

# Tracking Success Story

**Saffron Alley**



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# Tracking Success Story

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## Project Overview

### Meet the Client

Saffron Alley ([saffronalley.com](https://saffronalley.com)) is a UK-based halal butcher and grocer, delivering premium, ethically sourced meats and pantry staples straight to customers' doors. With a focus on quality, transparency, and convenience, they make it easy for households to enjoy trusted halal products online.

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### Challenges

#### Low Data Accuracy for Google Ads

⚠️ Leads to weaker ad performance and misguided decisions.

#### Inflated Data for GA4 and Microsoft Ads

⚠️ Leads to weaker ad performance and misguided decisions.

#### Outdated Tracking Method

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

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### Objectives

#### High Data Accuracy

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

#### Migration to Customer Events

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

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## Initial Setup

**Tracking Configuration:** GA4 used Shopify's native integration, Google Ads used checkout scripts, and Microsoft Ads used destination URL goals.

**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.

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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, 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**  
**96.8%**

 **Accuracy Improvement**  
**+48.4%**

 **Attribution Improvement**  
**+6.6%**

### 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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**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).

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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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## Data Accuracy

### Project Outcomes

PLATFORM	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	188%	90%	96.8%	Eliminated inflation
Google Ads	48.4%	90%	~96.8%	+48.4% events
Microsoft Ads	135.9%	90%	96.8%	Eliminated inflation

\* 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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## Project Outcomes

PLATFORM	HEALTH	BASELINE	PROJECT TARGET	FINAL OUTCOME	UPLIFT
GA4	Direct	26.6%	<25%	21%	+5.6% attributed events
GA4	Payment Processors	1%	0%	0%	+1% attributed events
Google Ads	User Data	0%	100%	100%	more attributed events
Micorosft 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.

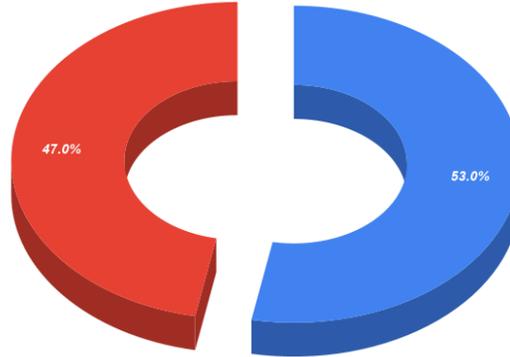
**Data Analysis:** When attribution is accurate, businesses can make informed decisions based on reliable data, optimizing future campaigns and improving overall marketing strategy.



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## 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



"It's been a pleasure to work with Igor & DataWiz across multiple clients they have been an invaluable partner in setting up our tracking for GA4, Google Ads, Meta, Microsoft, TikTok, and LinkedIn, all through GTM server-side tracking on our Shopify store. They used Shopify's new Customer Events feature, which has been a game-changer for the precision and reliability of our data. Thanks to DataWiz, we now have a clear and accurate view of our customer interactions across platforms. Highly recommend their expertise for any company looking to elevate their analytics setup!"

Adam N.

Marketing E-Commerce Specialist