MEASUREU

MEASUREU PRO

MeasureU Pro Learning Paths

Where to start, and what to do next

Eight "start here" paths through MeasureU Pro. Each path tells you where to start, what to do next and what to do after that, so you don't have to hunt for one lesson here, one there and one somewhere else.

Path A Freelancer or consultant

Path B Agency owner

Path C In-house marketer or analyst

Path D New to measurement

Path E Implementation (set tracking up properly)

Path F Attribution (which marketing actually brought the sale)

Path G Reporting that keeps clients (and earns the boss's trust)

Path H Using AI in your measurement work

Pick your path

Paths A to D are by who you are. Paths E to H are by what you want to get good at.

BY WHO YOU ARE

A Freelancer or consultant

You want paying clients.

WHO IT'S FOR

Solo consultants and freelancers who know measurement and want paying clients.

BY THE END

Your real margin on each service, a three-tier rate card, one lead service, a clear picture of who to chase and how many people to contact, a scorecard for sales calls, an audit you can deliver, and a MeasureMatch listing.

B Agency owner

You want to package, price and grow services.

WHO IT'S FOR

Owners of small agencies with clients and a team, or about to hire.

BY THE END

Priced and packaged services with the margin built in, a decision on what to grow and drop, one new AI or clean-data service ready to sell with a pitch deck, a stack that leads each client to the next service, and a written growth plan.

C In-house marketer or analyst

You want numbers you can trust.

WHO IT'S FOR

People who own the numbers inside one company.

BY THE END

A scored and fixed tracking setup, bots and AI visits sorted out, a consent check, a decision on server-side, dashboards people act on, and data that AI tools can read correctly.

D New to measurement

You want the foundations first.

WHO IT'S FOR

People who are new to GA4 and GTM, or who learned bits on their own and want a solid base.

BY THE END

A measurement plan, GA4 and GTM set up and tracking the right things, a first dashboard, a basic grip on AI tools, and a clear next path.

BY WHAT YOU WANT TO GET GOOD AT

E Implementation (set tracking up properly)

You want to set tracking up properly, for clients or their own company.

WHO IT'S FOR

People who want to be the person who builds tracking properly, for clients or for their own company.

BY THE END

A written tracking plan, a tidy GTM container you reuse as a starting point, leads and sales tracked in GA4, conversions sent to Google Ads and Meta, consent working, server-side tracking running, and a record of what fires and why.

F Attribution (which marketing actually brought the sale)

You want to know which marketing actually brought the sale.

WHO IT'S FOR

Anyone asked "which channel is working?" who doesn't trust the answer, whether for clients or their own company.

BY THE END

Clean source data, an understanding of how GA4 gives credit and why the ad platforms disagree with it, sales traced back to where they came from, a first look beyond the last click, and a short explanation a client or boss can follow.

G Reporting that keeps clients (and earns the boss's trust)

You want reports that clients and bosses read and act on.

WHO IT'S FOR

Freelancers and agencies whose clients ask "what did we get for the money?", and in-house people reporting up.

BY THE END

A report built around the decisions the client makes, ad spend and results on one page, targets next to the numbers, a short monthly story, a recommended next step in every report, and a template you reuse for each new client.

H Using AI in your measurement work

You want AI doing real work, not just chat.

WHO IT'S FOR

Anyone who feels it's all changing too fast and wants AI doing real work for them, not just chat.

BY THE END

Claude set up with your own projects, prompts you reuse, GA4 and GTM connected to Claude, an AI-assisted tracking audit, a weekly task running on its own, AI traffic measured, and a clear idea of what AI can and can't be trusted with.

Live help (all paths)

MeasureMastermind: a live Pro call every other Tuesday at 1 PM ET. Bring a question and get unstuck live. RSVP in the Calendar. Past calls are in Call Recordings, with "Mastermind" in the title.

Ask an Instructor: a private question by **email to** support@measureu.com, answered within 24 business hours. Use it for anything you'd rather not ask in public, such as a client's setup or your own pricing.

Each path below says which questions to bring to which one.

Everything below is already in Pro. The paths save time and make the next step clear. The links open once you're a Pro member.

A few words used in the paths

GA4	Google Analytics 4, Google's website statistics tool.
GTM	Google Tag Manager, where the tracking codes on a website are managed.
Server-side tracking	Tracking that runs through your own server, so less data is lost. It still follows consent.
MCP	A connector that lets an AI tool like Claude read your GA4 or GTM directly.
Consent	The cookie banner and the rules about what you may track before a visitor says yes.
Circle	The online home of MeasureU Pro. Each "space" is one section of it, such as a course or a workshop.
Academy Resources	The library of templates, guides and tools. It's included in Pro.
MeasureSummit talks	Recorded conference talks, in the May 2026 Event, October 2026 Event and Past MeasureSummits spaces.
Gem	A ready-made AI helper in Google Gemini.

PATH A

Freelancer or consultant

WHO IT'S FOR

Solo consultants and freelancers who know measurement and want paying clients.

BY THE END

Your real margin on each service, a three-tier rate card, one lead service, a clear picture of who to chase and how many people to contact, a scorecard for sales calls, an audit you can deliver, and a MeasureMatch listing.

1 See where you stand

SPACE Profit Pillars (start with the Profit Pillars workshop)

1. **Watch This First** (Profit Pillars). The 5 areas of a healthy service business (Prospecting, Pitching, Pricing, Process, People), and how the course runs as a 90-day sprint.
2. **Your Path To Profits** (Profit Pillars). A self-assessment. Score yourself 1-10 on each pillar. The lowest scores show where to start.
3. **Your 90-Day Goal** (Profit Pillars). Set one goal per pillar for the next 90 days, broken into smaller milestones, using the template.

> **DO THIS BEFORE MOVING ON**
>
> Open the self-assessment sheet at the top of the Your Path To Profits lesson, make a copy, score yourself, and write down your lowest two pillars.

2 Profit margins (know your real numbers)

SPACE Profit Pillars

1. **Pricing Mindset.** Stop underselling yourself and doing low-value tasks. Focus on the work where you add the most value.
2. **Estimating Effort.** Why we're bad at estimating. Break each project into small tasks and estimate in hours, even if you don't charge hourly. Give each task to the "minimum viable resource", the least senior person who can do it well.
3. **Resource Costs and Blended Rates.** Keep labour to a third or less of the price. Blend strategic, management and tactical roles so you can be more affordable and keep the same margin.
4. **Adding Markup and Margin.** Mark up blended rates 3-4x so deals are priced for profit. Margin is a sign the business is healthy.
5. **Pricing For Profit Calculator** (Academy Resources). The pricing sheet for the task below. Make a copy, then put in each service's hours and costs.

IF YOU WANT TO GO FURTHER

- **Lesson: Revenue Models for Consultants**, in Agency Jumpstart Course. Jeff works out in a spreadsheet how many hours, projects or retainer clients a solo consultant needs to take home $200K.

- **Lesson: How Much Should You Charge?**, in Agency Jumpstart Course. How to work out an hourly rate, hold your rates, and price fixed bids and retainers.
- **Tool: Agency Jumpstart Course Revenue Model for Consultants**, in Academy Resources. A sheet that works out the revenue you need for the income you want, and compares hourly, project and retainer pricing.

> **DO THIS BEFORE MOVING ON**
>
> List your three main services with the hours each takes and what it costs you to deliver. Put them through the Pricing For Profit Calculator and note which one has the thinnest margin.

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3 Rate card (what to charge, in three tiers)

SPACES Profit Pillars, The 2026 Agency Blueprint, Project Apollo Workshop

1. **The Profit Pillars Service Estimate Builder** (Profit Pillars). Build an estimate three ways: a low-risk offer (for example an audit), a next-level offer (for example a retainer), and a high-end project (for example a migration). Break the work into hours, add blended rates, then mark up. Comes with the *Service Estimate Builder* sheet ("make a copy").
2. **Your Offer Stack** (Profit Pillars). Present tiered pricing (entry, next level, premium). Teach clients about value so price objections come up less.
3. **BONUS WORKSHOP: Packaging Services & Pricing Psychology** (2026 Agency Blueprint). Package services so clients can judge them. The pricing formula is resource cost x hours x a 4x markup. Estimating in hours is not the same as billing by the hour.
4. **BONUS WORKSHOP: The Rate Card & Estimate Builder** (2026 Agency Blueprint). A walk-through of the Digital Marketing Services Rate Card and Estimate Builder, a sheet with over 1,000 service line items, to build proposals fast with consistent markup.
5. **Your Rate Card and Estimate Builder** (Project Apollo). Offer two proposals: one small and one with everything. The prospect then decides which they can afford, not whether you're expensive. (The lesson mentions a scorecard; you build that in Step 6.)

IF YOU WANT TO GO FURTHER

- **Call recording: Pricing Your Service Stack [MOR Offers Thursday]**, in Call Recordings. A ProfitSchool call on breaking big projects into smaller, low-risk offers and marking up your services.

> **DO THIS BEFORE MOVING ON**
>
> In the Service Estimate Builder, build your three tiers: an entry audit, an implementation project and a monthly retainer.

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4 Intelligence (decide what to sell)

SPACES Project Apollo Workshop, The 2026 Agency Blueprint

1. **Your Money Makers**. List every service you've been paid for, what you earned, and whether it was profitable and repeatable. Uses the *Service Selection Matrix Template*.

2. **Keeping and Combining Services**. Sort each service into Keep, Kill or Combine, and group similar work into focus areas. "If you hate it, set it free."
3. **Simply the Best (Services)**. Rate each service 1-5 on four things: how easy it is to deliver, how much demand there is, whether it's profitable, and its revenue potential. The sheet picks your one lead service.
4. **BONUS WORKSHOP: Types of Services You Can Offer** (2026 Agency Blueprint). The five kinds of service: strategy, training, audits, one-time setups and ongoing retainers.
5. **Section 3: The 5 Services** (2026 Agency Blueprint). Five services in demand now: First-Party Data Infrastructure, Privacy-First Marketing, Answer Engine Optimization (getting recommended by AI tools), AI-Ready Data, and AI Enablement.
6. **Section 5: Practical Implementation Roadmap** (2026 Agency Blueprint). An AI helper (Gem 6) interviews you about your skills and preferences and recommends which of the five to pursue. The links are in the "Gems Links" post in the same space.

