**Case Studies** 

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



Contact Sales

Download Case Study <u>↓</u>

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



### About the Client 7

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.



0

Employees

Categories

Home & Kitchen



Headquarters

London, United Kingdom

Built with Shopify

Services Provided

X

Yearly Plan, Custom Development Service, Premium Support

#### Pia Sharma

Head of Digital Marketing CRM & Analytics

Read More Reviews



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



"

# 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

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 @Analyzify



### **Solutions**

## Rebuilding Analytics Accuracy in GA4

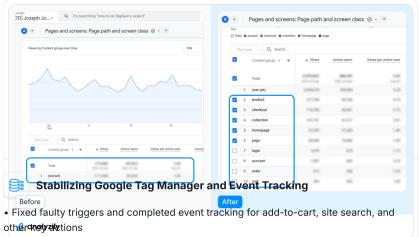
- Refined tagging and UTM protocols to reduce inflated direct traffic ratios
- Simplified regex and redesigned referral exclusions to ensure accurate source attribution.
- Repaired integrations (Search Console, content grouping) for reliable performance analysis
- Streamlined conversion tracking, created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

Table Of Contents

• Challenges

Solutions

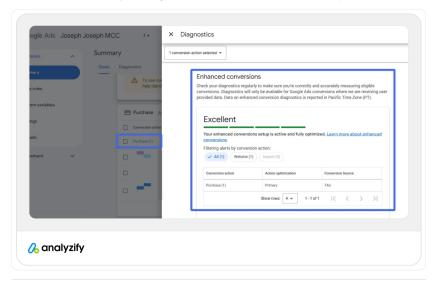
Results



• Resolved container instability to maintain consistent and reliable data collection

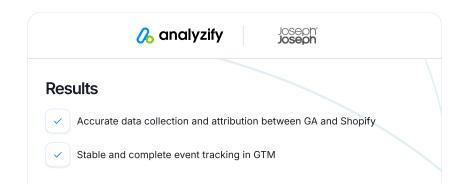
# ⊙ Optimizing Google Ads Tracking and Ensuring Compliance

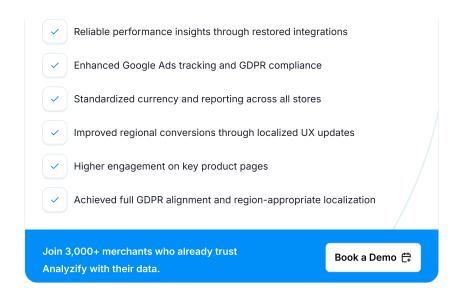
- Introduced native Google Ads tracking and enhanced conversions for better campaign attribution
- Created region-specific audience segmentation to improve ad relevance
- Implemented Consent Mode for GDPR compliance and store-level Google Ads tags for non-FU markets
- Standardized currency tracking across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



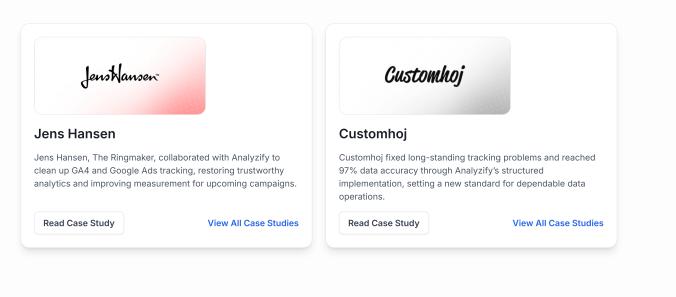
# Enhancing Shopify Localization and User Experience

- 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





# See How Other Brands Scaled with Analyzify





Fix Problems with Expert Support

Get Started Now



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.















Use Cases Features

Product

Benefits Server-Side Tracking

Shopify GA4 Integration Shopify GTM Integration

All Integrations

Company

About Us Contact Us

View on Shopify

Reviews & Testimonials

Partners Program

Pricing FAQ

Resources

Blog & Hub Guidebooks Knowledge Base Top Shopify Stores

Best Shopify Apps

StatsUp

Analyzify © 2021 - 2025. All Rights Reserved. Made with ♥ by Solverhood

Privacy Policy • Terms • DPA