Tracking Success Story

Jöttnar

Dataİliz X **JÖTTNAR** CONQUER GIANTS

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Project Overview

Meet the Client

Jöttnar (jottnar.com) is a British technical outdoor clothing brand founded by former Royal Marine Commandos, creating high-performance gear built for the harshest environments. Their products combine premium materials, minimalist design, and durability trusted by mountaineers, climbers, and adventurers worldwide.

Challenges

Broken Tracking

⚠️ Negatively impacts ad performance and leaves no visibility into performance.

Poor Attribution

⚠️ Hurts ad performance by misrepresenting channel effectiveness, leading to poor budget allocation.

Outdated Tracking Method

⚠️ Used a deprecated Shopify tracking setup that no longer worked.

Objectives

High Data Accuracy

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

Improved Attribution

🚀 Clearer attribution shows the true value of each channel and boosts campaign performance.

Migration to Customer Events

🚀 Ensures tracking is reliable and future-proof within Shopify.

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Initial Setup

Tracking Configuration: GA4 and Google Ads used the Simprosys app.

Tracking Method: The client used client-side tracking, which is prone to being blocked by ad blockers, iOS restrictions, and other tracking prevention systems, resulting in worse accuracy and poorer attribution.

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

98.5%

📈Attribution Improvement

+26.9%

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.

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	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	0%	90%	98.5%	+98.5% events
Google Ads	0%	90%	~98.5%	+98.5% events

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

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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Attribution Improvement

Project Outcomes

PLATFORM	HEALTH	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	Direct	33%	<20%	18.9%	+25.4% attributed events
GA4	Not Set	5%	<3%	1.5%	+1.5% 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.
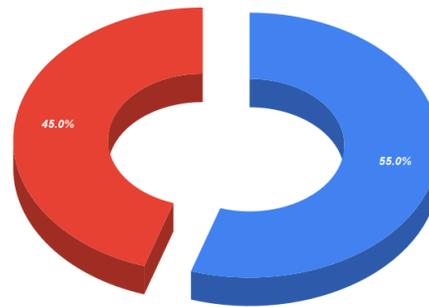
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Overcoming Tracking Restrictions

Project Outcomes

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

45.0%   55.0%

● 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.

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Client Experience

★★★★★

"Seriously good. Would recommend Igor/DataWiz to anyone looking for extremely accurate server-side tracking and enhanced tracking integration. Can't recommend highly enough. Great comms and just cracked on with everything needed. Very knowledgeable guy."

Justin G.

Digital & Ecommerce Manager