IF YOU WANT TO GO FURTHER

- **Guide: 99 Service Predictions for 2026**, in Academy Resources. A 109-page PDF that scores 99 services on demand, growth and revenue potential. Circle the three to five closest to what you already do.

> **DO THIS BEFORE MOVING ON**
> Score your services in the Service Selection Matrix and write down your one lead service.

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5 Client list (who to sell to, and how many)

SPACES Profit Pillars, Project Apollo Workshop, Agency Jumpstart Course

1. **To Niche Or Not To Niche** (Profit Pillars). Let your best results and relationships point to a niche. Avoid broad ones like "small business".
2. **The Oracle Of Truth** (Profit Pillars). Use past clients as your guide: their problems, budgets, buying process and where they gather. Fill in the *Best Clients Dossier* template.
3. **Build Your Ideal Client Profile** (Project Apollo). Describe your ideal client with APES: their Aspirations, Problems, Enemies and Suspicions.
4. **Avoiding Bad Clients** (Agency Jumpstart Course).
5. **To Talk or Not to Talk** (Project Apollo). Five questions to answer before you agree to a call:
   1. Is your main contact employed by this company and a decision-maker?
   2. Does the company look credible, and is it in an industry you're comfortable working in?
   3. Is it clearly a real business, with little bad reputation?
   4. Will this company be able to afford your services?
   5. Would you benefit from talking with this person to vet the opportunity further?

   Weed out poor fits without picking up the phone.
6. **The Numbers Game Behind Sales** and **Prospecting Calculator** (Profit Pillars). Work back from a goal to how many people you need to contact. You plug in contact success rate, conversations to leads, close rate and average sale.

IF YOU WANT TO GO FURTHER

- **Tool: Agency Lead Qualification Decision Tree**, in Academy Resources. Questions on decision-makers, budget, timeline and expectations that tell you whether to go ahead and what to offer.
- **Call recording: Know Your Prospecting Math [MOR Offers Thursday]**, in Call Recordings. A ProfitSchool call on setting realistic contact and conversion goals, outbound versus inbound, and using AI to research best-fit prospects.

DO THIS BEFORE MOVING ON

Fill in the Best Clients Dossier from your three best past clients, fill in the Prospecting Calculator with your own numbers, and write down how many people you need to contact each month.

6 Evidence (prove it on the sales call)

SPACES Service Stacking System (start with the Service Stacking workshop), Profit Pillars, Project Apollo Workshop

1. **Your Initial Offer** (Profit Pillars). A scorecard shows prospects their score today and the score they could reach. Pick criteria that match your services. Comes with the *Sales Scorecard Builder*.
2. **Section 3: Let Your Prospects Know Where They Need Help** (Service Stacking System). Grade the prospect on budget, keywords, tracking and similar. A low score shows they need help, and your audit becomes the low-risk fix.
3. **Chapter 9: The Sales Scorecard** (Service Stacking System). The scorecard takes one to two hours to make and you reuse it on every call. Optional: **Bonus: AI Sales Scorecard** in the same space.
4. **Discovery and Presenting Findings** (Project Apollo). Pull the prospect's own data into a scorecard so the case for your services makes itself, without giving away your know-how.
5. **Section 3: Ask Questions To Understand Your Prospect** (Service Stacking System). What to ask on the call. The QuESST framework itself (Questions, Expectations, Safety, Stacking, Terms) is taught in Chapter 7 Part 1: The QuESST Framework and the Part 2 lesson after it, in the same space.
6. **Delivering Your Proposal** (Project Apollo). Give the estimate on a 15-minute call before anything goes in writing.
7. **Negotiation and Closing the Deal** (Profit Pillars). If they push back, take services off the table. Never cut the margin.

IF YOU WANT TO GO FURTHER

- **Template: Sales Scorecard Template**, in Academy Resources. A ready sheet that shows the gap between where a prospect is now and where they could be, if you'd rather start from a template.
- **Call recording: Developing Your Sales Scorecard [MOR Offers Thursday]**, in Call Recordings. A call on building scorecards with AI, and moving from Google Sheets to ScoreApp, ChatGPT or Gemini.

DO THIS BEFORE MOVING ON

Build a scorecard for one real prospect and write your five QuESST discovery questions for the next call.

7 The audit you'll sell, and delivering it without overrunning

SPACES The Tracking X-Ray (start with the Tracking X-Ray workshop), Service Stacking System, The 2026 Agency Blueprint, Profit Pillars

1. **Section 2: Stacking In Action** and **Section 3: Reduce Risk For Both Parties** (Service Stacking System). Start with a low-risk first project (training, an audit or a strategy session), then an implementation project, then a full-service retainer.
2. **Section 1: Welcome & The Invisible Traffic Problem** and **Section 2: Collect & Label - The Collection Audit** (The Tracking X-Ray). The CLEAN Data method (Collect, Label, Enhance, Assemble, Narrate) and a collection audit you can run on a client's site. The workshop starts from a short scoring quiz at measureu.com/quiz.
3. **The AI Tracking Audit Masterclass** (Jordan Hill). Audit a GTM setup with AI using free tools Jordan hands over, so the audit is faster and you can repeat it. The full replay is in this post.
4. **Section 2: Streamlined Projects That Appear Custom** (Service Stacking System). Deliver from a standard method but fill it with the client's own data, so it feels custom and you keep your margin.
5. **BONUS WORKSHOP: SOW Bonus & Course Recap** (2026 Agency Blueprint). Turn a verbal yes into a scope of work that only lists things you can prove you delivered.
6. **Building Your Scope of Work** (Profit Pillars). Keep marketing language out of the scope. Every line item should be easy to show as done.
7. **Measurement Audit Toolkit** (Academy Resources). A checklist for auditing GA4, GTM, dashboards and the website. Use it for the audit in the task below.

IF YOU WANT TO GO FURTHER

- **Tool: MeasureU GA4 Audit Chrome Extensions**, in Academy Resources. Audits a GA4 property in one click and gives you a printable report. Useful for new client onboarding too.
- **Skill: MeasureU GTM Audit Skill**, in Academy Resources. Claude works through a 33-question GTM audit and writes a client-ready report. It needs Claude connected to GTM (Path H, Step 3).
- **Call recording: Webinar Replay: How To Find A Problem Clients Will Pay To fix On Any Website In 10 Minutes**, in Call Recordings. Jeff shows how to spot three common problems on almost any website and tie each one to something a client will pay to fix.
- **Lessons: Contracts and SOWs** and **Client Onboarding Process**, in Agency Jumpstart Course. Writing down what you will not do, and running a kickoff call that sets what's in scope.

> **DO THIS BEFORE MOVING ON**
> Run your audit on one real site (your own or a friendly business) and write a one-page scope of work for it.

8 Get found

SPACES MeasureMatch (on the website), Profit Pillars, Project Apollo Workshop, The 2026 Agency Blueprint

1. **MeasureMatch** (measureu.com/match, directory at measureu.com/match/directory). Listing is for Pro members only and needs the "MeasureMatch Opted In" toggle switched on in your Circle profile. A person reviews every submission, and a human makes every introduction.
2. **Crafting Your Elevator Pitches** (Project Apollo). Say what you do, who for, and why they'd want to know more, in a way that starts a deeper conversation.
3. **Prospecting Quick Wins** (Profit Pillars). Get back in touch with past clients with something new, post about a real client conversation, and use AI to turn call transcripts into posts.
4. **BONUS WORKSHOP: Warm vs Cold Lead Strategies** (2026 Agency Blueprint). Why warm introductions and content beat cold outreach, and how to use a low-risk first offer for cold prospects.

> **DO THIS BEFORE MOVING ON**
> Switch on the MeasureMatch toggle and complete your profile, then message five past clients or contacts with your new entry offer.

Where live help fits on Path A

- **MeasureMastermind:** bring your scorecard or rate card and get a second pair of eyes on it.
- **Ask an Instructor** (email support@measureu.com): send anything private, like a real client's numbers or a proposal you're unsure about.

Ready to take this path? It's all inside MeasureU Pro, and Black Friday is our best price of the year.

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PATH B

Agency owner

WHO IT'S FOR

Owners of small agencies with clients and a team, or about to hire.

BY THE END

Priced and packaged services with the margin built in, a decision on what to grow and drop, one new AI or clean-data service ready to sell with a pitch deck, a stack that leads each client to the next service, and a written growth plan.

1 Score the business

SPACES Project Apollo Workshop (start with the Project Apollo workshop), Profit Pillars

1. **Revenue and Expense Planning**. The few numbers that matter, in plain terms: revenue, cost of delivery, gross profit, expenses, net profit and run rate.
2. **Growth Scorecard Criteria**. 11 areas that predict how fast an agency can grow. Rate yourself 1-10 on each and fix the weakest one or two first.
3. **Your Path To Profits** (Profit Pillars). The self-assessment across Mindset, Prospecting, Pricing, Pitching, Process and People.

DO THIS BEFORE MOVING ON

Score yourself on the 11 growth criteria and pick the two weakest. For criterion 1 (goals), a rough goal is fine; you build the full 1-3-5 projections in Step 8.

