

The network booked appointments every day. Analytics never counted one.

Inside the measurement failure a 425-clinic health network did not know it had, the four months of booking data that cannot be recovered, and the repair that gave leadership a booking number it can trust.

98,786

CONVERSIONS RECORDED ·
ZERO BOOKINGS AMONG
THEM

600+

EVENT NAMES · 30
CONVERSION SLOTS

4 mo

OF BOOKING DATA
UNRECOVERABLE

Jul 20

FIRST CLEAN BOOKING
FEED LIVE, 2026

Client: Gameday Men's Health. Published with client approval. Figures from the network's analytics property and engagement measurement audit.

THE DISCOVERY

The conversion number measured the wrong thing, and always had

98,786

"conversions" recorded January 2025 to July 2026. Every one a form submission. None a booking.

Gameday Men's Health runs on booked appointments. In its analytics, "conversions" meant something else: an automatic event that fires on any form submitted anywhere on the site, whether that is a contact form, a newsletter signup, or a job application. It fired 98,786 times between January 2025 and July 2026, and not one of those firings was a booking record.

93,684

real appointment events recorded 2024 to mid-March 2026. None ever configured as a conversion.

The strange part is that the bookings were being recorded the whole time. Clinic booking events ran from 2024 onward: 7,085 events in 2024, then 64,692 in 2025, then 21,907 more through mid-March 2026. None was ever configured as a conversion, because the events had been built with a separate name for every clinic, more than 600 names, against an analytics limit of 30 conversion events per property. The data existed. None of the reports leadership read ever included it.

Every conversion figure leadership had ever been shown, every channel comparison, every dashboard a franchise owner checked, was counting form submissions and calling them results.

Event counts from the network's analytics property, verified in the engagement's measurement audit, August 2026. 93,684 is the sum of the annual appointment-event counts above.

ANATOMY OF THE FAILURE

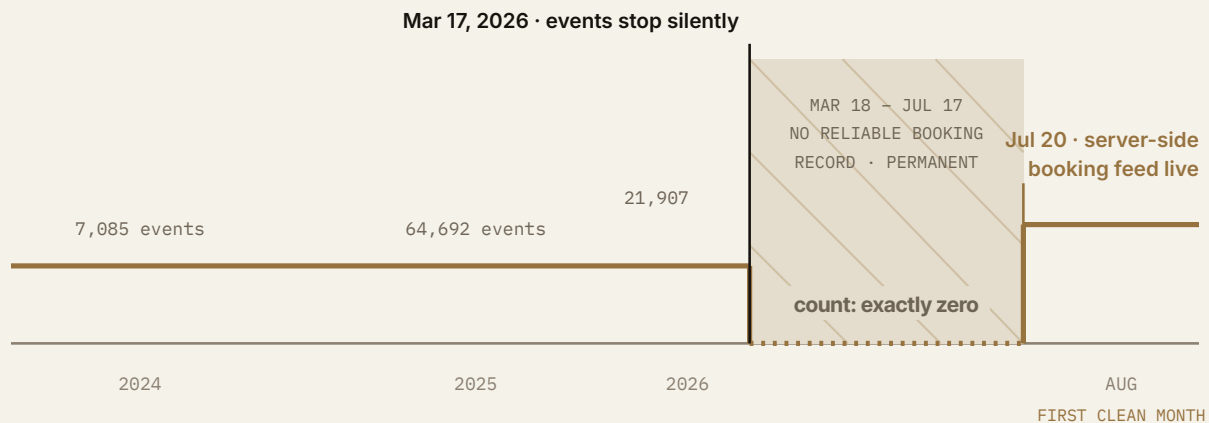
Then the real events died, and nothing noticed

On March 17, 2026, in the middle of a platform migration, the clinic booking events stopped firing. From April 1 the count is exactly zero. No report broke, because no report had ever depended on them. A spot check would have shown steady “booking activity” that was actually clicks into the booking system, a lookalike event that kept firing normally the whole time. The gap ran until a new booking feed went live on July 20.

Appointments taken between March 18 and July 17 were never recorded in analytics. That data cannot be reconstructed. Any booking comparison that crosses those four months has to say so, permanently.

The booking record, 2024 to August 2026

APPOINTMENT EVENTS IN THE ANALYTICS PROPERTY · ANNOTATED



Event counts and dates from the network’s analytics property, verified during the engagement’s measurement audit. Line height is schematic; labeled counts are exact.

THE BUSINESS CONSEQUENCE

What the wrong number was already costing

Bad measurement is a capital-allocation problem before it is an analytics problem, and this one had been shaping decisions for months.

