

Helping an E-Commerce Business

# Get More From Data

## With a GA4 Audit

A marketing director for an e-commerce company was overwhelmed by GA4 and wasn't sure if implementation was correct. They couldn't trust the data was accurate which could impede strategic decision-making for future campaigns and initiatives.

### Approach

#### Reviewed GA4 Set Up

Focused on a set time period to review configuration, data quality, integrations, events, data privacy, and data collection.

#### Connected Findings to Business Impact

Analyzed how this impacted specific business goals and aligned with needs.

#### Prioritized Findings

Used a red light, yellow light, green light model to prioritize what to focus on first for the greatest impact on their business.



### Key Insights

#### Missing Data

- No app data from Firebase.
- High % of Google Ads as “not set.”

#### Duplicate Traffic

- Duplicate traffic that could potentially skew analysis.

#### Missing Events

- Client lacked relevant events for business goals, making it difficult to understand performance and spot UX issues.

## RECOMMENDATIONS

#### • Confirm Connection

Ensure Firebase is connected properly to track data from in-app purchases.

#### • Check

For gclid parameter issues or url issues. Key for understanding ROI of ads and business performance.

#### • Add More Events

Create and track events relevant to e-commerce such as ‘add-to-cart’ for future analysis and to flag potential UX issues.



### Outcome

The client had an easy-to-digest understanding of how their GA4 property was performing. Additionally, they understood issues to prioritize for having the greatest business impact. These recommendations put the client on the path to cleaner data, enabling them to make data-driven decisions with confidence.