

Case Studies

How Customhoj Fixed Broken Tracking and Achieved 97% Data Accuracy with Analyzify

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Customhoj

Customhoj, a leading EU-based motorcycle parts and accessories retailer, partnered with Analyzify to resolve major tracking issues, ranging from duplicate events and inaccurate GA4 data to GDPR compliance and cross-domain attribution. With Analyzify's help, Customhoj restored reliable analytics and achieved a fully compliant, future-proof tracking system.



+78% Increase in Purchase Accuracy

Improved from ~20% to 98% in purchase accuracy



+97% Data Accuracy Achieved

Reached 97% match rate between GA4 and Shopify



100% Reliable Conversion Tracking

Restored 100% consistent event tracking



Customhoj

About the Client

At the intersection of motorcycle culture and online retail, Customhoj is a Sweden-based e-commerce store specialising in parts, gear and accessories for Harley-Davidson and other custom motorcycles.



Employees
2-10



Headquarters
Falkenberg, Sweden



Categories
Motorcycle Parts & Gear



Built with
Shopify



Services Provided
Analyzify Yearly Plan, Support Extension, Premium Support, Professional Implementation



Adam Jönsson
CEO of Customhoj

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“

Nothing like it. Analyzify is still our go-to partner for all tracking needs. Quick and precise support/help for anything regarding tracking. Superb support and app all around! Have recommended to everyone I know using Shopify.



Challenges

- ✓ Duplicate page view tracking due to conflicting GA4 tags in GTM
- ✓ Missing or inaccurate add-to-cart event tracking
- ✓ Failed purchase tracking after a change from “order name” to “checkout ID”
- ✓ Double counting from Shopify’s native GA4 integration
- ✓ Lack of Consent Mode v2 and GDPR compliance
- ✓ Undercounted conversions in Google Ads due to attribution discrepancies
- ✓ Misattributed conversions across multiple domains and ad accounts

Table Of Contents

[• Challenges](#)[Solutions](#)[Results](#)

Customhoj’s analytics setup suffered from multiple inconsistencies across GA4, GTM, and Shopify.

These problems led to unreliable conversion data, broken event tracking, and compliance risks.

Their GA4 property showed inflated metrics and missing sales data, making it difficult to trust the reports or optimize ad performance.

Solutions



Fixing Duplicate and Broken GA4 Tracking

- Disabled conflicting GA4 tags in GTM and updated the Shopify theme to eliminate duplicate page views
- Verified correct recording of page_view, session_start, and first visit events in GA4
- Ensured complete, accurate event collection for consistent behavioral reporting



Restoring Add-to-Cart Event Tracking

- Updated key Shopify theme files (theme.liquid and theme.js) to repair broken event triggers
- Conducted end-to-end QA testing in preview mode to confirm accurate add-to-cart event capture across devices
- Restored full funnel visibility in GA4’s event and conversion reports



Rebuilding Conversion Accuracy with Measurement Protocol

- Implemented Google Analytics Measurement Protocol API to push missing purchase data directly into GA4
- Fixed the issue caused by “checkout ID” replacing “order name,” which had reduced accuracy to 20%
- Achieved 98% accuracy in purchase tracking verified through cross-checking Shopify and GA4 data



Ensuring GDPR Compliance with Consent Mode v2


- Migrated Customhoj to a premium GDPR compliance platform integrated with their content management system

- Implemented Consent Mode v2 without disrupting existing tags or data flows
- Verified compliance and conversion tracking consistency on Google Ads' Conversion Diagnostics page



Optimizing Google Ads Attribution and Conversions

- Prioritized "website source" conversions for cleaner attribution
- Created micro-conversions for improved performance insights
- Adjusted remarketing configurations to ensure accurate customer journey tracking
- Fixed cross-domain attribution by customizing GTM containers and enabling domain linking for multiple markets


 **analyze**ify

Customlooj

Results

- ✓ 97% accuracy achieved between Shopify and GA4 data
- ✓ Duplicate page view issues fully resolved
- ✓ Restored consistent and reliable conversion tracking
- ✓ GDPR-compliant setup with Consent Mode v2 successfully implemented
- ✓ Improved Google Ads attribution and performance accuracy
- ✓ Seamless cross-domain tracking across multiple ad accounts

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

Book a Demo 

See How Other Brands Scaled with Analyzify



Joseph & Joseph

Learn how Joseph & Joseph improved their data foundation with Analyzify, achieving reliable reporting and proper attribution for enhanced performance across regions.

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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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Build a Solid Tracking Foundation.

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.

4.6  270+ reviews on  **shopify**



Product

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Shopify GA4 Integration
Shopify GTM Integration
All Integrations

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