

Tracking Success Story

Snoozy



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Snoozy

Tracking Success Story



Project Overview

Meet the Client

Snoozy (getsnoozy.com) is a wellness brand crafting natural, lab-tested Delta-9 THC gummies infused with CBD, CBN, and adaptogenic herbs to promote sleep, relaxation, mood, intimacy, and energy.

Challenges

Low Data Accuracy

⚠️ Leads to weaker ad performance and misguided decisions.

Incomplete Platform Tracking

⚠️ Missing data from multiple platforms hindered ad performance and limited campaign optimization.

Marketing Limitations

⚠️ Marketing platforms do not allow ads for this product category, creating a major barrier.

Objectives

High Data Accuracy

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

Complete Platform Tracking

🚀 Implemented tracking across all platforms to capture full performance data, enabling efficient ad optimization and better decision-making.

Overcoming Marketing Restrictions

🚀 Implement a workaround that enables ads to run on restricted platforms, overcoming limitations and unlocking new growth opportunities.

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Initial Setup

Tracking Configuration: GA4 and Meta Ads used GTM and customer events, Google Ads used checkout scripts, and Pinterest and X (Twitter) were lacking 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.

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**

99.1%

 **Accuracy
Improvement**

+18.1%

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.

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	80.8%	90%	99.2%	+18.4% events
Google Ads	~80.8%	90%	~99.2%	+18.4% events
Meta Ads	82%	90%	99.5%	+17.5% events
Pinterest Ads	0%	90%	99.8%	+99.8% events
X (Twitter) Ads	0%	90%	98%	+98% 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.

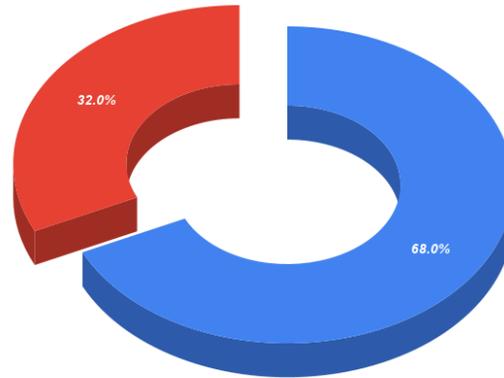


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Overcoming Tracking Restrictions

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.