Tracking Success Story

High Profile

Dataviz **X** High Profile

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Project Overview

Meet the Client

High Profile (highprofilecannabis.com) is a multi-state cannabis retailer offering a wide selection of premium flower, concentrates, edibles, and accessories for both medical and recreational customers. With locations across Michigan, Missouri, Massachusetts, Illinois, Connecticut, and New Jersey, they aim to be the go-to destination for high-quality cannabis in every community they serve.

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.

Overcoming Marketing Restrictions
🚀 Implement a workaround that enables ads to run on restricted platforms, overcoming limitations and unlocking new growth opportunities.

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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	🚀 Accuracy Above Industry Avg.
97.5%	**+32.5%**

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 Above Industry Avg.: Shows how much the final tracking accuracy exceeds the industry average baseline. It reflects the additional percentage of purchase data successfully captured compared to typical industry tracking performance.

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Data Accuracy

Project Outcomes

PLATFORM	INDUSTRY AVERAGE	PROJECT TARGET	FINAL OUTCOME	ABOVE INDUSTRY
GA4	65%	90%	97.2%	+32.2% events
Google Ads	65%	90%	~97.2%	+32.2% events
Meta Ads	65%	90%	98%	+33% 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.
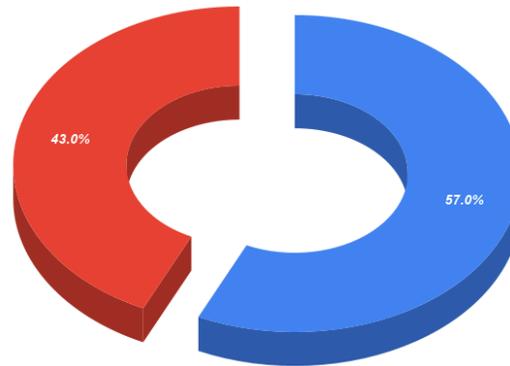
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Overcoming Tracking Restrictions

Project Outcomes

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

43.0%

57.0%

● 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.