## SHOPIFY TRACKING

### Ecommerce

**30-40%**
MORE CONVERSIONS

**Better Attribution**

WITH OUR TEMPLATED GTM SETUP, SETUP TAKES 5-10 MINUTES. HISTORICALLY SHOPIFY'S TRACKING SETUP COULD TAKE A FEW HOURS.

## BEFORE

**Background:**

- In mid 2024 Shopify launched a solution for increased checkout customizability. At the same time they launched a completely different method to incorporate conversion tracking into this new system. Custom Pixels is Shopify's answer to increased privacy regulations, and incorporating additional tracking into their new Checkout Extensibility.

**The Problem**

- When this update launched there was no documentation, we had several clients launch new websites on Shopify and had no method for tracking conversions. The actual setup of Custom Pixel Tracking is daunting and can be very time consuming and requires many development hours.

**DURING**

The Solution

- Through multiple rounds of testing and research we created a templated solution for Custom Pixel Tracking. Disruptive Advertising was one of the first companies that had a foothold on how CE/Custom Pixels work.

**AFTER**

**The Results**

- **Increased Verifiable Conversion Accuracy:** Previously conversions could only be triggered on Shopify's Order Confirmation page. When users would come back to view their order status, conversions could be duplicated if the correct code wasn't setup.

- **Better Attribution:** With this setup we attribute 30-40% more conversions when compared to a GA4 Purchase Import Conversion.

- **Increased Privacy and Data Regulation Abilities:** The Custom Pixels section of Shopify runs in tandem with Shopify's privacy and data regulation tools. Instead of spending countless hours integrating 3rd privacy tools, our system functions with the native privacy tools in Shopify.

- **Increase Conversion Visibility:** Shopify often recommends using either the GA4 Imported Purchase event or the Google and Youtube Sales channel to automatically send conversion events. With this setup we have complete control over what conversions get sent (including controlling different attribution methodologies.)

- **Increased Data Abilities:** With this we have increased options for tracking: new customers, orders of specific items, orders with specific tags/discount codes, etc. This historically was very challenging/impossible.

- **Easier to Manage:** With our templated GTM setup, every tag and conversion event is easy to see, and simple to identify where issues are stemming from.

- **Client Onboarding is Much Simpler:** With our Templated GTM setup, setup takes 5-10 minutes. Historically Shopify's tracking setup could take a few hours.

**Allow Google to optimize towards new customers**

| Tags | | | |
|---|---|---|---|
| **Name** | **Type** | **Firing Triggers** | **Folder** |
| Cookie Set - First Time Purchase | Custom HTML | CE - checkout_completed \| Cookie client_id doesn't exist | Google Ads |
| Google Ads - Repeat Customer Purchase Conversion | Google Ads Conversion Tracking | CE - checkout_completed \| Cookie client_id doesn't exist | Google Ads |
| Google Ads - New Customer Purchase Conversion | Google Ads Conversion Tracking | CE - checkout_completed \| Cookie client_id doesn't exist | Google Ads |

**With new setup we attribute 30-40% more conversions than GA4**

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Jamie Kay - GA4 (web) purchase | | | | | – | – | – | – | – | – | 1,021.42 |
| Purchase (EC) | | | | | – | – | – | – | – | – | 1,091.28 |

https://docs.google.com/presentation/
d/1vA0M4DUD8MemkwyT5hbuyXECXnlDWnQa7z2VcXZ_F6A/edit?
slide=id.g2d91e662840_0_0#slide=id.g2d91e662840_0_0