

Surge.

ANALYTICS · CRO · DONE-FOR-YOU INTEGRATION

Know exactly what's making you money.

The analytics and experimentation layer serious ecommerce operations actually trust – wired into your stack, by us.

THE PROBLEM

Four tools, four numbers, and none of them agree.

GA4 says one thing

Ad platforms claim another. Finance a third.
Nobody can say what a customer truly costs.

iOS & cookies broke tracking

Client-side pixels miss ~a third of conversions.
You optimize spend on data that's quietly wrong.

Dashboards, not decisions

Endless charts, no answer to "what do we do
Monday?"

The cost isn't a bad dashboard — it's mis-spent budget and decisions made on fiction.

THE SOLUTION

One source of truth – from first click to captured order.

Surge unifies web, ads, email and orders with server-side, cookieless tracking and an identity spine, so every event ties back to a real person and a real dollar.

1 source

of truth across every channel

Weeks

to full integration – done for you

Your infra

data never leaves your edge

THE PLATFORM

Everything in one place.

Executive analytics

Revenue, CAC, LTV, conversion — with drill-down into every segment and cohort.

Multi-touch attribution

Server-side, cookieless, iOS-proof. Every conversion path, fully traced.

Experiments & CRO

Real significance, lift on the metric that matters, and *why* a variant won.

AI Ad Studio

Crawl, build funnels, generate creative — with a claim-substantiation engine.

Identity spine

Anonymous → lead → customer, stitched across devices and sessions.

Alerts & exec digest

Anomaly alerts and a weekly digest in Slack — what moved and why.

AD STUDIO · A GENUINE DIFFERENTIATOR

Punchy ad creative that can't get you in trouble.

Surge crawls your site, extracts real proof — ratings, volumes, guarantees — and generates ad copy grounded in what you can actually substantiate. Every claim is checked against a policy engine before it ships.

Grounded

Claims cite crawled evidence — "1,200+ stores connected," not vague hype.

Compliant

A pre-flight policy check flags unverifiable or risky claims before spend.

On-brand

Funnels, bridge pages and creative built for your offers and channels.

WHY TEAMS SWITCH

We don't hand you a login. We wire it in.

01 Free data teardown

We audit your current stack and show what's mis-attributed — before you buy.

03 14-day true-numbers guarantee

Clean CAC/ROAS/LTV in two weeks — or we keep working, free.

05 Dedicated analyst

A named analyst and a quarterly CRO roadmap — not a ticket queue.

02 Done-for-you integration

Store, ads, ESP, payments — connected into your own Cloudflare/warehouse.

04 Migration parity

We reconcile historical numbers so nothing looks like it "dropped."

06 SOC 2 & privacy-first

First-party, server-side, cookieless — compliant by architecture.

HOW IT WORKS

From kickoff to clean numbers in weeks.

Week 1 · Teardown

We audit & map

Your funnel, tools and data model — and where the truth is hiding.

Weeks 2–3 · Wire-in

We integrate everything

Server-side tracking, identity spine, every source — in your infrastructure.

Week 4+ · Decide

You act on the truth

Trustworthy dashboards, live experiments, and a roadmap of what's next.

Backed by our 14-day true-numbers guarantee.

Surge.

Stop guessing. Start knowing.

Book a 30-minute call and we'll run a free teardown of your current analytics — no commitment.

[Book a demo → demo@surqe.com](#)

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