

Case Studies

How Jens Hansen Fixed Inaccurate Tracking and Improved Performance with Analyzify


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Jens Hansen, the legendary New Zealand jeweller known as The Ringmaker, partnered with Analyzify to resolve major tracking inconsistencies affecting GA4, Google Ads, and Shopify's native event setup.

Conflicting tags, duplicate purchase signals, and unreliable conversion data made it difficult to trust reports or optimize campaigns.

Through Analyzify's full implementation and validation process, Jens Hansen achieved a clean, accurate, and future-proof analytics environment.



Purchase Tracking

Accurately Restored



Duplicate Conversions

Fully Eliminated



Checkout Funnel

Fixed In GA4



JensHansen™

About the Client [↗](#)

Jens Hansen The Ringmaker is New Zealand's most iconic artisan jeweller, known for its handcrafted designs, decades-long heritage, and internationally recognised craftsmanship.



Employees
10–20



Headquarters
Nelson, New Zealand



Categories
Jewellery, Custom Rings,
Fine Metalwork



Built with
Shopify



Services Provided
Analyzezify Yearly Plan



Halfdan Hansen
CEO of Jens Hansen

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We integrated Analyzify into our Shopify stores, *jenshansen.com* and *jenshansen.co.nz*, and couldn't be more satisfied. The app is described as an all-in-one Shopify data analytics app that takes care of all your



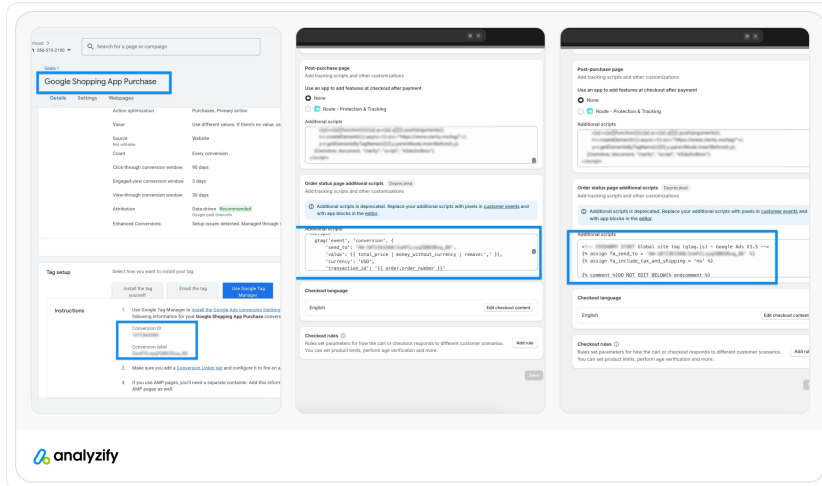
data collection and tracking needs for your Shopify store. Well, after years on Shopify, we finally have complete trust in the accuracy of our conversion data and analytics between Shopify, GA4, and Google Ads!

4.7  300+ reviews on  Shopify App Store

”

Challenges

- ✓ Duplicate and conflicting purchase signals inflating conversion numbers
- ✓ Multiple data sources feeding Google Ads and creating attribution confusion