2 Package and price with the margin built in

SPACES The 2026 Agency Blueprint (start with the 2026 Agency Blueprint workshop), Profit Pillars, Service Stacking System

1. **BONUS WORKSHOP: Packaging Services & Pricing Psychology** (2026 Agency Blueprint). Resource cost x hours x a 4x markup. Specific scope wording prevents scope creep.
2. **BONUS WORKSHOP: The Rate Card & Estimate Builder** (2026 Agency Blueprint). The rate card with over 1,000 line items. Allow for skill level, client size and target margin in every estimate.
3. **BONUS WORKSHOP: Minimum Viable Resource Decision Tree & Wrap-Up** (2026 Agency Blueprint). Match the right level of person to each client, by budget, profile and complexity.
4. **Resource Costs and Blended Rates** and **Adding Markup and Margin** (Profit Pillars). Blend roles, keep labour to a third of the price, and mark up 3-4x.
5. **Section 3: Bake Profit Into Every Aspect** (Service Stacking System). Build margin into every tier. Use tactical people or AI for repeat tasks, and keep the margin even when you lower a price.
6. **Service Estimate Builder** (Academy Resources). The sheet for the task below. Make a copy and build each estimate from your costs and markup.

IF YOU WANT TO GO FURTHER

- **Tool: Pricing For Profit Calculator**, in Academy Resources. A second sheet for setting an accurate price for each service.

> **DO THIS BEFORE MOVING ON**
> Run your top three services through the Service Estimate Builder (in Academy Resources) and mark any that fall below the 3x markup.

3 Decide what to grow, keep and drop

SPACES Project Apollo Workshop, Profit Pillars, The 2026 Agency Blueprint

1. **Your Money Makers**, **Keeping and Combining Services** and **Simply the Best (Services)**. List, sort (Keep, Kill, Combine) and score your services in the Service Selection Matrix.
2. **Your Cash Cow Business** (Profit Pillars). The growth-share matrix: cash cows (collect the profit), shooting stars (invest in them), question marks (try them a little), dogs (stop investing).
3. **BONUS WORKSHOP: Services Decision Tree & Wrap-Up** (2026 Agency Blueprint). Quickly decide what to propose to any prospect: strategy first for clients starting from zero, or a second-opinion audit for clients unhappy with their results.

> **DO THIS BEFORE MOVING ON**
> Label every service a cash cow, shooting star, question mark or dog, and name the one you'll stop pushing.

4 Add the new AI and clean-data services

SPACES The 2026 Agency Blueprint, AI Traffic Control (start with the AI Traffic Control workshop), Server-Side in 90 Minutes

1. **Section 1 : The Technology Shift** and **Section 2 : The Market Evidence** (2026 Agency Blueprint). Five shifts changing agency work: data lost by normal tracking, privacy laws, less search traffic as AI answers questions directly, clean data as a must before using AI, and how client billing is changing.
2. **Section 3: The 5 Services** (2026 Agency Blueprint). First-Party Data Infrastructure, Privacy-First Marketing, Answer Engine Optimization, AI-Ready Data and AI Enablement, each sold as an audit, then an implementation project, then a retainer.
3. **Section 5: Practical Implementation Roadmap** and the **Gems Links** post (2026 Agency Blueprint). Six AI advisors, one per service plus a Strategic Advisor that recommends which service fits you.
4. **Pitch Deck & Resource Links** (2026 Agency Blueprint). Five ready sales decks (one per service), the Sales Scorecard and the Service Estimate Builder.

5. **Workshop: AI Traffic Control Replay - November 5, 2026** and **Resources from the AI Traffic Control Workshop** (AI Traffic Control). Spot bot and AI traffic in GA4 using a ready GTM container. Comes with a client pitch deck, a proposal email and a pricing calculator so you can sell it as a service.
6. **Server-Side in 90 Minutes workshop**. A fast first setup of server-side tracking, a service clients ask for because normal tracking misses data.
7. **ICYMI!! Brain Gainz: How to Develop New Skills to Confidently Provide New Services?** (2026 Agency Blueprint). Using AI tools and the community to learn a new service quickly, building on skills you already have.

IF YOU WANT TO GO FURTHER

- **Guide: 99 Service Predictions for 2026**, in Academy Resources. A 109-page PDF that scores 99 services on demand, growth and revenue potential. Useful for spotting the next service to add.

> **DO THIS BEFORE MOVING ON**
>
> Run the Strategic Advisor Gem, pick one new service, and copy its sales deck.

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5 Sell in stacks, so each client grows

SPACES Service Stacking System, The 2026 Agency Blueprint

1. **Section 2: Winning Sales Isn't Random** and **Section 2: How To Sell The Next Project Quickly** (Service Stacking System). Sales is a process: contact, qualify, discover, pitch, low-risk first project, expand. Sell the next project soon after the first, not months later.
2. **Section 4: Implementing QuESST In Your Sales Process** (Service Stacking System). Put the discovery questions, the scorecard and the offer stack into your next sales call.
3. **BONUS WORKSHOP: Offer Autopilot** (2026 Agency Blueprint). A decision tree that turns discovery answers into one starting offer (audit, strategy or training) with no guesswork.
4. **BONUS WORKSHOP: The Sales Process & Discovery Questions** (2026 Agency Blueprint). What to ask on a 15-minute discovery call, and when to say no before you pitch.
5. **BONUS WORKSHOP: Slide Stacks: Presenting Your Service Stack** and **BONUS WORKSHOP: The Sales Deck Template** (2026 Agency Blueprint). Present the three tiers as a logical progression. Pitch to all decision-makers at once.
6. **BONUS WORKSHOP: Thought Leadership & Content** (2026 Agency Blueprint). End every report or analysis with the next natural service. Your current work sells the next piece.

IF YOU WANT TO GO FURTHER

- **Call recording: Roundtable: How Do You Sell and "Service Stack"?**, in The 2026 Agency Blueprint. Members compare how they sell: referrals versus cold outreach, sales scorecards, packaging with the Estimate Builder, and pricing retainers.

> **DO THIS BEFORE MOVING ON**
>
> Pick one current client, map their next two services, and add a "recommended next step" to the next report you send them.

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6 Keep the pipeline full

SPACES The 2026 Agency Blueprint, Project Apollo Workshop

1. **BONUS WORKSHOP: Awareness Stages & The Stadium Pitch** (2026 Agency Blueprint). Only a small share of any audience is ready to buy now. Focus on them, and nurture the rest.
2. **BONUS WORKSHOP: The Training Method** (2026 Agency Blueprint). Trainings and webinars as lead generation, and using AI to turn one hour of training into months of content.
3. **Assets Worthy of an Email Address**, **Lead Capture Landing Pages** and **Your Basic Lead Nurture Sequence** (Project Apollo). Offer something worth an email address, keep sign-up easy, and use a short email sequence to move people towards a decision.
4. **Rapid Pre-Qualification** and **Your Sales Tech Stack** (Project Apollo). Don't fill the calendar with unqualified calls. Track opportunities in a CRM (a tool for tracking sales contacts).
5. **BONUS WORKSHOP: Prospecting Calculator & Wrap-Up** (2026 Agency Blueprint). Work back from a goal by lead type. A small warm pipeline often beats a large cold one.

DO THIS BEFORE MOVING ON

Fill in the Prospecting Sales Calculator (in Academy Resources) separately for warm and cold leads.

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7 Deliver through a team, not through you

SPACES The 2026 Agency Blueprint, Profit Pillars

1. **BONUS WORKSHOP: The Resource Pyramid** and **BONUS WORKSHOP: Getting Profits with Process** (2026 Agency Blueprint). Strategic, management and tactical levels. Keep senior people for the work only experience can do.
2. **BONUS WORKSHOP: Simple Delivery: Prescriptive vs Custom** (2026 Agency Blueprint). Why custom projects overrun, and how to look custom while delivering from a repeatable system.
3. **The Process Pyramid** and **Delegation, Documentation, and Maintenance** (Profit Pillars). Delegate tactical tasks first. Record yourself doing the task, have the team turn it into a checklist, then let them own it. Comes with the *Process Documentation Template*.
4. **Using AI to create Processes** (Profit Pillars). Record instructions by audio or video and use a prompt to turn them into a standard process document.
5. **Recognizing When To Hire** and **BONUS WORKSHOP: Hiring at Each Level** (Profit Pillars and 2026 Agency Blueprint). The signs it's time to hire, and what to look for at each level.

DO THIS BEFORE MOVING ON

Record yourself doing one repeat task and hand it to someone (or to AI) as a checklist.

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8 Plan the next 1, 3 and 5 years

SPACES Profit Pillars, Project Apollo Workshop

1. **Projecting Growth With Profit Pillars In Place** and **How To Use Growth Planner** (Profit Pillars). Project five years from retention rate, new deals and average deal size, using the *Your Growth Plan* template.
2. **Setting Company Goals** and **Organization And Accountability Charts** (Profit Pillars). Weekly, monthly, quarterly and yearly goals, and who is accountable for what.
3. **Finances 2: Your Moonshot Revisited** (Project Apollo). Revisit your *1-3-5 Year Moonshot Projections* now that the plan is built. The two worked growth scenarios, Scenario: $200k to $1 Million and Scenario: $75k to $300k, are in the same space.

DO THIS BEFORE MOVING ON

Make a copy of the 1-3-5 Year Moonshot Projections and fill in your own numbers.

Where live help fits on Path B

- **MeasureMastermind:** bring a stuck service or a pricing decision.
- **Ask an Instructor** (email support@measureu.com): send team or client matters you'd rather keep private.

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PATH C

In-house marketer or analyst

WHO IT'S FOR

People who own the numbers inside one company.

BY THE END

A scored and fixed tracking setup, bots and AI visits sorted out, a consent check, a decision on server-side, dashboards people act on, and data that AI tools can read correctly.

