Tracking Success Story

Mark Hill

Dataℓℓiz X Mark Hill

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Project Overview

Meet the Client

Mark Hill Hair (markhillhair.com) is a beauty brand offering a full range of haircare and styling tools made for everyone, from everyday users to hair professionals. Their offerings include vegan, cruelty-free shampoos, conditioners, treatments, and a modular "Pick 'N' Mix™" line of styling tools such as interchangeable curling wands, straighteners, hot air brushes, and more.

Challenges

Low Data Accuracy

⚠️ Leads to weaker ad performance and misguided decisions.

Poor Attribution

⚠️ Misrepresents channel performance, leading to poor budget allocation.

Consent Mode Issues

⚠️ Consent signals were not fully implemented, which resulted in incomplete consent tracking and caused data collection gaps across platforms.

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.

Improved Consent Mode Setup

🚀 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, Meta Ads, and TikTok 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.

GDPR Compliance: The setup relied on Shopify's built-in banner for consent management, but the consent signals were not properly mapped or transmitted to connected platforms, resulting in partial data loss and tracking gaps.

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.

GDPR Compliance: Consent Mode was implemented using Cookiebot as the CMP. This ensures GDPR compliance, keeps marketing platforms functioning correctly, and retains as much data as possible.

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Project Results

🎯 Data Accuracy	🚀 Accuracy Improvement	📈 Attribution Improvement
97.3%	**+12.8%**	**+8.9%**

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.

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	90%	90%	97.2%	+7.2% events
Google Ads	82%	90%	~97.2%	+15.2% events
Meta Ads	91%	90%	97.8%	+6.8% events
TikTok Ads	75%	90%	97%	+22% 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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Attribution Improvement

Project Outcomes

PLATFORM	HEALTH	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	Direct	20%	<20%	11.1%	+8.9% attributed events
Google Ads	User Data	0%	100%	100%	more attributed events
TikTok Ads	User Data	0%	100%	100%	more 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.
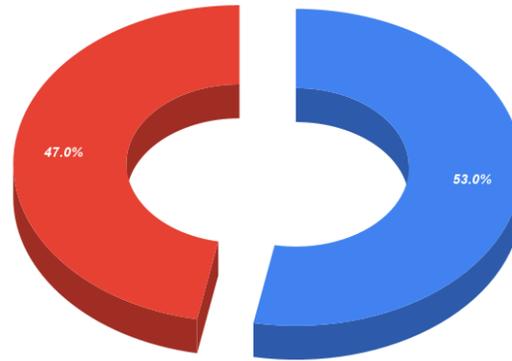
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Overcoming Tracking Restrictions

Project Outcomes

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

47.0%   53.0%

● 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

⭐⭐⭐⭐⭐

"Would definitely recommend. Igor is easy to work with and super helpful. He fixed several of our tracking issues with Meta, Google and TikTok. The improved data quality is helping us optimise our ad campaigns and get a better understanding of sales attribution."

Tom L.

Project Manager