

Case Studies

How Joseph & Joseph Fixed Their Analytics Setup and Improved Conversion Accuracy with Analyzify

Joseph Joseph

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Joseph Joseph, a London-based British brand known for its “brilliantly useful design”, partnered with Analyzify to resolve GA–Shopify data discrepancies, improve UTM configurations, and build a reliable data foundation.

With their focus on smart, long-lasting household solutions, the goal was to restore accurate reporting, proper attribution, and consistent tracking across regions.”



Better Event Tracking

Achieved complete and stable GTM setup



Accurate Data Attribution

Restored consistency between GA4 and Shopify



GDPR-Compliant Tracking

Implemented Consent Mode and regional configurations



Joseph Joseph

About the Client

With a philosophy of “brilliantly useful design”, Joseph Joseph is a London-based British brand that creates innovative, problem-solving household products. Since its launch in 2003 by twin brothers, the brand has built a strong following by blending form and function to deliver smart, durable solutions across kitchen, storage, and cleaning categories.



Employees
200+



Headquarters
London, United Kingdom



Categories
Home & Kitchen



Built with
Shopify



Services Provided
Yearly Plan, Custom Development Service, Premium Support

Pia Sharma

Head of Digital Marketing CRM & Analytics

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“

Before working with Analyzify, we faced major challenges with our analytics, data discrepancies, tracking gaps, and unreliable reporting made it hard to trust our insights. The Analyzify team quickly identified the



issues, implemented best practices, and completely transformed our setup. Now our data is accurate, compliant, and truly useful for decision-making.

4.6 ★ 300+ reviews on  Shopify App Store

”

Challenges

- ✓ Unusually high “direct traffic” share causing inaccurate attribution
- ✓ Overly complex regex settings leading to referral and domain misclassification
- ✓ Broken integrations and missing content grouping in Google Analytics
- ✓ Incomplete event tracking and unstable GTM container
- ✓ Missing conversions and limited audience segmentation
- ✓ GDPR alignment issues limiting reliability in EU markets
- ✓ Currency inconsistencies between stores
- ✓ Localization issues and poor engagement on high-traffic product pages

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Over time, Joseph & Joseph's analytics setup had become overly complicated.

Tracking inconsistencies, faulty regex, and missing integrations led to unreliable data and misattributed conversions.

To ensure they were compliant, we focused on strengthening GDPR adherence and improving localization, which also supported better performance and visibility in key markets.

Expert Note

Joseph & Joseph's setup shows what happens when multiple fixes and tools pile up without a full rebuild. The system still “worked,” but the data quality had quietly eroded. Small issues like broken regex and half-connected integrations become big problems over time, leading to numbers that look correct on the surface but can't be trusted for real decisions.

Alaz Ortakoy
Technical Product Manager @Analyzeify



Solutions



Rebuilding Analytics Accuracy in GA4

- Refined tagging and UTM protocols to reduce inflated direct traffic ratios
- Simplified regex and redesigned referral exclusions to ensure accurate source attribution
- Repaired integrations (Search Console, content grouping) for reliable performance analysis
- Streamlined conversion tracking, created audience segments, and enabled user ID tracking for richer insights

Before

After

Stabilizing Google Tag Manager and Event Tracking

- Fixed faulty triggers and completed event tracking for add-to-cart, site search, and other key actions
- Resolved container instability to maintain consistent and reliable data collection

Optimizing Google Ads Tracking and Ensuring Compliance

- Introduced native Google Ads tracking and enhanced conversions for better campaign attribution
- Created region-specific audience segmentation to improve ad relevance
- Implemented Consent Mode for GDPR compliance and store-level Google Ads tags for non-EU markets
- Standardized currency tracking across stores for consistent and comparable data

Enhanced conversions

Check your diagnostics regularly to make sure you're correctly and accurately measuring eligible conversions. Diagnostics will only be available for Google Ads conversions where we are receiving user provided data. Data on enhanced conversion diagnostics is reported in Pacific Time Zone (PT).

Excellent

Your enhanced conversions setup is active and fully optimized. [Learn more about enhanced conversions](#)

Filtering alerts by conversion action:

✓ All (1) Website (1) Import (0)

Conversion action	Action optimization	Conversion Source
Purchase (1)	Primary	TAG

Show rows: 4 1 - 1 of 1

analyzify

Enhancing Shopify Localization and User Experience

- Improved pricing clarity and added flexible address options for non-UK users
- Optimized shipping and payment settings to increase conversions in France and Spain
- Identified design and content issues on key product pages and provided actionable improvement recommendations

Before

Parameter	Hits: yesterday
currency	167
customer_ltv	78
customer_order_count	78
ecomm_category	4,811
ecomm_pagetype	31,194
ecomm_prodid	7,993

After

Parameters

These parameters are included in your tag, and are used to show personalized ads to your website visitors. [Learn more](#)

Parameter	Hits: yesterday	Hits: today	% of all hits
ads_data_redaction	76,578	531,146	95%
currency	6,523	41,793	7%
ecomm_pagetype	0	0	0%
ecomm_prodid	0	0	0%
ecomm_ltvrelative	0	0	0%
event	35,998	244,991	44%

Results

Accurate data collection and attribution between GA and Shopify

Stable and complete event tracking in GTM

- Reliable performance insights through restored integrations
- Enhanced Google Ads tracking and GDPR compliance
- Standardized currency and reporting across all stores
- Improved regional conversions through localized UX updates
- Higher engagement on key product pages
- Achieved full GDPR alignment and region-appropriate localization

Join 3,000+ merchants who already trust Analyzify with their data.

Book a Demo

See How Other Brands Scaled with Analyzify

bad.no

Bad.no

Explore how Analyzify helped Bad.no streamline their tracking setup on Shopify Plus, resolving pixel clutter and conflicting data for sustainable growth for their business.

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Customhoj

Customhoj

Customhoj fixed long-standing tracking problems and reached 97% data accuracy through Analyzify's structured implementation, setting a new standard for dependable data operations.

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Build a Solid Tracking Foundation.

Fix Problems with Expert Support

[Get Started Now](#) 



Analyzezify 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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