

98% of eCommerce Stores Are Sending Corrupted Data to Meta and Google

New benchmark study of 7,000+ stores across 15+ industries and 65 countries finds that conversion infrastructure failure, not ad spend or agency quality, is the primary driver of rising CAC and declining ROAS.

Bucharest, Romania, May 2026 | Omniconvert | crobenchmark.com/press

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 evaluated against 300+ criteria across 15+ industries, 8 platforms, and 65 countries, the report finds systematic failures in conversion infrastructure that directly explain the rising customer acquisition costs and declining ROAS reported by brands across every major market.

CROBenchmark is a free AI-powered audit tool built by Omniconvert in 2025 with 100+ CRO practitioners. It evaluates any eCommerce store URL against 300+ criteria and returns a scored breakdown across six dimensions: conversion readiness, CRO fundamentals, page speed, tracking hygiene, accessibility, and A/B testing capability.

HEADLINE FINDINGS

98% of stores send corrupted or incomplete conversion signals to Meta and Google	99.6% of stores fail to make guest checkout visible and prominent	97% of stores show identical landing pages to every paid traffic visitor	2.5x performance gap between top-quartile and bottom-quartile stores
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The Data Signal Crisis

98% of audited stores are sending corrupted or incomplete conversion signals to Meta and Google. 88% have a specific tracking error (Google Tag Manager missing from a required page location) that causes purchase events to arrive out of sequence or not at all. 84% are missing Google Consent Mode, meaning that for stores where 30% of visitors decline cookie tracking, ad platforms receive approximately 700 conversions for every 1,000 that actually occur. Paid campaigns are being optimised against fabricated data, and the platforms are learning from that fabrication.

The Landing Page Failure

97% of stores show identical landing pages to every paid traffic visitor regardless of which ad brought them there. 82.3% of paid landing pages contain no clear statement of why a visitor should buy from this store rather than a competitor. 97.6% give paid traffic visitors no first-purchase incentive to buy today rather than leave and reconsider. Brands are paying to acquire traffic they are then systematically failing to convert.

The Checkout Gap

Checkout friction is the single most universally failed category across all 7,000+ stores audited. 99.6% of stores fail to make the guest checkout option visible and prominent, one of the most studied causes of checkout

abandonment in eCommerce. 94.2% show no checkout progress steps. 85.1% do not clearly display the total order cost before the final payment step. These are not optimisation opportunities. They are basic structural failures that have been documented in conversion research for over a decade.

The 2.5x Performance Gap

The average CRO Index across all stores is 50.6 out of 100. Bottom-quartile stores average 27.6. Top-quartile stores average 69.0, a 2.5x gap. Top-quartile stores also have tracking hygiene scores of 44.5 versus 19.0 for the bottom quartile, and page speed scores of 53.5 versus 17.8. The gap is not explained by budget, brand strength, or product quality. It is explained by conversion infrastructure.

The Shopify Paradox

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 start selling. It does not automatically configure the measurement infrastructure that makes paid advertising work. Most Shopify merchants are flying blind on paid performance, and the platform's default setup is the reason.

The Trust Signal Gap

54.4% of stores do not display product reviews on the product page at all. 95.2% fail to highlight their top customer reviews prominently. The social proof that would reduce hesitation for first-time buyers arriving from paid ads exists in most stores' review systems. It is simply not being shown where purchasing decisions are made.

Geographic Variance

Denmark leads the dataset with a CRO Index of 63.7. Sweden scores 22.3, the lowest of any major eCommerce market, despite being one of Europe's wealthiest markets by revenue per capita. EU stores average 44.4 on CRO Index versus 54.4 for US stores and 52.0 for UK stores. The UK leads all major markets on tracking hygiene at 41.2 while posting the lowest page speed score of any major market at 13.8.

TOP 20 MOST COMMONLY FAILED CHECKS

Based on verified audit data with a minimum of 1,000 stores per check.

#	Check	Category	Stores	Fail Rate
1	Display current number of viewers	Trust and Social Proof	4,575	98.9%
2	Presence of view promotion event	Tracking and Data	4,595	98.1%
3	Presence of custom scroll event	Tracking and Data	9,482	98.0%
4	Contextual captions on product photos	Personalisation	3,631	97.7%
5	Highlight first-purchase incentives	Conversion	1,957	97.6%
6	Personalized hero banners	Personalisation	3,638	97.4%
7	Customer video section	UX	1,008	97.2%
8	Weather-adaptive content	Personalisation	1,007	96.9%
9	Survey tools present	Intelligence	1,960	96.4%
10	Highlight top customer reviews	Trust and Social Proof	3,629	95.2%
11	Checkout progress steps shown	Checkout	1,474	94.2%