- 01 Targets were set against traffic that never produced a patient.** The network's January 2026 traffic peak, the internal benchmark, came from blog pages with zero recorded conversions in any month they were live. Chasing it meant funding the wrong work.
- 02 The channel mix could not be judged.** With forms standing in for bookings and roughly 41 percent of booking activity attributed off-site, outside the analytics property's view, nobody could work out any channel's true cost per appointment.
- 03 Franchisees were reading zero.** Location owners checking their dashboards saw no bookings from the corporate program, during months when bookings continued. Corporate was losing credibility with its own operators over what turned out to be a tracking gap.
- 04 The broken layer produced absurdities nobody had questioned.** One clinic page showed 1,535 conversions on 66 visits. The careers page ranked as the site's top converting page. Numbers like these had sat in reporting unchallenged.

1,535

reported conversions on one
clinic page

66

visits to the same page in
the same period

An impossible ratio that survived in
reporting because nothing forced the
conversion number to reconcile with reality.

A leadership team can survive a bad quarter. It cannot correctly fund the next one from a dashboard that measures the wrong event.

THE REPAIR

One booking, one record, and rules that keep it honest

The first part was engineering. A server-side pipeline takes each confirmed booking from the booking platform, attaches the visitor's analytics identity, filters out off-site bookings by design, and writes exactly one event into analytics. It went live on July 20 and recorded 916 booking events in its first 12 days, at almost exactly one record per booking, against roughly 1.3 per booking for the legacy events it replaced.

The second part matters more, because it is what makes the number safe to plan budgets on. The engagement's reporting now runs on standing rules:

- form submissions are never reported as booked appointments, anywhere
- no booking comparison crosses the four-month hole
- August is the first clean month; the first month-over-month booking comparison publishes in September
- every corrected figure is restated on the record: the July cycle carried 19 numbered restatements

916

booking events in the feed's first 12 live days, July 20 to 31, at one record per booking

THE STANDARD AT WORK

The same standard caught a benchmark before it reached a decision. A widely believed pre-migration traffic peak turned out to exceed the site's entire recorded click total for its own window. It could not have been real, and it was retired with the arithmetic shown. The true comparison was flat. Budgeting against that peak would have chased traffic the network never had.

This is the difference between a number a CFO will accept and a number you hope nobody checks.

THE LINE MOST CASE STUDIES BLUR

What is real, what is recovered, and how to tell

When a broken measurement layer gets fixed, reported conversions jump. That jump is recovery, and honest reporting says so. This engagement draws the line explicitly.

RECOVERED MEASUREMENT

DO NOT READ AS GROWTH

916 booking events in the feed's first 12 days.

These bookings were always happening. Analytics can simply see them now. No prior period exists to compare against, and none will be claimed until two clean months exist.

INDEPENDENT SIGNALS

MEASURED THE SAME WAY IN BOTH PERIODS

Organic-channel form submissions, the one conversion signal with continuous history, rose from 1,045 in April to 1,426 in July, up 36.5 percent on an unchanged instrument, with July understated by two uncounted days.

Non-branded organic clicks rose 37.9 percent year over year. **Average Google position** moved from 19.1 to 8.6. These moved while the booking feed did not yet exist, so they owe it nothing.

The measurement program is also honest about what is still open: in July, 147 clinic sites with real visitors recorded no location-level events, about a third of clinic traffic, up from 3 percent in March. The gap appears in every monthly report, with an owner, until it closes. Fixing measurement once is not enough; somebody has to keep running it.

**A measurement partner earns trust when you can tell which numbers mean what.
Whether they went up is a later question.**

THE ALLOCATION LESSON

Better decisions are the deliverable

What changed for leadership is concrete. Targets now point at booked appointments and the location-page traffic that feeds them, which is the number that actually pays the network. Channel budgets can be compared on cost per booked appointment from a clean baseline. Franchisees see real bookings in their reports instead of the zeros a tracking gap was feeding them. And every number that reaches a board deck carries its definition, its window, and its restatement history.

Leadership cannot allocate marketing investment correctly when the measurement layer is wrong. Most multi-location brands have never audited theirs.

Kretz Consulting Group audits measurement as part of every diagnostic, repairs it with its own engineering, and then reports against the repaired numbers under the same rules you have just read. The deliverable is a dashboard leadership can trust enough to fund things from.

Nick Kretz

Kretz Consulting Group · Search Intelligence for Multi-Location Brands · kretz.co

kretz.

Client: Gameday Men's Health. Published with client approval. Figures from the network's analytics property and engagement measurement audit, 2026.