new campaigns launched outside the naming convention, so their spend was landing outside the attribution rollup. Renamed March 18, backfilled.
03	CHANGED ON YOUR SIDE	Two site releases (March 6, March 21), one of which touched the confirmation template. Four new campaigns. One vendor change: the CRM's form embed moved to a new version, which is what the March 6 finding came out of.

4 days

DATA AT RISK, CAUGHT IN-WEEK • 25 DAYS AVOIDED



CONFIRMATION EVENTS, DAILY

MARCH • THE GAP IS THE OUTAGE, CAUGHT AND CLOSED MARCH 6

NEXT MONTH'S WATCH LIST

The CRM form embed is on a release train now, so the confirmation tag gets checked after every deploy rather than weekly. Consent mode changes are due in the EU in Q2 and the container needs a read before then. Two of the nine naming patterns are close enough to collide; worth retiring one.