1 Score your setup

SPACE The Tracking X-Ray (start with the Tracking X-Ray workshop)

1. **Do you know your score?** (The Tracking X-Ray). Take the CLEAN Data Scorecard quiz at measureu.com/quiz before you watch anything.
2. **Section 1: Welcome & The Invisible Traffic Problem** (The Tracking X-Ray). Visits that are untracked or credited to the wrong place, how that wastes ad money, and what a low score in each CLEAN area usually means.
3. **The Tracking X-Ray: Complete Resource Vault** (The Tracking X-Ray). Every template and AI helper from the workshop, in one post. Bookmark it.

> **DO THIS BEFORE MOVING ON**
>
> Take the quiz and write down your two lowest CLEAN scores.

2 Plan what to track before you build

SPACES QuickStart Courses, AI-Ready Data

1. **Planning - Q.I.A.** (QuickStart Courses). Start from Questions, then the Information needed, then the Action you'd take.
2. **Planning - Mapping Your User Journey** and **Planning - Auditing Your Tools** (QuickStart Courses).
3. **REPLAY! Quickstart: Optimization Strategy 101 (July 23, 2026)** (AI-Ready Data). Plan beyond page views and conversions, because AI can't explain steps you never measured. Comes with the Optimization Strategy Planning Workbook.

> **DO THIS BEFORE MOVING ON**
>
> Write three questions in this form: "I want to understand ___ so I can decide whether to ___."

3 Fix collection and labels

SPACES The Tracking X-Ray, Google Analytics 4 Course (11h52 in total), QuickStart Courses

1. **Section 2: Collect & Label - The Collection Audit** (The Tracking X-Ray). Map the plan first. Use matching event names across GA4, Meta, TikTok and LinkedIn so ad platforms optimise properly. Standardise UTMs (the tags on links that say where a visit came from).
2. **Section 3: Enhance & Assemble - Getting the Right Signal** (The Tracking X-Ray). Capture what visitors do between landing and converting (time engaged, video, clicks), and bring cost and conversion data together.
3. **Auditing Existing GA4 Accounts and Properties**, **Troubleshooting & Debugging**, **Removing PII** and **Key Events in GA4** (Google Analytics 4 Course). PII means personal details, like emails, that must not land in GA4.
4. **GTM Setup - Auditing an Existing GTM Container** (QuickStart Courses).
5. **GA4 Attribution - Fixing Cross-Domain Tracking for Proper Attribution** and **GA4 Attribution - How to Use Useful UTMs for Better Attribution** (QuickStart Courses).
6. **MeasureU GA4 Audit Chrome Extensions** (Academy Resources). Audits your GA4 property in one click and marks each setting as configured, not configured or needing attention. You'll use it in the task below.

IF YOU WANT TO GO FURTHER

- **Guide: Event Tracking Reference Guide**, in Academy Resources. Event names for GA4, Meta, TikTok, LinkedIn and other platforms in one table, so your names match across platforms.
- **Checklist: GTM Account Setup & Installation Checklist**, in Academy Resources. A setup guide plus a basic tracking container to import, if your GTM needs rebuilding.
- **Skill: MeasureU GTM Audit Skill**, in Academy Resources. Claude works through a 33-question audit of your GTM container and writes a report. It needs Claude connected to GTM (Path H, Step 3).

> **DO THIS BEFORE MOVING ON**
>
> Run the GA4 audit Chrome extension on your property and fix the top three issues it finds.

---

4 Clean out bots and see your AI traffic

SPACES AI Traffic Control, AI Funnel Measurement Workshop (start with the AI Funnel Measurement workshop)

1. **Workshop: AI Traffic Control Replay - November 5, 2026** (AI Traffic Control). How bots and AI agents show up in GA4 as if they were people. Includes a GTM container that labels every session, plus Cloudflare bot reports. The tools are in the "Resources from the AI Traffic Control Workshop" post.
2. **50+ AI Referral Sources for GA4**. How ChatGPT, Claude, Perplexity, Gemini and Copilot each pass (or don't pass) where a visit came from, plus the AI Sources list.
3. **Finding & Organizing AI Traffic in GA4**. Build a custom channel group that puts all AI visits together. It works on past data too.

4. **Building AI Traffic Reports in GA4**. AI landing page, transaction and event reports, published as a collection the whole team can see.
5. **GTM Tagging for AI**. A GTM variable that finds AI visits hiding in "Direct" traffic.

IF YOU WANT TO GO FURTHER

- **Guide: Bot Traffic Field Guide**, in Academy Resources. 13 copy-paste checks for finding bot traffic and getting it out of your reports in GA4, GTM and your email platform. No developer needed.
- **Guide: Email Bots Field Guide: 33 Platforms Ranked**, in Academy Resources. How 33 email platforms handle bot opens and clicks, and what to check in your own account.

> **DO THIS BEFORE MOVING ON**
>
> Create the AI channel group in GA4 and note what share of last month's visits came from AI tools.

---

5 Check consent

SPACES Google Tag Manager Course (over 18 hours in total), QuickTips, Call Recordings, October 2026 Event

1. **Understanding Consent** and **Implementing Consent with CookieBot** (Google Tag Manager Course).
2. **Understanding Consent States in Google Tag Manager**, **Implement Consent for GA4 in Minutes** and **Is Consent Killing Conversions?** (QuickTips).
3. **Brain Gainz: Audit Your Consent Setup Replay - September 17, 2026** (Call Recordings).
4. **Consent Without the Panic: What Every Website Actually Needs** (Jodi Daniels, Fred Pike, Phil Pearce and Manisha Mistry), in October 2026 Event.

IF YOU WANT TO GO FURTHER

- **Guide: Understanding Google Consent Mode V2**, in Academy Resources. A short overview of Google Consent Mode v2 and the steps to set it up.

> **DO THIS BEFORE MOVING ON**
>
> Open GTM preview on your site, decline cookies, and check which tags still fire.

---

6 Decide on server-side tracking

SPACES Server-Side in 90 Minutes (start with the Server-Side in 90 Minutes workshop), Server-Side Blueprint with Stape

1. **Important Links** (Server-Side in 90 Minutes). The Pre-Flight Checklist and the In-Flight Implementation Guide. Do the pre-flight first: you'll need access to the website, its domain settings and GTM.
2. **Server-Side in 90 minutes Introduction**, **Section 1** and **Section 2** (Server-Side in 90 Minutes). Set up GTM server-side with Stape, connect it to the web container, and send GA4 through your own subdomain.

3. **Are You Ready For GTM Server-Side** and **Pros and Cons of GTM Server-Side** (Server-Side Blueprint with Stape).
4. Ad blockers and first-party cookies in the **Section 3** live recording, and consent mode in the **Section 6** recording (Server-Side Blueprint with Stape). Then the **Section 4** and **Section 5** recordings there for Meta and Google Ads.

IF YOU WANT TO GO FURTHER

- **Guide: Google Tag Gateway or Server-Side Tracking? How to Decide**, in Academy Resources. What Google's simpler option does, and why it doesn't replace server-side: it only covers Google's own tags and doesn't change your cookies.

> **DO THIS BEFORE MOVING ON**
>
> Work through the Pre-Flight Checklist and list what access you still need from IT or the web team.

---

7 Reports people act on

SPACES The Tracking X-Ray, AI Funnel Measurement Workshop, Google Data Studio Course (14h06 in total)

1. **Section 4: Narrate - Actionable Dashboards** (The Tracking X-Ray). Four rules for a dashboard people use: the "So What?" filter (if a 50% change wouldn't change what you do, remove the metric), "Where's the forecast?" (a target next to each number), colour rules so problems stand out, and the 5-second rule.
2. **Dashboard Template for AI Traffic & Q&A**. The ready-made Channel Performance Snapshot dashboard for all traffic, plus adding goals, forecasts and notes.
3. **Building Custom Channel Groups in Looker Studio**. Rebuild the AI channel group in Looker Studio with a ready CASE formula, so AI visits show up in your dashboards. Looker Studio is Google's free dashboard tool, now called Data Studio again.
4. **What Makes a Good Dashboard**, **Planning Your Dashboard** and **Finding the Action to Start Optimizing** (Google Data Studio Course).

IF YOU WANT TO GO FURTHER

- **Templates: Dashboard Toolkit**, in Academy Resources. Demo dashboards, a dashboard planner and building blocks to start from.
- **Checklist: Marketing KPI Dashboard Checklist**, in Academy Resources. A checklist for building a report that gets noticed.

> **DO THIS BEFORE MOVING ON**
>
> Put every metric on your main dashboard through the "So What?" filter and add one forecast.

---

8 Make your data AI-ready, and ask it questions

SPACES AI-Ready Data (start with the AI-Ready Data Workshop), AI Funnel Measurement Workshop, MCP Workshop (start with the MCP Workshop)

1. **Workshop REPLAY: AI-Ready Data** (AI-Ready Data). Prepare a dashboard so AI understands it and gives a useful report, using the Clean Data method. AI can't make up for missing data or missing context.
2. **Understanding MCPs & How They Work**. Without an MCP, AI tells you the steps. With one, it can do them.
3. **Setting Up Your GA4 MCP Server**. Step-by-step setup on Mac or Windows.
4. **Setting up the GA4 MCP Server (Mac + Windows guides)** (Academy Resources). The written guides to follow alongside item 3, with separate steps for Mac and Windows.
5. **Querying Your GA4 Data with MCP**. Ask GA4 questions in plain English, and always check the answer against GA4 itself.
6. **GA4 Advanced Prompts & Reporting** and **Advanced GTM Prompts & Audit Workflow** (MCP Workshop).
7. If setup gets stuck: **If your MCP server isn't showing up in Claude, do this first** (MCP Workshop).

DO THIS BEFORE MOVING ON

Connect GA4 to Claude, ask it one real question, then check the answer in GA4.

Where live help fits on Path C

- **MeasureMastermind:** bring tracking that won't fire, odd numbers, or a stuck server-side or MCP setup. Screen-share is the fastest fix.
- **Ask an Instructor** (email support@measureu.com): send anything about your company's data you can't post in public.

