

How Spitfire Audio Eliminated Zero-Value Purchase Distortion and Restored Clean Conversion Data

Spitfire Audio · World-class virtual instruments · London, United Kingdom · Founded 2007

Spitfire Audio, a leading British music technology company, partnered with Analyzify to eliminate conversion tracking distortion caused by zero-valued transactions being sent to ad platforms as standard purchases, restoring clean conversion signals and accurate campaign optimization.



CLEAN PURCHASE DATA

Zero-valued orders fully separated from revenue-generating purchases.



AD PLATFORM OPTIMIZATION

Campaign algorithms now receive only revenue-focused conversion signals.



DUAL-EVENT ARCHITECTURE

Zero-value transactions tracked separately under a dedicated zero_purchase event.

CLIENT

About the Client

Founded in 2007, Spitfire Audio has grown into one of the world's most respected music technology companies. Recording in legendary studios like AIR Lyndhurst and Abbey Road with world-class musicians, they've created virtual instruments heard in everything from major Hollywood scores to recordings by Radiohead and U2. Their mission is simple: inspire a generation of composers through exceptional sound.

www.spitfireaudio.com

EMPLOYEES	51-200
HEADQUARTERS	London, United Kingdom
CATEGORIES	Music Technology
BUILT WITH	Shopify
SERVICES	Analyzezify Yearly Plan

THE STARTING POINT

Challenges

- ✓ High volume of zero-valued products and services included in purchase events
- ✓ Zero-value orders sent to Meta and Google Ads as standard purchase conversions
- ✓ Negative impact on campaign optimization and conversion quality

- ✓ Distorted ROAS calculations making it difficult to assess true ad performance
- ✓ Ad platforms optimizing toward non-revenue-generating conversions

Spitfire Audio's product ecosystem included a substantial volume of zero-valued offerings alongside premium paid products. Their catalog featured free sample libraries through the LABS programme, promotional bundles, and complimentary content distributed to existing customers. While strategically valuable for user acquisition and retention, these zero-value transactions created significant tracking complications.

These zero-value orders were being tracked identically to revenue-driving purchases, creating misleading signals that undermined campaign performance. Spitfire Audio needed a solution that would preserve visibility into all transaction types while ensuring ad platforms received only clean, revenue-focused conversion data for optimization.

Solutions

Tracking Strategy & Planning

- Analyzed historical order data to identify patterns and volume of zero-valued transactions
- Mapped the customer journey to understand where zero-value conversions occurred
- Designed a comprehensive dual-layer filtering strategy covering both client-side and server-side tracking
- Established clear event taxonomy: standard purchases for revenue events, zero_purchase for non-revenue conversions

Client-Side & Server-Side Customization

- Implemented custom filtering logic on the client side to identify and separate zero-value orders in real-time
- Applied synchronized filtering rules within the server-side tracking infrastructure
- Created a dedicated zero_purchase event to maintain visibility into promotional downloads and free offerings
- Ensured consistent event classification across both tracking layers to prevent data discrepancies

Testing & Deployment

- Conducted extensive QA testing across multiple order scenarios and product combinations
- Validated event separation and accuracy in both Meta Events Manager and Google Ads conversion tracking
- Cross-referenced event data between client-side and server-side implementations to confirm synchronization
- Deployed the finalized tracking setup and monitored initial performance to verify proper functionality

EXPERT NOTE

Our objective was to protect campaign optimization from being compromised by zero-valued transactions while preserving complete visibility into all user behavior. By implementing synchronized client-side and server-side filtering with a dedicated zero_purchase event, we ensured ad platforms received only revenue-driving conversion data for optimization, while Spitfire Audio maintained full analytical insight into their promotional strategy performance.

Veli Cay — Technical Lead, Analyzify

Results

- ✓ Zero-valued orders fully excluded from standard purchase events
- ✓ Clean and reliable purchase data sent to Meta and Google Ads
- ✓ Zero-value transactions tracked separately under the zero_purchase event
- ✓ Restored data integrity for accurate ROAS measurement
- ✓ Campaign optimization algorithms now receive only revenue-driving conversion signals

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Analyzefy with their data.

4.7 ★ 280+ reviews on  *shopify*

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