

Tracking Success Story

BioŠpajz



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Project Overview

Meet the Client

BioŠpajz (biospajz.rs) is a Serbian store offering a wide range of healthy and organic food, natural products, and wellness essentials. With a legacy going back to 1986, BioŠpajz combines tradition with modern online shopping, aiming to nourish both body and mind by providing quality, sustainable products to customers focused on health, ethics, and well-being.

Project Goals

GA4 Tracking Implementation

 Implement a GA4 setup to capture e-commerce events, ensuring high data accuracy, quality, and completeness for reliable reporting and confident decision-making.

Google Ads Tracking Implementation

 Implement a conversion tracking setup to ensure high data accuracy, attribution, and completeness, enabling precise performance measurement and maximizing ad performance.

Meta Ads Tracking Implementation

 Implement a conversion tracking setup to ensure high data accuracy, attribution, and completeness, enabling precise performance measurement and maximizing ad performance.

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Implementation

Tracking Configuration: All tracking was centralized using Google Tag Manager (GTM) to manage all tracking in one place. In collaboration with the development team, we helped implement e-commerce dataLayers, ensuring a robust and well-documented event tracking setup.

Tracking Method: A custom server-side tracking setup was implemented using Stape. This approach enhances data accuracy, improves attribution, provides more control over data, allows for data enrichment, and even slightly improves site speed.

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Project Results

 **Data Accuracy**
96.7%

 **Accuracy Above Industry Avg.**
+31.7%

 **Attribution Above Goal**
+15.3%

Understanding Metrics

Data Accuracy: Measures the percentage of actual purchases that are successfully recorded in each platform. The data accuracy should be as close to 100% as possible, but we should also avoid inflated data.

Accuracy Improvement: Shows the percentage increase in data accuracy after the project, averaged across all marketing platforms.

Attribution Improvement: Shows the percentage increase in properly attributed events after the project. It reflects how many more events are now correctly assigned to marketing channels instead of being classified as unattributed (e.g., Direct or Not Set).

Overcoming Tracking Restrictions: Represents the percentage of users who use a tracking prevention system. While not all of these users necessarily block tracking right now, it reflects the potential for data loss.



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Data Accuracy

Project Outcomes

PLATFORM	INDUSTRY AVERAGE	PROJECT TARGET	FINAL OUTCOME	ABOVE INDUSTRY
GA4	65%	90%	96.6%	+31.6% events
Google Ads	65%	90%	~96.6%	+31.6% events
Meta Ads	65%	90%	97%	+32% events

Business Impact

Ad Performance: With more conversion data, ad platforms can optimize targeting, bidding, and delivery more effectively, maximizing return on ad spend and reducing wasted budget.

Data Analysis: More data ensures we get the full picture, so we don't miss important insights and can more effectively analyze and optimize marketing and website performance.

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Marketing Attribution

Project Outcomes

PLATFORM	HEALTH	PROJECT TARGET	FINAL OUTCOME	ABOVE GOAL
GA4	Direct	<20%	7.4%	+12.6% attributed events
GA4	Not Set	<3%	0.3%	+2.7% attributed events

Business Impact

Ad Performance: Accurate attribution allows ad platforms to allocate credit to the right touchpoints, improving campaign targeting, bidding, and budget allocation. This leads to better return on ad spend and more effective use of marketing resources.

Data Analysis: When attribution is accurate, businesses can make informed decisions based on reliable data, optimizing future campaigns and improving overall marketing strategy.

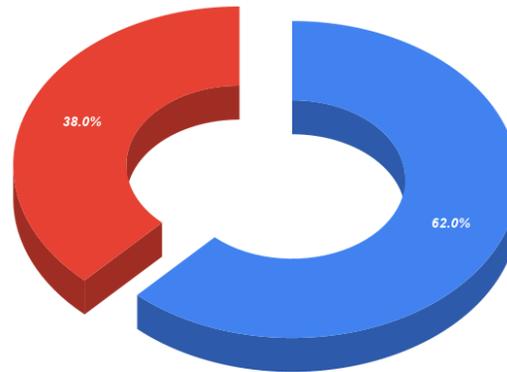
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Overcoming Tracking Restrictions

Project Outcomes

Note: We bypassed these restrictions with server-side tracking.



● Regular Users ● Use Tracking Prevention

Business Impact

Tracking Accuracy: Server-side tracking bypasses current tracking restrictions, ensuring high data accuracy and attribution.

Future Resilience: As tracking prevention systems evolve, server-side tracking provides a future-proof solution.

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Additional Improvements

Beyond measurable gains in tracking accuracy, attribution, tracking prevention mitigation, and site speed, the project delivered several structural and strategic improvements that significantly strengthened the overall tracking foundation.

New Events:

Added previously untracked events to capture key user interactions across the customer journey, enabling more granular segmentation and remarketing.

New Parameters:

Introduced additional parameters to enrich events with more context, supporting advanced remarketing and deeper analysis.

Clean Setup:

Simplified and standardized the tracking setup by removing legacy issues, reducing complexity, and ensuring clear ownership and long-term scalability.

Integrations:

Aligned analytics and advertising platforms to ensure consistent event logic, reliable data flow, and platform readiness.

Data Enrichment:

Enhanced events with additional first-party and contextual data to improve attribution, audience building, and performance optimization.



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Client Experience



"Extremely knowledgeable and professional. I have over 15 years in digital agency space, and Igor @ DataWiz is truly exceptional! High recommendation and praises."

Veljko S.

Vice Director