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PATH D

New to measurement

WHO IT'S FOR

People who are new to GA4 and GTM, or who learned bits on their own and want a solid base.

BY THE END

A measurement plan, GA4 and GTM set up and tracking the right things, a first dashboard, a basic grip on AI tools, and a clear next path.

1 Get your bearings

SPACES Welcome to MeasureU, QuickStart Courses

1. **Welcome to MeasureU - Start Here** (Welcome to MeasureU).
2. **Measurement Marketing - Starting with Strategy** and **Measurement Marketing - The Three Stages** (QuickStart Courses). Measurement follows three steps: plan, build, launch. The Three Stages lesson explains why to start simple and only add more as your skills grow.
3. **Measurement Marketing - Planning Your Measurement**, **Building Your Measurement** and **Launching Your Measurement** (QuickStart Courses).
4. **Getting Started Course Map** (Academy Resources). A checklist of your first steps inside MeasureU. You'll bookmark it in the task below.

DO THIS BEFORE MOVING ON

Open the Getting Started Course Map and bookmark it.

2 Plan what you'll measure

SPACE QuickStart Courses

1. **Planning - Slow Down to Go Faster**
2. **Planning - Q.I.A.** Questions, then Information, then Actions.
3. **Planning - Mapping Your User Journey**
4. **Planning - Auditing Your Tools**
5. **Planning - Putting It Together**

DO THIS BEFORE MOVING ON

Write your top three business questions, the information you'd need to answer each, and what you'd do with each answer. That's your measurement plan.

3 GA4 (Google Analytics 4)

SPACES QuickStart Courses, then Google Analytics 4 Course (11h52 in total)

1. **GA4 Setup - Introducing & Setting Up GA4**, **Touring GA4** and **Setting Up GA4** (QuickStart Courses).
2. **GA4 Reports - GA4 Report Strategy** and **GA4 Reports - Getting Answers to Your Questions** (QuickStart Courses).
3. **GA4 Attribution - How Attribution Works in GA4** (QuickStart Courses). How GA4 decides which source gets the credit for a visit or sale.
4. To go deeper: **How GA4 Organizes Data**, **Automatic Events**, **Custom Events**, **Key Events in GA4** and **Exploration Overview** (Google Analytics 4 Course).
5. **Google Analytics 4 Basic Setup Guide** (Academy Resources). Takes you from creating a GA4 property to setting up events. You'll use it in the task below.

IF YOU WANT TO GO FURTHER

- **Guide: Google Analytics 4 Dimensions & Metrics Guide**, in Academy Resources. Which dimensions and metrics answer the most common GA4 questions.

> **DO THIS BEFORE MOVING ON**
> Set up (or check) a GA4 property using the Basic Setup Guide and mark your key events (the Key Events in GA4 lesson in item 4 shows how).

4 GTM (Google Tag Manager)

SPACES QuickStart Courses, then Google Tag Manager Course (over 18 hours in total)

1. **GTM Setup - Getting Started with GTM**, **Planning Your GTM Measurement** and **Creating Your First GTM Account** (QuickStart Courses).
2. **GTM to GA4 - Setting Up Basic Tracking with GTM** and **GTM to GA4 - Setting Up Lead Tracking with GTM** (QuickStart Courses).
3. **GTM User Journey - Why Measure More?**, **Planning Your A.C.T. Strategy**, **Building Your A.C.T.**, **Planning Your I's on the Journey Strategy** and **Building Your I's on the Journey** (QuickStart Courses). MeasureU's two ways of tracking what visitors do on the way to converting.
4. To go deeper: Sections 1-3 of the Google Tag Manager Course: the foundations, basic behaviours (page view, scroll, click, video) and leads.
5. **GTM Account Setup & Installation Checklist** (Academy Resources). A setup and installation guide, plus the Basic Tracking Container Template you import in the task below.

IF YOU WANT TO GO FURTHER

- **Template: IOJ GTM Container Template**, in AI-Ready Data. A ready-made I's on the Journey setup to import into GTM, once you've done the I's on the Journey lessons in item 3.

DO THIS BEFORE MOVING ON

Install GTM using the GTM Account Setup & Installation Checklist, import the Basic Tracking Container Template from the same post, and check that a page view, link clicks and scroll tracking reach GA4.

5 See what visitors actually do (Microsoft Clarity)

SPACES QuickStart Courses, Microsoft Clarity Course (4h15 in total)

1. **Microsoft Clarity - What is Microsoft Clarity?**, **Installing Microsoft Clarity**, **Heatmaps with Microsoft Clarity** and **Recordings with Microsoft Clarity** (QuickStart Courses). Clarity is a free tool showing where people click and scroll, with recordings of visits.
2. **Setting Up & Using MS Clarity Smart Events** (Microsoft Clarity Course).
3. **Microsoft Clarity Setup & Audit Checklist** (Academy Resources). A checklist to follow as you install Clarity in the task below, and to keep it working afterwards.

DO THIS BEFORE MOVING ON

Install Clarity and watch five recordings of real visits to your main page.

6 Your first dashboard

SPACE QuickStart Courses

1. **Looker Basics - Dashboard Planning Basics**, **Connecting Your Data** and **Building a Basic Report** (QuickStart Courses).
2. **Looker Reports - Building Your Basic User Journey** and **Looker Reports - Adding Forecasts** (QuickStart Courses).

DO THIS BEFORE MOVING ON

Build one page that answers one of your three questions from Step 2.

7 Get comfortable with AI tools

SPACE Claude for Marketers

1. **Claude vs AI Chatbots**, **A Tour of Claude.ai** and **Let's Build Our First Project (Brand Voice)**.
2. **A Practical Use Case (Call Transcripts to Marketing Content)**. Turn call transcripts into marketing content.
3. Later: **Accessing Marketing Data with MCPs**.

DO THIS BEFORE MOVING ON

Set up one Claude project with your brand voice.

8 Pick your next path

- **Want clients of your own?** Go to Path A, starting at Step 1.
- **Running or building an agency?** Go to Path B.
- **Own the numbers in one company?** Go to Path C, starting with the CLEAN Data Scorecard quiz.
- **Want to get good at one skill?** Go to Path E (implementation), F (attribution), G (client reporting) or H (using AI).

Where live help fits on Path D

- **MeasureMastermind:** beginners are welcome. Bring a setup that isn't working.
- **Ask an Instructor** (email support@measureu.com): for any question you'd rather not ask in front of the group.

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PATH E

Implementation (set tracking up properly)

WHO IT'S FOR

People who want to be the person who builds tracking properly, for clients or for their own company.

BY THE END

A written tracking plan, a tidy GTM container you reuse as a starting point, leads and sales tracked in GA4, conversions sent to Google Ads and Meta, consent working, server-side tracking running, and a record of what fires and why.

If GA4 and GTM are new to you, do Path D Steps 3 and 4 first.

1 Plan before you build

SPACES QuickStart Courses, Google Analytics 4 Course, Google Tag Manager Course

1. **Planning - Q.I.A.** and **Planning - Putting It Together** (QuickStart Courses). Start from the business questions, then the information you need, then the action you would take.
2. **Using a Measurement Plan to Build Faster** (Google Analytics 4 Course).
3. **Planning Your GTM Measurement** and **Using Your Measurement Plan with GTM** (Google Tag Manager Course).
4. **Event Tracking Reference Guide** (Academy Resources). Event names for GA4, Meta, TikTok, LinkedIn and other platforms in one table, plus how to name your own events. Use it when you write the tracking plan in the task below.

IF YOU WANT TO GO FURTHER

- **Guide: The Measurement Marketing Framework**, in Academy Resources. The MeasureU system for going from marketing blind to growing revenue you can predict.

DO THIS BEFORE MOVING ON

Write a one-page tracking plan: every event, what it means, and which ones count as key events.

2 A clean GTM setup you can reuse

SPACES Google Tag Manager Course (over 18 hours in total), May 2026 Event, October 2026 Event

1. **Section 1: The Foundations (starts at Introduction: GTM Foundations)** (Google Tag Manager Course), if you haven't done it.
2. **Organizing Your GTM**, **Understanding Importing & Exporting**, **Creating Your Own Template** and **Working with Existing Setups in GTM** (Google Tag Manager Course).

3. Talk: **A GA4/GTM Base Container - the perfect set up - each time** (Kyle Rushton McGregor, May 2026 Event), and his later talk **This GTM Container sparks joy!** (October 2026 Event).

IF YOU WANT TO GO FURTHER

- **Guide: GTM Cookbook for 2025**, in Academy Resources. Step-by-step recipes for the most popular and useful GTM setups.
- **Checklist: GTM Account Setup & Installation Checklist**, in Academy Resources. A setup guide plus a basic tracking container you can import as a clean starting point.

> **DO THIS BEFORE MOVING ON**
> Tidy one container (folders, clear names), then export it as your starting template for the next site.

---

3 Track what visitors do, and every lead

SPACES Google Tag Manager Course, QuickTips, AI-Ready Data, Google Analytics 4 Course

1. **Section 2: Using GTM to Measure Basic Behaviors in GA4 (starts at Introduction: Measuring Basic Behaviors)** (Google Tag Manager Course). Page views, scrolls, clicks and video.
2. **Section 3: Using GTM to Measure Leads & Other Behaviors in GA4 (starts at Introduction: Measuring Leads & Other Behaviors)** (Google Tag Manager Course). The lead event, custom events, and MeasureU's A.C.T. and I's on the Journey setups.
3. **How to Track a Hubspot Form Submission Using GTM** and **Tracking Calendly with Google Tag Manager** (QuickTips).
4. **IOJ GTM Container Template** (AI-Ready Data). A ready-made I's on the Journey setup to import.

IF YOU WANT TO GO FURTHER

- **Guides: GTM Scroll Tracking Guide**, **GTM YouTube Video Tracking Guide** and **GTM Download Tracking Guide**, in Academy Resources. Short written guides to scroll, YouTube video and file download tracking, if you'd rather read than watch.

