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Hinata Retreat tracking recovery

OVERVIEW

A broken booking-measurement flow repaired in two weeks-plus two seasonal landing pages and targeted website UX improvements.

ROLE	Full-stack web developer
PERIOD	September 2026 2 weeks
STATUS	Completed

THE PROBLEM

Hinata Retreat brought me in on September 14 to repair tracking across its website and booking journey. Booking events from the MEWS iframe needed to reach Meta Ads through a reliable server-side path, alongside the existing Webflow site and booking tools.

FORWARD MEWS BOOKING EVENTS TO META CAPI

1. The MEWS iframe emits booking events that bubble up to the host Webflow website.
2. A custom script in the Webflow footer receives the events and sends them to a Cloudflare Worker with a POST request.
3. The Cloudflare Worker forwards the events to Meta Ads through the Conversions API (CAPI).

WORK DELIVERED

- Connected MEWS iframe events to a custom listener in the Webflow footer.
- Added a POST handoff from the website to a Cloudflare Worker, which forwards events to Meta Ads through CAPI.
- Worked with MEWS and Olive (TryOlive) in the booking setup.
- Improved the booking experience with a proper loading state, smoother page transitions, and simpler navigation.
- Delivered two bonus seasonal landing pages for Meta campaign testing, including refreshed fall imagery and messaging.

WHAT THE WORK ENABLES

- MEWS booking events now have a documented path from the Webflow site to Meta Ads CAPI.
- The booking setup includes both MEWS and Olive (TryOlive).

- The team received two campaign-ready landing pages and UX/UI improvements beyond the original tracking scope.

CONSTRAINTS

The project began September 14 and was completed in two weeks. Event tracking had to cross the MEWS iframe, the existing Webflow website, a Cloudflare Worker, and Meta Ads without disrupting the live booking experience.

IMPLEMENTATION DETAILS

Added a custom Webflow footer script to receive events bubbling from the MEWS iframe and POST them to a Cloudflare Worker. The Worker sends those events to Meta Ads using CAPI. I also improved booking feedback and navigation, then designed and built two fall campaign landing pages as additional deliverables.

TOOLS AND TECHNOLOGIES

Webflow | MEWS | Olive (TryOlive) | JavaScript | Google Tag Manager | Cloudflare Workers | Meta Ads | Meta Conversions API (CAPI) | Slack

DETAILED CASE STUDY

Hinata Retreat brought me in on September 14 to repair tracking across its booking journey. In two weeks, I connected MEWS iframe events from the Webflow site to Meta Ads through a Cloudflare Worker, then delivered seasonal campaign pages and booking-experience improvements as additional work.

01 / THE PROBLEM

MEWS booking events needed to reach Meta reliably

The booking journey crossed the Webflow website and the MEWS booking iframe. Events from the iframe needed to reach Meta Ads, but the site had to pass them on without disrupting the live booking experience.

The work also involved Olive (TryOlive) as part of the booking setup. This story focuses on the event path from the MEWS iframe.

02 / THE APPROACH

Listen on the Webflow page and forward events server-side

The MEWS iframe events bubble up to the host Webflow page. A custom script in the site footer receives them and makes a POST request to a Cloudflare Worker.

The Worker forwards the events to Meta Ads using the Conversions API (CAPI), keeping the server-side handoff separate from the browser-side event listener.

03 / THE SOLUTION

Send booking events through Meta Conversions API

The completed event path is MEWS iframe -> Webflow footer script -> Cloudflare Worker POST endpoint -> Meta Ads CAPI. I also improved booking feedback, transitions, and navigation.

I designed and built two seasonal landing pages with refreshed fall imagery and messaging for Meta campaign testing. Those pages extended the original tracking scope.

04 / WHAT CHANGED

A documented event pipeline and campaign pages

The deliverables were the MEWS-to-Meta CAPI event pipeline, booking-interface improvements, and two campaign-ready landing pages. The work was completed in two weeks.

The project images show the tracking architecture, booking UX changes, and campaign pages.

A USEFUL PLACE TO START

What is slowing your business down?

[Schedule a call](#)

Tell me about the workflow, the friction, and what a better version would look like.

TO GOD BE THE GLORY!

And we know that all things work together for good to them that love God, to them who are the called according to his purpose.

- Romans 8:28