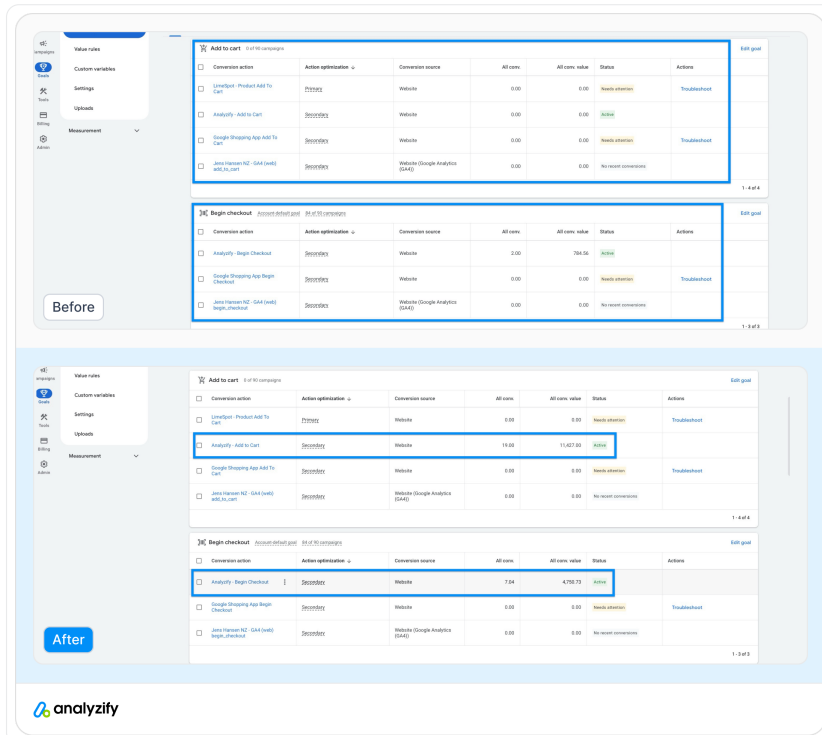
Content Table

• Challenges

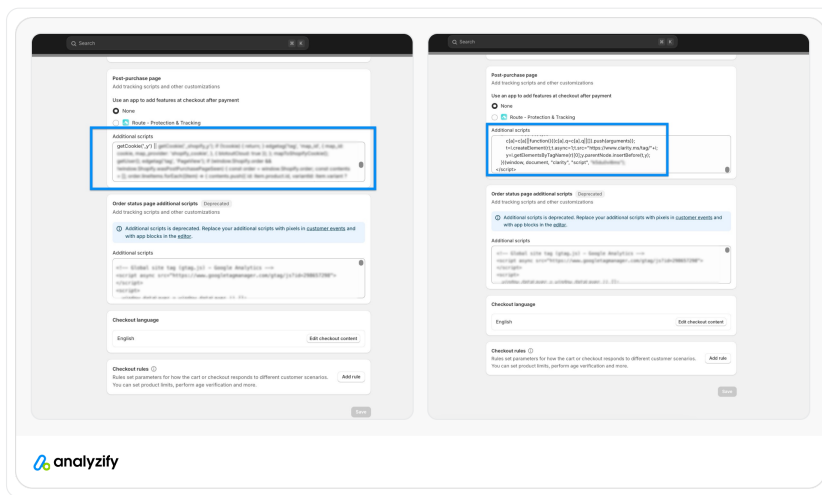
Solutions

Results

- ✓ Incomplete or inaccurate add-to-cart, begin checkout, and purchase events



- ✓ GA4 purchase data accidentally sent to an unintended Google Tag ID
- ✓ Legacy cookie scripts and Clarity tags manually inserted into theme/post-purchase



- ✓ Shopify's native GA4 integration triggering double counting
 - ✓ Low GA4–Shopify alignment due to broken triggers and blocked environments
- Jens Hansen's tracking environment had several issues that made their GA4 and Google Ads data unreliable. Multiple systems were sending overlapping purchase signals, inflating conversions and creating attribution confusion.

Key ecommerce events such as add-to-cart, begin checkout, and purchase were either incomplete or firing inconsistently, while Shopify's native GA4 setup added an extra layer of duplication. Legacy cookie scripts and Clarity codes were manually embedded in theme and post-purchase areas, increasing the risk of conflicts.

On top of this, purchase data was being sent to an unintended GA4 property, further reducing trust in reporting. Together, these problems made it difficult for the team to rely on analytics for decision-making or campaign optimization.

Expert Note

The issues in Jens Hansen's environment are common in long-standing Shopify stores that have accumulated multiple tracking solutions over time. Overlapping tags and duplicate purchase signals make the numbers look better than they are, while broken or inconsistent events create gaps in the funnel. When data is sent to the wrong GA4 property or handled through theme-level scripts, it becomes almost impossible to trust reports. Until everything is cleaned up and unified under one reliable setup, decisions made from the data can easily lead the team in the wrong direction.

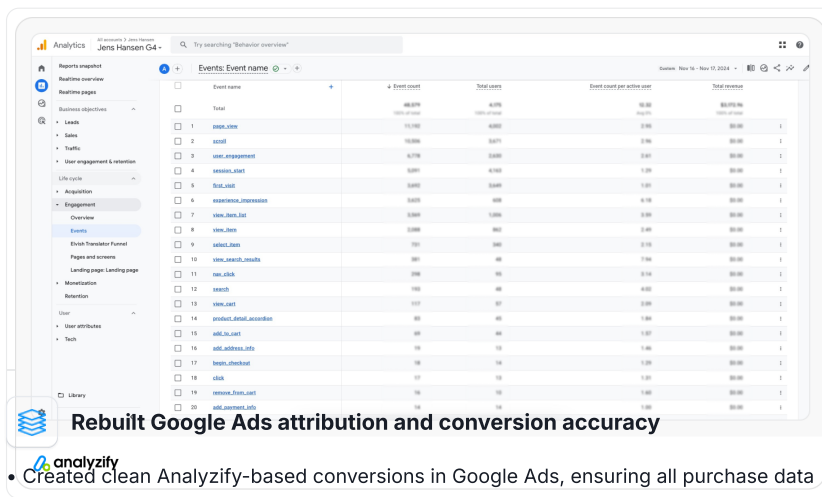
Alaz Andac Ortakoy
Technical Project Manager @Analyzify