> **DO THIS BEFORE MOVING ON**
> Get one lead form firing as a key event in GA4, and check it in DebugView (Troubleshooting & Debugging in the Google Analytics 4 Course shows how).

---

4 Sales tracking and the data layer

SPACES Google Tag Manager Course, Google Analytics 4 Course, QuickTips, October 2026 Event

1. **Section 4: Using GTM to Measure Ecommerce in GA4 (starts at Introduction: Measuring Ecommerce in GA4)** (Google Tag Manager Course). The data layer (the information a website hands to GTM), the purchase event, other shop events, and Shopify.
2. **GA4 Ecommerce Requirements**, **GA4 Purchase** and **Ecommerce Debugging** (Google Analytics 4 Course).
3. **Shopify & GA4 Using Elevar** (QuickTips).

4. Talk: **One DataLayer to Rule Them All: Standardizing a data layer across 45 sites** (John Paulino, October 2026 Event).

> **DO THIS BEFORE MOVING ON**
> Make a test purchase and check that GA4 shows it with the right value and products.

5 Send conversions to the ad platforms

SPACES Google Tag Manager Course, Google Ads Course, Facebook Ads Course, QuickTips

1. **Section 5: Working with Ad Platforms in GTM (starts at Introduction: Working with Ad Platforms)** (Google Tag Manager Course). Google Ads, Facebook, TikTok and others. Then **Sending User Data to Google Ads** in the same course.
2. **Conversion Tracking: Types, Values & Count** and **Conversion Setup Walkthrough + Enhanced Conversions** (Google Ads Course).
3. **Understanding and Setting Up the Meta Conversion API** (Facebook Ads Course).
4. **Setting Up Enhanced Conversion Tracking for Google Ads** and **Advanced Matching in Facebook Ads** (QuickTips).
5. **GTM Meta Pixel Installation Cheatsheet** (Academy Resources). The steps to install the Meta Pixel through GTM. Do this before you send your test conversion to Meta in the task below.

> **DO THIS BEFORE MOVING ON**
> Send one conversion to Google Ads and one to Meta, and check both platforms record it.

6 Consent

SPACES Google Tag Manager Course, QuickTips, Call Recordings, October 2026 Event

1. Path C Step 5 in full: the consent lessons in the GTM course, the consent QuickTips, the **Brain Gainz: Audit Your Consent Setup** replay and the **Consent Without the Panic** panel.
2. **Setting Up Your Consent Banner Using CookieBot**, **Google Ads Tag Still Running...It Could Be Consent** and **Microsoft Consent with Cookiebot in GTM** (QuickTips).

> **DO THIS BEFORE MOVING ON**
> Set up consent on one site, then test it twice: once accepting cookies, once declining, and note which tags fire each time.

7 Server-side tracking

SPACES Server-Side in 90 Minutes (start with the Server-Side in 90 Minutes workshop), Server-Side Blueprint with Stape, October 2026 Event

1. **Server-Side in 90 Minutes**, start to finish (Server-Side in 90 Minutes). Do the Pre-Flight Checklist in **Important Links** first.
2. Server-Side Blueprint with Stape, the live recordings for **Section 2**, **Section 3**, **Section 4** and **Section 5**. Install the setup, get more from it (ad blockers, first-party cookies), then set up the Meta Conversion API with deduplication (so a sale isn't counted twice) and Google Ads conversion tracking through the server.
3. Consent mode and webhooks: the **Section 6** live recording (Server-Side Blueprint with Stape).
4. Talks: **sGTM: The Signal Loss Hiding Inside Your Server-Side Setup** (James Ensor) and **Take your Server-side GTM to the next level with Data Enrichment** (Julius Fedorovicius), both in October 2026 Event.

IF YOU WANT TO GO FURTHER

- **Guide: Google Tag Gateway or Server-Side Tracking? How to Decide**, in Academy Resources. What Google's simpler option does, and why it doesn't replace server-side: it only covers Google's own tags and doesn't change your cookies.
- **Call recording: Stape Enricher Lunch and Learn Replay - July 16, 2026**, in Call Recordings. Stape's product manager demos the Enricher, which joins up a visitor's data across sessions, devices and channels in server-side GTM.

> **DO THIS BEFORE MOVING ON**
> Send GA4 through your own subdomain and set up the Meta Conversion API with deduplication on one site.

---

8 Check it, write it down, and catch breaks early

SPACES Google Tag Manager Course, Server-Side Blueprint with Stape, Call Recordings, October 2026 Event, Past MeasureSummits, Google Analytics 4 Course

1. **Using Tag Assistant to Debug Implementation** and the **Debugging JavaScript** section (Google Tag Manager Course); **Troubleshooting & Debugging** (Google Analytics 4 Course).
2. Server logs and alerts: the **Section 6** live recording (Server-Side Blueprint with Stape).
3. **How to Own and Manage Client Tracking at Scale Replay - September 3, 2026** (Call Recordings).
4. Talks: **The 5 tracking issues we keep finding after 1,000+ implementations** (Anni Salo) and **Analytics as Code: Why Your Tracking Plan Belongs in Git** (Julien Coquet), in October 2026 Event; **Who Tracks the Tracking? Smarter Ways to Stay on Top of GTM and GA4**, in Past MeasureSummits.

IF YOU WANT TO GO FURTHER

- **Skill: Document your GTM changes automatically with Claude**, in Academy Resources. Claude compares the latest container version with the one before and writes what changed, and why, into a Google Sheet. That keeps your record up to date.

- **Skill: MeasureU GTM Audit Skill**, in Academy Resources. Claude works through a 33-question audit of the container and writes a report. It needs Claude connected to GTM (Path H, Step 3).

> **DO THIS BEFORE MOVING ON**
>
> Write a one-page record of the container (what fires, when and why) and set up one alert that tells you when tracking stops.

Where live help fits on Path E

- **MeasureMastermind:** bring a tag that won't fire or a server container with no hits. Screen-share is the fastest fix.
- **Ask an Instructor** (email support@measureu.com): send a client's container or site details you can't share in public.

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PATH F

Attribution (which marketing actually brought the sale)

WHO IT'S FOR

Anyone asked "which channel is working?" who doesn't trust the answer, whether for clients or their own company.

BY THE END

Clean source data, an understanding of how GA4 gives credit and why the ad platforms disagree with it, sales traced back to where they came from, a first look beyond the last click, and a short explanation a client or boss can follow.

1 How GA4 gives credit

SPACES QuickStart Courses, Past MeasureSummits

1. **GA4 Attribution - How Attribution Works in GA4** and **GA4 Attribution - Common Issues with Attribution** (QuickStart Courses). Then **GA4 Attribution - Recap & Review** and the **GA4 Attribution - Bonus: Q&A Recording**.
2. Talks: **Dealing with "Attribution Curveballs" in GA4** and **The GA4 Attributions Code** (Past MeasureSummits).

DO THIS BEFORE MOVING ON

Pick your main key event and write down which three sources GA4 credits most for it last month.

2 Get the source data right

SPACES QuickStart Courses, QuickTips, Facebook Ads Course

1. **GA4 Attribution - How to Use Useful UTMs for Better Attribution** and **GA4 Attribution - Fixing Cross-Domain Tracking for Proper Attribution** (QuickStart Courses). UTMs are the tags on links that say where a visit came from.
2. **The Perfect UTM Strategy to Measure Your Traffic in Google Analytics**, **Adding UTMs to Google Ads**, **Adding UTMs to Facebook Ads** and **Using "Referral Exclusions" to Clean Up Your Google Analytics Traffic Reports** (QuickTips).
3. **Leveling up Your UTM Tracking** (Facebook Ads Course).

IF YOU WANT TO GO FURTHER

- **Talk: The Modern UTM Strategy** (Eric Boissonneault), in Past MeasureSummits. How to use the IDs that ad platforms create to build UTMs that stay consistent as you grow.

DO THIS BEFORE MOVING ON

Write one UTM naming rule for your team and add UTMs to any of last month's campaigns that had none, so they're tracked from now on.

3 Find the visits that get the wrong credit

SPACES AI Funnel Measurement Workshop, October 2026 Event

1. Path C Step 4, if you haven't done it: bots, and AI tools such as ChatGPT that send visitors without saying so.
2. **GTM Tagging for AI**. Finds AI visits hiding in "Direct" traffic. It's also in Path C Step 4, so skip it if you've done that.
3. Talk: **Measurement vs. Attribution in the Zero Click Era** (Rand Fishkin & Amanda Natividad, October 2026 Event).

> **DO THIS BEFORE MOVING ON**
> Set up the AI variable from GTM Tagging for AI, wait two weeks, then check what share of your "Direct" visits turn out to be AI tools or bots.

---

4 Why the ad platforms and GA4 never agree

SPACES May 2026 Event, October 2026 Event, Past MeasureSummits, Google Ads Course

1. Talk: **The Attribution Mirage: Why Your Ad Platforms are Lying and How to Reclaim Your ROI** (Stephanie Balaconis, May 2026 Event).
2. Talk: **Many Happy Returns - Why your ROAS is lying to you, and what to feed the machines instead** (Pat Singleton, October 2026 Event). ROAS is return on ad spend. Why returned orders make your ad revenue look bigger than it is.
3. Talks: **Your Paid Ads Aren't Broken, It's Your Data** and **Improve Data Quality & Conversion Attribution** (Past MeasureSummits).
4. **Conversion Tracking: Types, Values & Count** (Google Ads Course). Why Google Ads can count a conversion differently from GA4: "Every" vs "One" counting, and its own tag vs importing from GA4.

> **DO THIS BEFORE MOVING ON**
> Put one month of conversions from Google Ads, Meta and GA4 side by side and write down the gap for each.

