

98% of eCommerce Stores Are Optimizing Meta Ads on Corrupted Data

A 7,000+ store audit finds most eCommerce brands are funding Meta and Google campaigns built on conversion signals that are incomplete or fabricated.

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Omniconvert, a 13-year eCommerce optimization company, has published the [CROBenchmark 2026 Report](#), the largest independent audit of eCommerce conversion performance to date. Based on audits of 7,000+ stores across 15+ industries, 8 platforms, and 65 countries, the report identifies one finding behind most of the CAC increases and ROAS declines brands reported throughout 2025: Meta and Google are optimizing campaigns on data that does not reflect what is actually happening in the store.

Meta is learning from the wrong signal

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7,000+ stores audited. 98% sending wrong data to Meta. Yet every conversation is about the creative. You cannot fix ROAS by changing the ad when the algorithm is learning from a lie.”

*Valentin Radu, CEO,
Omniconvert*

When a store sends corrupted conversion data to Meta, Meta does not pause. It continues optimizing. It finds more people who look like the users it thinks are converting and increases spend toward audiences built on a fiction. The brand pays for that decision. 98% of audited stores are in this position. They are not running underperforming campaigns. They are running campaigns actively steered in the wrong direction by the platform they are paying. 88% of stores have a Google Tag Manager error that causes purchase events to arrive out of sequence or not at all. The lookalike audiences, bid strategies, and creative performance signals are all downstream of that broken

input. 84% of stores are missing Google Consent Mode, meaning ad platforms receive



The 2026 CRO Benchmark Report reveals how modern ecommerce stores perform across trust, UX, conversion and customer experience benchmarks, exposing the friction points silently costing brands revenue.

approximately 700 conversions for every 1,000 that actually occur. Every campaign optimization compounds that error. Brands interpret the declining returns as a creative problem and respond by spending more on production and testing. The real problem is never touched.

The Shopify gap nobody talks about

Shopify is the most popular platform in the dataset at 42.5% of stores. Its average tracking score is 23.4 out of 100, the lowest of any major platform. 42.4% of Shopify stores score zero on tracking hygiene. Shopify makes it easy to open a store and sell. It does not automatically configure the signal infrastructure that makes paid advertising work. For brands scaling spend without verifying signal quality first, every dollar of additional budget compounds a misdirection already in place on day one. Brands seeking a [AI CRO audit](#) can run a free check at [crobenchmark.com](#) in approximately 15 minutes.

What the ad platform does with bad data

When purchase signals arrive out of sequence, Meta's value optimization models misprice the customer. When consent gaps create a 30% undercount, Meta pulls spend away from placements that are actually working. When lookalike audiences are built on an incomplete customer set, the audiences that get scaled are not the best customers, they are the best customers Meta could see. Every campaign decision the platform makes is a function of what the brand told it. Most brands are telling it something that is not true.

Top-quartile stores carry tracking hygiene scores of 44.5 versus 19.0 for the bottom quartile, and a CRO Index of 69.0 versus 27.6 - a 2.5x performance gap. The brands at the top are not spending more on ads. They are giving the platform accurate data. That is the entire difference.

The landing page and checkout losses that follow

Once the signal problem sends the wrong traffic, the eCommerce conversion optimization infrastructure compounds the loss. 97% of stores show identical landing pages to every paid visitor regardless of which ad brought them there. 97.6% offer no first-purchase incentive. 99.6% fail to make guest checkout visible and prominent. 94.2% show no checkout progress steps. Brands are paying Meta to find the wrong audience, then failing to convert even the right ones who arrive anyway.

Quote from Valentin Radu, CEO, Omniconvert:

"We spent 2025 talking to brands spending \$70,000 a month on ads, watching their ROAS slide year over year, assuming the problem was creative fatigue or audience saturation. In almost every case, the real problem was upstream. Meta was optimizing on a version of their customer that did not exist. The benchmark confirms this across 7,000+ stores. You cannot outspend a corrupted signal. The platform will keep making the wrong decisions until the input changes."

What comes after the diagnosis

Nexus by Omniconvert, an [AI eCommerce growth engine](#) built to close the loop between what is happening in a store and what ad platforms are acting on, connects conversion data, retention

data, ad performance, and customer signals into a single engine that identifies what is working, builds campaigns around it, and launches without manual coordination across tools. Launching May 2026. Details at omniconvert.com/nexus.

Methodology

The CROBenchmark 2026 Report is based on audits of 7,000+ active eCommerce stores conducted throughout 2025, evaluated against 300+ criteria developed with 100+ CRO practitioners, across 15+ industries, 8 platforms, and 65 countries. Full methodology at crobenchmark.com/press. Report download at crobenchmark.com.

About Omniconvert

Omniconvert is a 13-year eCommerce optimization company working with 2,500+ brands and powering 70,000+ experiments. Products include Explore (A/B testing and CRO), Reveal (CLV and retention analytics), and Nexus by Omniconvert (AI eCommerce growth engine, launching May 2026).

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