Tracking Success Story

Boho Betty

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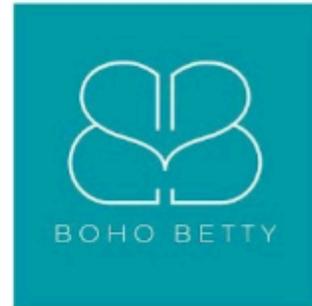
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Project Overview

Meet the Client

Boho Betty (boho-betty.co.uk) is a UK-based jewellery brand known for its stylish, affordable, and gift-ready designs. Offering a wide range of bracelets, earrings, necklaces, and layering sets, Boho Betty combines trend-led fashion with meaningful gifting options.

Challenges

Low Data Accuracy for GA4 and Meta

⚠️ Leads to weaker ad performance and misguided decisions.

Inflated Data for Google Ads

⚠️ Misrepresents channel performance, leading to poor budget allocation.

Lack of GDPR Compliance

⚠️ Consent signals were not implemented, leaving the setup non-compliant and causing data collection gaps across platforms.

Objectives

High Data Accuracy

🚀 Reliable tracking improves ad performance and enables confident decision-making.

GDPR-Compliant Tracking

🚀 Implemented proper consent management and signals, ensuring compliance while retaining as much data as possible.

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Initial Setup

Tracking Configuration: GA4, Google Ads, and Meta all used Shopify's native integrations.

Tracking Method: The client relied on client-side tracking, which is vulnerable to being blocked by ad blockers, iOS privacy restrictions, and other tracking prevention mechanisms. This results in lower data accuracy and weaker attribution across marketing platforms.

Solutions

Tracking Configuration: All tracking was centralized using Google Tag Manager (GTM) to manage all tracking in one place. We also leveraged Stape's app to implement e-commerce dataLayers, which relies on customer events.

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

🚀 Accuracy Improvement

96.9%

+16%

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.

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	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	72.4%	90%	97%	+24.6% events
Google Ads	~200%	90%	~97%	Eliminated inflation
Meta Ads	89.4%	90%	96.7%	+7.3% events

* The industry average is between 60% and 70%.

** The final outcome was calculated before consent mode implementation.

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.
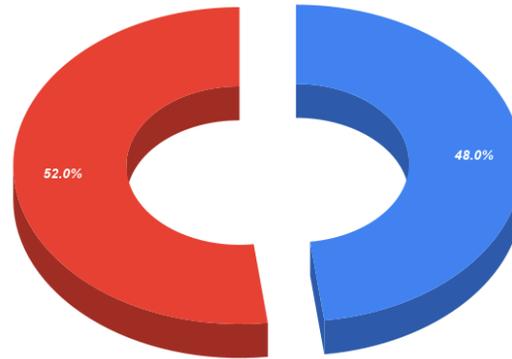
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Overcoming Tracking Restrictions

Project Outcomes

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

52.0%   48.0%

● 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.