---

5 Connect marketing to real sales

SPACES May 2026 Event, October 2026 Event, Server-Side Blueprint with Stape, QuickTips, Call Recordings

1. Talk: **Stop Measuring Leads, Start Measuring Revenue** (Roger Cooney, May 2026 Event). Talk: **Weeks Not Clicks: Marketing Activation for High Consideration Sales Funnels** (Hussain Mehmood, October 2026 Event), for businesses where a sale takes weeks or months, such as B2B: a technical talk on sending CRM sales back to Google Ads and Meta.

2. Offline conversions: the **Section 4** (Meta) and **Section 5** (Google Ads) live recordings (Server-Side Blueprint with Stape). Sending sales that happen off the website, such as on a call, back to the ad platforms.
3. **The Five Forces of Marketing Attribution (With Wicked Reports' Scott Desgrosseilliers)** and **Inside Wicked Reports: How to Use AI + Attribution to Scale Ads with Confidence** (QuickTips); **Ask Me Anything with Scott Desgrosseilliers (Wicked Reports Founder) - December 10, 2025** (Call Recordings).
4. **Go HighLevel for Data-Driven Marketers: The Essential Intro** and **Beyond The Basics: Tracking VOR (Velocity of Return)** (QuickTips).

> **DO THIS BEFORE MOVING ON**
> Take your last 10 customers and, using your CRM, trace each one back to where they first came from and what they clicked last.

6 Build your own view in BigQuery

SPACES BigQuery, Past MeasureSummits, May 2026 Event

1. The first three parts of the BigQuery course (The Foundations, Setup, Your First Query), including **Linking GA4 to BigQuery** and **Expanding to Session level Queries**. BigQuery is Google's database, where GA4 can send every visit in full.
2. Talks: **Marketing Attribution 101 - Building Your Own Attribution Model**, **Marketing Attribution In BigQuery – Tweaks And Shortcuts** and **Marketing Attribution - Connecting the Dots** (Past MeasureSummits).
3. Talk: **Advanced attribution tweaks with AI** (Alex Ignatenko, May 2026 Event).
4. **Linking Google Analytics 4 to BigQuery** (Academy Resources). A written step-by-step guide to linking GA4 to BigQuery, which you do in the task below.

> **DO THIS BEFORE MOVING ON**
> Link GA4 to BigQuery today, and once a week of data has come in, run your first query on it.

7 Beyond clicks: testing and modelling

SPACES October 2026 Event, Past MeasureSummits

1. Talk: **All attribution models are wrong, so what can you do instead** (Timo Dechau, October 2026 Event). Start here.
2. Talks: **Scaling Smarter: Combining Marketing Mix Modelling & Incrementality Testing To Drive Sustainable Growth** (Diego Usai) and **Beyond ROAS: How Media Mix Modeling Unlocks Better Budget Decisions in the Age of AI** (Skyler Ryan), in October 2026 Event. Marketing mix modelling estimates what each channel adds from spend and sales over time; an incrementality test switches a channel off somewhere to see what drops.

3. Talks: **Causal Inference for Marketing Measurement: What's New in the Age of AI** (Kisholoy Mukherjee) and **Moving Beyond "Single Source of Truth": Building A Modern Growth Measurement System** (Connor Phillips), in October 2026 Event.
4. Talks: **GA4, Meridian and other AI / MMM tools to set the proper attribution** and **Attribution: Theory and Practice** (Past MeasureSummits).

> **DO THIS BEFORE MOVING ON**
> Pick one channel you're unsure about and write down how you'd test it, for example pausing it in one region for a few weeks, and what result would change the budget.

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8 Explain it so people act on it

SPACES October 2026 Event, The Tracking X-Ray

1. Talk: **Your dashboard is accurate, your decision might still be wrong** (Elene Bibileishvili, October 2026 Event).
2. **Section 4: Narrate - Actionable Dashboards** (The Tracking X-Ray).
3. Path G Step 5 has more on telling the story.

> **DO THIS BEFORE MOVING ON**
> Write a half-page note for your client or boss: how sales are credited, which number to trust for which decision, and what you'll test next.

Where live help fits on Path F

- **MeasureMastermind:** bring the three numbers that don't match and ask which one to use.
- **Ask an Instructor** (email support@measureu.com): send real revenue or CRM figures you can't share in public.

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PATH G

Reporting that keeps clients (and earns the boss's trust)

WHO IT'S FOR

Freelancers and agencies whose clients ask "what did we get for the money?", and in-house people reporting up.

BY THE END

A report built around the decisions the client makes, ad spend and results on one page, targets next to the numbers, a short monthly story, a recommended next step in every report, and a template you reuse for each new client.

1 Start from the decisions the reader makes

SPACES Google Data Studio Course (14h06 in total), QuickStart Courses, October 2026 Event

1. **What Makes a Good Dashboard** and **Planning Your Dashboard** (Google Data Studio Course); **Looker Basics - Dashboard Planning Basics** (QuickStart Courses).
2. Talks: **From Dashboards To Action: Your Stakeholders Deserve Better** (Matthew Brandt) and **Value Engineering Your KPI Tree: Military Mapping for Metric Architecture** (Philip Pegram), in October 2026 Event.

IF YOU WANT TO GO FURTHER

- **Checklist: Marketing KPI Dashboard Checklist**, in Academy Resources. A checklist for building a report that gets noticed.

DO THIS BEFORE MOVING ON

List the three decisions your client (or boss) makes each month, and the one number behind each.

2 Build it in Looker Studio

SPACES Google Data Studio Course, QuickStart Courses, QuickTips

1. **Connecting Your Data**, **Creating a Traffic Acquisition Report**, **Measuring a Basic User Journey**, **Calculating Conversion Rates**, **Conditional Formatting** and **Adding Forecasts to Your Dashboard** (Google Data Studio Course). Looker Studio is Google's free dashboard tool, now called Data Studio again.
2. **Looker Reports - Building Your Basic User Journey**, **Looker Reports - Adding Forecasts** and **Looker Reports - Formatting & Design** (QuickStart Courses).
3. **Using a Dashboard Template** (QuickTips).

IF YOU WANT TO GO FURTHER

- **Templates: Dashboard Toolkit**, in Academy Resources. Demo dashboards, a dashboard planner and building blocks, if you'd rather start from a template.

DO THIS BEFORE MOVING ON

Build page one of the report: the three numbers from Step 1, each with a target.

3 Put spend and results on one page

SPACES Google Data Studio Course, Facebook Ads Course, QuickTips, May 2026 Event, Analytics Canvas

1. **Combining Data**, **Blending Data from Multiple Data Sources** and **Using Partner Connectors** (Google Data Studio Course).
2. **Combining Data from Multiple Platforms** (QuickTips).
3. **Exporting Your Meta Ads Data** and **Building a Meta Ads Dashboard** (Facebook Ads Course).
4. Talk: **Paid Search Reporting Sucks (But it Doesn't Have to)** (Amy Hebdon, May 2026 Event).
5. Optional, if your GA4 dashboards load slowly or hit quota errors: the Analytics Canvas course. It's a separate paid tool that stores your GA4 data and feeds it to Looker Studio.

DO THIS BEFORE MOVING ON

Get ad spend and results onto one page with cost per lead (or per sale).

4 Make every number lead to an action

SPACES The Tracking X-Ray, QuickTips, Google Data Studio Course, Call Recordings

1. **Section 4: Narrate - Actionable Dashboards** (The Tracking X-Ray). The "So What?" filter, a forecast next to each number, colour rules and the 5-second rule.
2. **Easiest Way to Make Dashboards Actionable** and **3 Easy Ways to Make Your Dashboard Even Better in 2025** (QuickTips).
3. **Finding the Action to Start Optimizing** and **Helping Others Use Their Dashboard** (Google Data Studio Course).
4. **Roundtable: Dashboard Strategy in an AI World REPLAY (July 8th, 2026)** (Call Recordings).

DO THIS BEFORE MOVING ON

Put every number in the report through the "So What?" filter and remove the ones that wouldn't change a decision.

5 Tell the story each month

SPACES May 2026 Event, October 2026 Event, Past MeasureSummits

1. Talks: **Stop Screaming Into the Void: How to Make Measurement Impossible to Ignore** (Brittany Deller), **From Data to Decisions: Turning Complex Data Into Clear Visual Stories for Marketing and Measurement Teams** (Valerie Rivera) and **From Data to Decisions: Using the CARE framework to convert data & insights into commercial growth** (Neil Barnes), in May 2026 Event.
2. Talk: **How to Report SEO To People Who Don't Love Data** (Susan Neuhaus, October 2026 Event).
3. Talks: **Simplify to Amplify: Enhance Client Retention Through Streamlined Reporting**, **Wow Your New Clients with Branded GA4 Dashboards: A Guide to Impressive Data Presentation** and **Once Upon a Time in Data: Storytelling That Drives ROI** (Past MeasureSummits).

> **DO THIS BEFORE MOVING ON**
> Write this month's report note in three parts: what we did, what happened, what we do next.

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6 Let AI do the first draft

SPACES October 2026 Event, AI-Ready Data, QuickTips

1. Talk: **Read, Think, Report: How I Use AI Between the Dashboard and the Client** (Claudia Kramer, October 2026 Event).
2. **Workshop REPLAY: AI-Ready Data** (AI-Ready Data). Prepare a dashboard so AI reads it correctly.
3. **Using AI to Build Dashboards Faster** and **Conditional Formatting Logic That AI Can Use** (QuickTips).
4. Talk: **How to make your AI analytics assistant actually accurate** (Sarah Crooke, October 2026 Event).

> **DO THIS BEFORE MOVING ON**
> Give AI this month's dashboard and your notes, get a first draft of the report note, and check every number in it against the dashboard.

