

Tracking Success Story

Marahlago



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Tracking Success Story



Project Overview

Meet the Client

Marahlago (marahlago.com) is a jewelry brand specializing in natural Larimar gemstone pieces, including necklaces, rings, bracelets, and earrings. Each piece is set in sterling silver, designed to bring out the stone's vivid Caribbean beauty. With a commitment to rarity, authenticity, and craftsmanship, Marahlago celebrates nature's artistry by using only 100% natural Larimar, low-tarnish sterling silver, and carefully protecting each design so that it's not just beautiful, but made to last.

Challenges

Low Data Accuracy

⚠️ Leads to weaker ad performance and misguided decisions.

Poor Attribution

⚠️ Misrepresents channel performance, leading to poor budget allocation.

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.

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Initial Setup

Tracking Configuration: Tracking was implemented via Google Tag Manager (GTM) and supplemented with Meta CAPI. However, the configuration lacked structure and consistency, leading to gaps in data accuracy and coverage.

Tracking Method: The client used server-side tracking using Google Cloud Platform (GCP). While this approach provided better resilience against ad blockers and browser restrictions compared to pure client-side setups, the GCP-based solution was relatively limited and not as reliable or flexible as Stape.

Solutions

Tracking Configuration: The existing GTM setup was cleaned up to remove clutter, fix misconfigurations, and improve performance. In collaboration with the development team, we also enhanced the e-commerce dataLayer to ensure it captured all key events and parameters needed for accurate tracking and better insights.

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**
96.9%

 **Accuracy Improvement**
+26.3%

 **Attribution Improvement**
+11.5%

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 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	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	75%	90%	96.7%	+21.7% events
Google Ads	~72%	90%	~96.7%	+24.7% events
Meta Ads	72%	90%	97.4%	+32.4% 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	21.2%	<20%	15%	+6.5% attributed events
GA4	Not Set	7%	<5%	2%	+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.

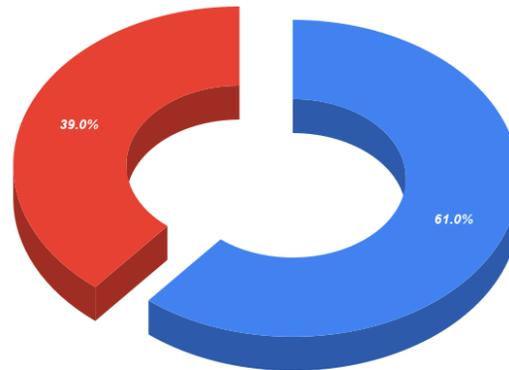
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Overcoming Tracking Restrictions

Project Outcomes

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



● 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



"Igor was great to work with and we would definitely recommend him to help anyone looking for help with GTM / Server side tracking issues. We had previously worked with several GTM 'specialists' and Igor was the first to understand our issue and figure out a solution. He helped us with every aspect from site code updates to formatting the data before parsing it to the various tags. Most importantly he was able to work around a limitation of facebook server side tracking and implement a solution that we were very happy with."

Adrian N.

Founder