

Case Studies


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



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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.



100% accuracy in tracking

Clean, unified setup replaced conflicting multi-pixel data.



57% growth in organic traffic

Better attribution and data clarity strengthened SEO performance



100,000+ orders

Reliable tracking supported sustained growth on Shopify Plus



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

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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

- ✓ 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

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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.



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.

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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.

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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

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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.

4.6  270+ reviews on  **shopify**



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