---

7 End every report with the next step

SPACES The 2026 Agency Blueprint, Service Stacking System, Agency Jumpstart Course

1. **BONUS WORKSHOP: Thought Leadership & Content** (2026 Agency Blueprint). End every report with the next natural piece of work.
2. **Section 3: Expand Your Services For Natural Account Growth** (Service Stacking System).
3. **Account Management** and **Long-Term Client Relationships** (Agency Jumpstart Course).

DO THIS BEFORE MOVING ON

Add a "recommended next step" to the next report you send. In-house? The next step is the one decision you're asking your boss to make.

8 Make it a template you reuse

SPACES Google Data Studio Course, Analytics Canvas, BigQuery, Past MeasureSummits, October 2026 Event

1. **Creating & Using Templates**, then the three Dashboard Branding lessons: **Customizing Your Report**, **Customizing Your Pages** and **Customizing Your Charts** (Google Data Studio Course).
2. **Scheduling Your Canvas** (Analytics Canvas) or **Scheduling Your First Query** and **Connecting to Google Looker Studio** (BigQuery), so the data refreshes on its own.
3. Talks: **Fast-Track Your Analytics: Streamlining GA4, GTM, and Looker Studio at Scale** (Past MeasureSummits) and **The Repeatable Work Problem: How I Turn Analytics Work Into Repeatable Systems** (Benoit Olivier Weber, October 2026 Event).

DO THIS BEFORE MOVING ON

Save the report as a branded template and copy it for a second client (in-house: a second team, site or brand).

Where live help fits on Path G

- **MeasureMastermind:** share your report on screen and ask "would a client keep paying for this?"
- **Ask an Instructor** (email support@measureu.com): send a real client report you can't show in public.

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PATH H

Using AI in your measurement work

WHO IT'S FOR

Anyone who feels it's all changing too fast and wants AI doing real work for them, not just chat.

BY THE END

Claude set up with your own projects, prompts you reuse, GA4 and GTM connected to Claude, an AI-assisted tracking audit, a weekly task running on its own, AI traffic measured, and a clear idea of what AI can and can't be trusted with.

If you did Path D Step 7, skip Step 1's first lesson group and the Practical Use Case lesson, and add one real piece of work to the Claude project you already set up.

1 Get set up with Claude

SPACES Claude for Marketers, Call Recordings

1. **Claude vs AI Chatbots**, **A Tour of Claude.ai** and **Let's Build Our First Project (Brand Voice)** (Claude for Marketers).
2. **A Practical Use Case (Call Transcripts to Marketing Content)** and **Connecting Claude to Other Tools** (Claude for Marketers).
3. **Roundtable: How are you using Claude? Replay: May 29, 2026** (Call Recordings). How other members use it.

DO THIS BEFORE MOVING ON

Set up one Claude project with your brand voice and one real piece of work in it.

2 Move Claude onto your desktop and give it your files

SPACE Claude for Marketers

1. **From Browser to Desktop** (Claude for Marketers). Why the desktop app changes things: Claude reads the files on your computer without uploading anything, connects to your apps, and you learn how to pick a model for each job.
2. **Using Project Folders on Your Machine** (Claude for Marketers). Set up one folder in three parts: your brand, your source material and your output templates. The same setup works for an SEO brief, a social post or a GA4 audit. Jeff runs it with the Marketing skill from the Claude Skills lesson, which you set up in Step 5.

DO THIS BEFORE MOVING ON

Make one project folder for a piece of work you do every week, with your brand notes, your source material and one output template, and have Claude produce that piece from it.

3 Connect AI to your data

SPACES MCP Workshop (start with the MCP Workshop), AI Funnel Measurement Workshop, Claude for Marketers

1. **What is MCP & How It Works**, **Setup Prerequisites & Getting Started**, **Hands-On GTM MCP Setup**, **GA4 MCP Prerequisites & Google Cloud** and **GA4 MCP Installation Walkthrough** (MCP Workshop). An MCP is a connector that lets Claude read your GA4 or GTM directly. Follow the Mac or Windows guide in Academy Resources as you go. If GA4 says "This email doesn't match a Google Account", the guide has the fix (Mac page 26, Windows page 31).
2. **Setting up the GA4 MCP Server** and **Setting up the GTM MCP Server** (Academy Resources). The written Mac and Windows guides that item 1 refers to.
3. **Understanding MCPs & How They Work** and **Querying Your GA4 Data with MCP** (AI Funnel Measurement Workshop).
4. **Accessing Marketing Data with MCPs** (Claude for Marketers).
5. If setup gets stuck: **If your MCP server isn't showing up in Claude, do this first** (MCP Workshop).

IF YOU WANT TO GO FURTHER

- **Guide: Setting up the Microsoft Clarity MCP Server**, in Academy Resources. Lets Claude answer questions about your Clarity data, such as which pages had the most rage clicks. Each Clarity project allows 10 requests a day.

> **DO THIS BEFORE MOVING ON**
> Connect GA4 and GTM to Claude, ask each one a real question, and check the answers in GA4 and GTM.

---

4 Audit tracking with AI

SPACES Masterclass: The AI Tracking Audit (Jordan Hill), MCP Workshop, QuickTips, October 2026 Event

1. **The AI Tracking Audit Masterclass** (Jordan Hill). Audit a GTM setup with AI using free tools Jordan hands over.
2. **Advanced GTM Prompts & Audit Workflow**, **GTM Use Cases - Consent & Tag Cleanup** and **Full GTM Audit Demo & Workshop Wrap** (MCP Workshop).
3. **See What's Firing With Playwright and Claude Code** (QuickTips).
4. Talk: **Use AI and MCP servers to Audit & Test your tracking in Minutes** (Shubham Sharma, October 2026 Event).
5. **MeasureU GTM Audit Skill** (Academy Resources). A Claude skill that works through 33 audit questions, scores each one, and writes a client-ready report. You'll run it in the task below.

> **DO THIS BEFORE MOVING ON**
> Run the MeasureU GTM Audit Skill (it needs the GTM connection from Step 3) on one container and fix the first issue it finds.

---

5 Skills and tasks that run on their own

SPACES Claude for Marketers, Call Recordings, MCP Workshop

1. **Claude Skills**, **Native Connectors**, **Understanding Claude Cowork**, **Scheduled Tasks & Routines** and **Let's Build Skills, Live from My Account** (Claude for Marketers).
2. **Brain Gainz: The Skill Loop REPLAY (September 10, 2026)** and **Brain Gainz - Optimize GHL In 10 Minutes Using MCPs & Flows with JJ Reynolds Replay - October 15, 2026** (Call Recordings).
3. **Zapier Automation & Advanced Workflows** (MCP Workshop).
4. Two MeasureU skills to choose from for the task below: **Chief of Staff Skill for Claude and ChatGPT**, which gives you one priority each morning, with the reason and the first step, and **Document your GTM changes automatically with Claude**, which writes every GTM change, and why it changed, into a Google Sheet. Both are in Academy Resources.

IF YOU WANT TO GO FURTHER

- **Guide: Setting up the Zapier MCP Server**, in Academy Resources. Connects Claude, through Zapier, to apps that have no connector of their own, such as Google Sheets and Slack. It goes with the Zapier lesson in item 3.

> **DO THIS BEFORE MOVING ON**
> Install one MeasureU skill and schedule one weekly task, such as a Monday traffic summary.

---

6 Measure what AI is doing to your traffic

SPACES AI Funnel Measurement Workshop, AI Traffic Control, October 2026 Event

1. Path C Step 4, if you haven't done it: AI Traffic Control and the AI traffic lessons.
2. **Mapping the AI-First B2B Funnel** (AI Funnel Measurement Workshop).
3. Talks: **Tracking AI Agents: Are These the Bots We're Looking For?** (Jason Packer) and **Feed the Agents First** (Berkay Demirbas), in October 2026 Event.
4. **Installing the GA4 AI Traffic Skill for Claude Desktop** (Academy Resources). Ask Claude for an AI traffic report and it pulls visits and key events from 40+ AI sources, such as ChatGPT, Perplexity and Gemini, into one report. It needs the GA4 connection from Step 3.

> **DO THIS BEFORE MOVING ON**
> Note how many visits and key events came from AI tools last month, and which pages they landed on.

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7 Keep AI honest

SPACES AI-Ready Data, October 2026 Event, May 2026 Event, Past MeasureSummits

1. **Workshop REPLAY: AI-Ready Data** (AI-Ready Data). AI can't make up for missing data or missing context.
2. Talks: **How to make your AI analytics assistant actually accurate** (Sarah Crooke) and **The Human Override Layer: A Decision Architecture for AI-Powered Measurement Teams** (Trent True), in October 2026 Event.
3. Talk: **Accurate Data. Wrong Decisions: How Measurement Architecture Drives AI Behavior** (Keijo Mämmi, May 2026 Event).
4. Talk: **How to Use AI for Marketing Analytics (Without Losing Your Mind to Hallucinations)** (Past MeasureSummits).

DO THIS BEFORE MOVING ON

Write a short note for Claude explaining what each of your key events means, then check three of its answers against GA4.

8 Turn it into a faster week or a new service

SPACES The 2026 Agency Blueprint, October 2026 Event

1. **Section 3: The 5 Services** (2026 Agency Blueprint). Two of the five are AI-Ready Data and AI Enablement, each with a sales deck in **Pitch Deck & Resource Links**.
2. Talk: **AI Without ROI Is Just an Experiment: How to prioritize, value, and scale marketing AI use cases** (Mohamed Elenany, October 2026 Event).

DO THIS BEFORE MOVING ON

In-house, pick one task AI now does for you and note the hours saved each week. Freelancer or agency, copy the AI-Ready Data sales deck and price it with the Service Estimate Builder (Path A Step 3).

Where live help fits on Path H

- **MeasureMastermind:** bring an MCP that won't connect or an AI answer you don't trust.
- **Ask an Instructor** (email support@measureu.com): send anything about your data you'd rather not paste in public.

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Not sure which path is yours? Take the 2-minute chooser