#	Check	Category	Stores	Fail Rate
1 2	Sticky Add to Cart on scroll	Checkout	1,953	92.4%
1 3	Presence of view cart event	Tracking and Data	1,620	92.2%
1 4	Back to top button visible	UX	2,964	91.2%
1 5	Product analytics tools present	Intelligence	1,960	90.9%
1 6	FAQ section for common queries	UX	2,490	90.0%
1 7	GTM present in both body and head	Tracking and Data	1,960	88.2%
1 8	Limited-time offer present	Conversion	5,889	87.7%
1 9	Selected customer reviews section	Trust and Social Proof	2,968	87.7%
2 0	Loyalty program information	Conversion	3,453	87.4%

INDUSTRY RANKINGS

Beauty and Personal Care leads all large industries on tracking hygiene (40.0), reflecting years of DTC investment in performance marketing infrastructure. Toys and Hobbies has the worst tracking score (14.7) and the largest quartile performance gap (54.2 points) of any major industry.

Industry	CRO Index	Tracking	Page Speed	Quartile Gap
Home and Furniture	54.5	29.9	40.7	42.0 pts
Food and Drinks	53.8	28.4	45.8	42.5 pts
Beauty and Personal Care	53.0	40.0	21.9	38.6 pts
Health and Wellness	52.1	36.4	25.8	39.7 pts
Fashion and Apparel	51.3	34.3	25.9	39.9 pts
Electronics and Gadgets	50.0	29.7	41.1	47.2 pts
Books and Office Supplies	48.6	42.8	1.4	n/a
Toys and Hobbies	44.3	14.7	44.7	54.2 pts

"We spent 2025 interviewing operators behind some of the most growth-focused eCommerce brands we could find: brands spending \$70,000 a month on ads, managing 15 to 30 creatives a week, watching their ROAS slide year over year. Every one of them described the same problem: data split across tools that do not talk to each other, agencies working from different slices of the picture, and no unified view of what was actually driving revenue. The benchmark confirms that experience across 7,000+ stores. The problem is not the platform, the agency, or the strategy. The problem is the infrastructure."

Valentin Radu, CEO, Omniconvert

"42.4% of Shopify stores score zero on tracking hygiene. That means nearly half of all Shopify brands in our dataset have no reliable signal reaching their ad platforms at all. They are making spend decisions on data that does not exist. That is not a Shopify problem or an agency problem. It is a structural gap between what the platform provides by default and what performance marketing actually requires."

Valentin Radu, CEO, Omniconvert

NEXUS BY OMNICONVERT

The CROBenchmark 2026 Report documents a systemic infrastructure problem across 7,000+ stores. Nexus by Omniconvert is built to fix it autonomously.

Nexus connects a Shopify brand's conversion data, retention data, ad performance, and customer signals into a single engine that identifies growth opportunities, builds the campaigns to capture them, and launches without requiring manual coordination across tools and teams. It is the product Omniconvert spent 13 years building toward: not another dashboard, but the layer that closes the loop between conversion, retention, and acquisition.

Launching May 2026. omniconvert.com/nexus | valentin@omniconvert.com

METHODOLOGY

The CROBenchmark 2026 Report is based on audits of 7,000+ active eCommerce stores conducted throughout 2025 using the CROBenchmark AI audit platform. Each store was evaluated against 300+ criteria developed with 100+ CRO practitioners in 2025. Criteria span six dimensions: conversion readiness, CRO fundamentals, page speed, tracking hygiene, accessibility, and A/B testing capability.

The dataset covers 15+ industries, 8 platforms (Shopify, custom-built, WooCommerce, Magento, Salesforce Commerce, BigCommerce, and others), and 65 countries, including the United Kingdom (3,328 stores), United States (903 stores), France (411 stores), Romania (361 stores), and Italy (305 stores). Data was collected throughout 2025 and the report was published in Q2 2026.

Conflict of interest disclosure: CROBenchmark is an Omniconvert product. Scoring criteria were developed independently of Omniconvert's commercial products. No individual store is identified by name in aggregate reporting. Embargoed briefings with Valentin Radu are available on request. Full methodology at crobenchmark.com/press

About CROBenchmark

CROBenchmark is a free AI-powered eCommerce store audit tool built by Omniconvert in 2025 with 100+ CRO practitioners. It evaluates any store URL against 300+ conversion criteria and returns a scored breakdown across six dimensions. Available at crobenchmark.com.

About Omniconvert

Omniconvert is a 13-year eCommerce optimization company working with 2,500+ brands and powering 70,000+ experiments. Its product suite includes 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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Interviews, appearances, data briefings

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Full press kit, methodology, data tables, high-res charts

crobenchmark.com/press

Report download: crobenchmark.com

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