**Case Studies** 

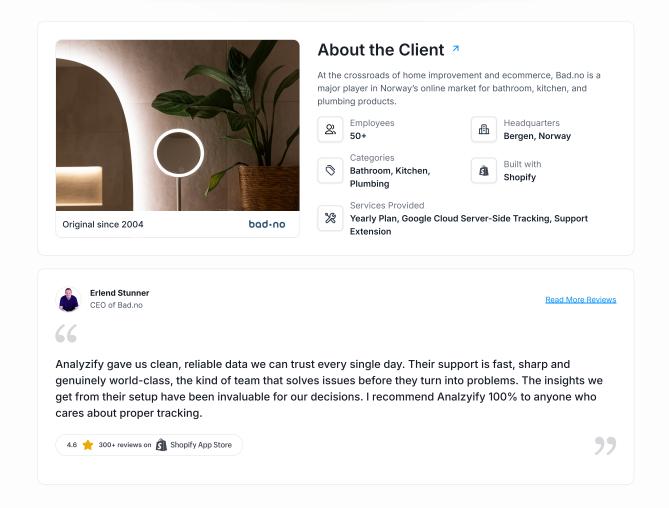
# How Bad.no Scaled to 100,000 Orders with Reliable Tracking and Shopify Plus



Contact Sales

Download Case Study <u>↓</u>

When Bad.no migrated to Shopify Plus, they encountered a common situation: multiple tracking codes embedded in the theme, inconsistent numbers across Google, Meta, and Shopify, and uncertainty around the most reliable long-term setup. They needed a clean, compliant, and scalable tracking structure to continue growing with confidence.



Migrating to Shopify Plus without clarity on pixel & integration management
 Redundant codes creating data conflicts and unreliable reporting

ChallengesSolutionsResults

Lack of a streamlined setup for advanced attribution use cases

Bad.no faced several data and tracking challenges during its move to Shopify Plus.

The migration started without a clear plan for managing pixels and integrations, causing confusion and gaps in tracking. Old and overlapping code from previous setups led to data conflicts and inaccurate reports.

On top of that, the setup wasn't built for advanced attribution, making it difficult to understand where conversions were really coming from.

#### **Client Perspective**

As our store grew, we noticed our data setup couldn't keep up. Every tool seemed to tell a different story, and small changes often broke something else. We knew our tracking needed a full cleanup before we could make confident marketing decisions.

**Erlend Stunner** 

CEO

bad∙no

### **Solutions**



- Removed unnecessary theme codes and third-party scripts
- · Acted as dedicated integration partner

## Consent & Compliance

• Synced analytics with Cookiebot CMP (GDPR-compliant)

## Advanced Data Systems

- · Built first-party UTM storage inside Shopify
- Connected Google Ads clicked products with orders

### Premium Server-Side Tracking

- Implemented server-side tracking on Google Cloud (owned by Bad.no)
- Delivered near-100% accuracy, resilient against data loss

#### **Expert Note**

Our goal was to give Bad.no full ownership and control over their tracking infrastructure. By setting up server-side tracking on their own Google Cloud environment, we eliminated third-party dependencies and improved data reliability. The result was near-perfect tracking accuracy and a system designed to stay stable even during traffic spikes or browser restrictions.

#### **Alaz Ortakoy**

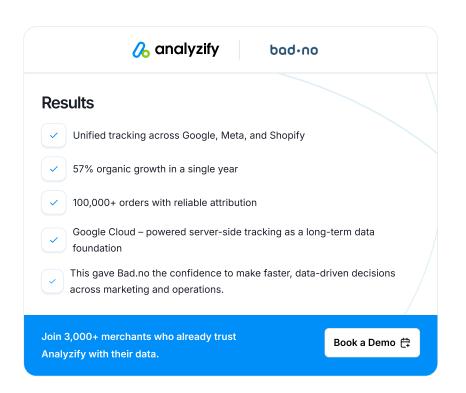
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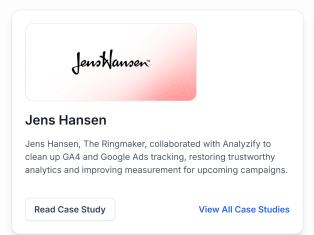
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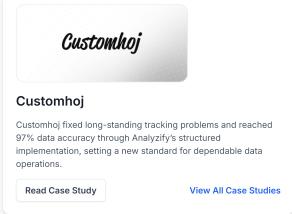
#### **R&D** and Customizations

• Extensive joint testing and tailored setups for unique business needs



### See How Other Brands Scaled with Analyzify









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

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