

Case Studies

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

[Contact Sales](#)
[Download Case Study](#)

bad.no

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.



Original since 2004

bad.no

About the Client

At the crossroads of home improvement and ecommerce, Bad.no is a major player in Norway's online market for bathroom, kitchen, and plumbing products.

 Employees
50+

 Headquarters
Bergen, Norway

 Categories
Bathroom, Kitchen,
Plumbing

 Built with
Shopify

 Services Provided
Yearly Plan, Google Cloud Server-Side Tracking, Support
Extension



Erlend Stunner
CEO of Bad.no

[Read More Reviews](#)

“

Analyzify gave us clean, reliable data we can trust every single day. Their support is fast, sharp and genuinely world-class, the kind of team that solves issues before they turn into problems. The insights we get from their setup have been invaluable for our decisions. I recommend Analyzify 100% to anyone who cares about proper tracking.

4.6 ★ 300+ reviews on  Shopify App Store

”

Challenges

[Table Of Contents](#)


- ✓ Migrating to Shopify Plus without clarity on pixel & integration management
- ✓ Redundant codes creating data conflicts and unreliable reporting
- ✓ Lack of a streamlined setup for advanced attribution use cases

• Challenges

Solutions

Results

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



Cleanup & Consolidation

- 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
Technical Product Manager @Analyzeify

 **analyzeify**



R&D and Customizations

- Extensive joint testing and tailored setups for unique business needs

Results

- ✓ Unified tracking across Google, Meta, and Shopify
- ✓ 57% organic growth in a single year
- ✓ 100,000+ orders with reliable attribution
- ✓ Google Cloud – powered server-side tracking as a long-term data foundation
- ✓ This gave Bad.no the confidence to make faster, data-driven decisions across marketing and operations.

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

[Book a Demo](#) 

See How Other Brands Scaled with Analyzify



Jens Hansen

Jens Hansen, The Ringmaker, collaborated with Analyzify to clean up GA4 and Google Ads tracking, restoring trustworthy analytics and improving measurement for upcoming campaigns.

[Read Case Study](#)

[View All Case Studies](#)



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.

[Read Case Study](#)

[View All Case Studies](#)

Build a Solid Tracking Foundation.

Fix Problems with Expert Support

[Get Started Now](#) 

4.6  270+ reviews on  **shopify**

     

- Server-Side Tracking
- Shopify GA4 Integration
- Shopify GTM Integration
- All Integrations
- Reviews & Testimonials
- Partners Program
- Pricing
- FAQ
- Best Shopify Apps
- StatsUp