

Velotric Leverages Server-Side GTM and GA4 for Precise E-commerce Tracking and Comprehensive User Journey Analysis

Founded in 2018.

Shenzhen, China • website: <https://www.velotricbike.com/>



The challenge

Velotric aimed to achieve a highly accurate and comprehensive understanding of their e-commerce performance and customer journey. Key challenges included minimizing discrepancies between analytics data and actual sales, gaining clear insights into traffic sources leading to conversions, understanding landing page effectiveness, and tracking detailed user interactions like clicks and link engagements to optimize the online experience.

The approach

To address these challenges, we prioritized the implementation of a server-side Google Tag Manager (sGTM) architecture. This robust foundation enabled:

- Deployment of sGTM & GTG: Establishing a first-party data collection environment for enhanced data control, security, and resilience against browser restrictions.
- GA4 Ecommerce Tracking: Configuring comprehensive GA4 e-commerce events (e.g., view_item, add_to_cart, begin_checkout, purchase) through sGTM, ensuring data accuracy.
- User Journey Analysis: Implementing detailed tracking of traffic sources, landing pages, click & linking tracking, and navigation paths within GA4 to map out the complete customer journey.

The results

- Achieved **less than 1% discrepancy** in transaction data between GA4 and Velotric's shopify sales system
- Gained a holistic and accurate view of the customer journey, from initial traffic acquisition (traffic source, campaign) to entry points (landing page) and eventual conversion.
- Improved data reliability and completeness by leveraging server-side tagging, minimizing data loss from client-side variables.

What's next?

FiveStones is working with Velotric to further leverage the enriched GA4 data for advanced audience segmentation and activation. Future plans include exploring predictive analytics capabilities within GA4 and expanding sGTM use cases for other marketing and analytics platforms, ensuring continued optimization of their digital strategy.

<1%

Transaction Gap
(GA4 vs Shopify)

20%

Conversion Uplift

27%

Revenue Uplift

Product features

- › Google Tag Gateway › Google Ads
- › Google Tag Manager › Google Analytics