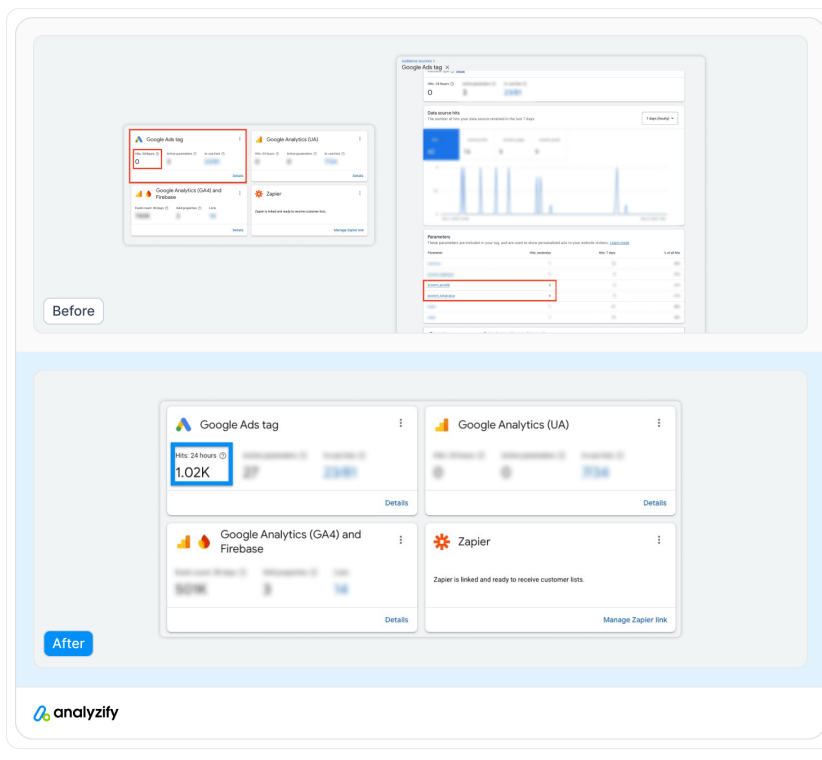
Solutions

Ensured a clean and accurate GA4 data flow

- Verified all core ecommerce events (product view, add to cart, begin checkout, purchase) to ensure they fire correctly and consistently.
- Removed the conflicting Shopify native GA4 integration, which had caused inflated page views and conversion duplication.
- Corrected the misconfigured Google Tag that was sending purchase events to an unexpected GA4 property.
- Validated GA4 purchase counts against Shopify, achieving strong alignment with remaining gaps attributed only to ad blockers and restricted browser environments.
- Stabilized the checkout journey report by restoring accurate begin_checkout and purchase signals, allowing the full funnel to display correctly.

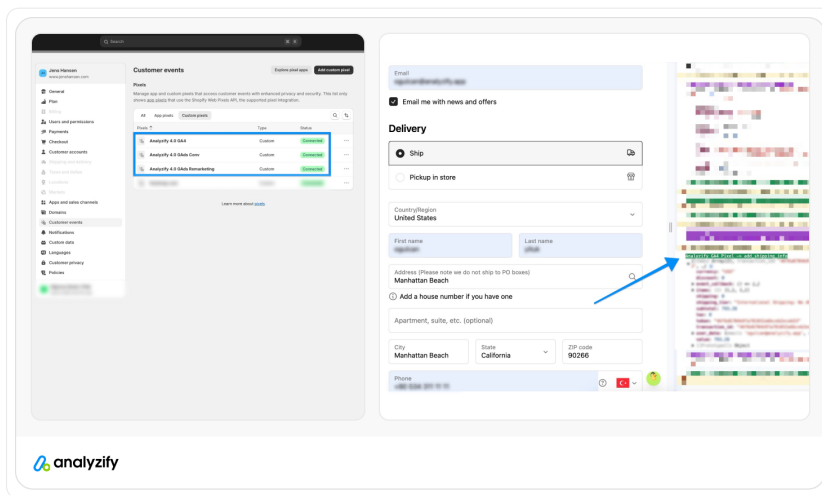


- Created clean Analyzify-based conversions in Google Ads, ensuring all purchase data comes from a single, reliable source.
- Identified and flagged multiple old data feeds that were simultaneously pushing conversions, causing inflation and double counting in Google Ads reports.
- Confirmed that enhanced conversions are successfully delivered through Analyzify with correct order values and customer information.
- Detected a previously duplicated purchase in the old setup and confirmed Analyzify correctly avoided sending this duplicate.
- Improved remarketing audience data by ensuring add-to-cart, checkout, and purchase signals are passed consistently and without conflict.



Cleaned the environment and fixed broken triggers

- Added a custom pixel to reinforce checkout and purchase event accuracy, ensuring reliable tracking across devices.
- Identified legacy cookie scripts and Clarity codes inserted into theme/post-purchase flows that could interfere with tracking accuracy; marked them for cleanup and migration into Analyzify.
- Completed full QA using screenshots and event debugging to confirm no broken or duplicated triggers remained.
- Ensured that event values (cart value, order amount, product details) are properly passed into GA4 and Google Ads without mismatch or loss.



Results

- ✓ Accurate, validated ecommerce event tracking across the full funnel
- ✓ Duplicate purchase and conversion inflation issues fully resolved
- ✓ Consistent GA4–Shopify alignment and stable purchase reporting
- ✓ Clean Google Ads attribution with enhanced conversions
- ✓ Reliable remarketing signals across products, carts, and checkout
- ✓ A future-proof tracking system aligned across Shopify, GA4, and Ads

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Badno unified its sales channels under a single source of truth, improving data consistency and reporting accuracy across the board.

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Analyzeify is an all-in-one Shopify data analytics app that takes care of all your data collection and tracking needs for your Shopify store.

4.6 ★ 270+ reviews on **shopify**



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