

# Tracking Success Story

## Premier Seeds



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## Project Overview

### Meet the Client

Premier Seeds Direct ([premierseedsdirect.com](https://premierseedsdirect.com)) is a UK-based seed supplier offering a wide range of affordable, high-quality seeds for vegetables, herbs, and flowers. With a focus on value and reliability, they serve gardeners of all levels through their online store.

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### Challenges

#### Low Data Accuracy

⚠️ Leads to weaker ad performance and misguided decisions.

#### Double Counting Purchases

⚠️ Inflated data with duplicates, making performance analysis unreliable.

#### Missing Google Ads Tracking

⚠️ Prevented campaign performance measurement and optimization.

#### Incomplete Consent Mode Compliance

⚠️ Setup was active but not fully aligned with requirements, risking compliance issues and data gaps.

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### 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 used Google Tag Manager (GTM), and Google Ads was missing tracking.

**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:** Consent was managed using OneTrust, but user choices were not respected, and consent signals were not configured correctly. As a result, the setup was not GDPR compliant and led to data loss.

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## 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.

**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**

**99.4%**

 **Accuracy  
Improvement**

**+31.6%**

### 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.

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**Accuracy Improvement:** Shows the percentage increase in data accuracy after the project, averaged across all marketing platforms.

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**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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## Project Outcomes

| PLATFORM             | BASELINE | PROJECT TARGET | FINAL OUTCOME | UPLIFT               |
|----------------------|----------|----------------|---------------|----------------------|
| GA4: No Duplicates   | 67.8%    | 90%            | 99.4%         | +31.6% events        |
| GA4: With Duplicates | 178.1%   | 90%            | 99.4%         | Eliminated inflation |
| Google Ads           | 0%       | 90%            | ~99.4%        | +99.4% 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.

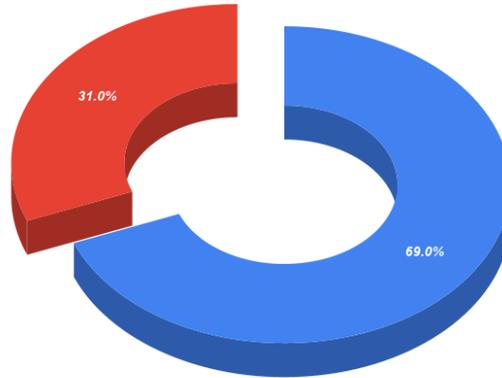
**Data Analysis:** More data ensures we get the full picture, so we don't miss important insights and can more effectively analyze and optimize marketing and website performance.



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## 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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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



"After struggling with inaccurate data on Google Analytics, we were recommended Igor who performed an audit and delivered a clear and detailed overview for next steps. Igor then implemented changes and optimised our tracking swiftly ensuring that data was accurate. Highly recommend Datawiz for anyone with a similar problem!"

Lauren H.

Project Manager