

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

bad.no · Norway's leading online store for bathroom, kitchen & plumbing · Original since 2004

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%

TRACKING ACCURACY

Clean, unified setup replaced conflicting multi-pixel data.

57%

ORGANIC TRAFFIC GROWTH

Better attribution and data clarity strengthened SEO performance.

100,000+

ORDERS

Reliable tracking supported sustained growth on Shopify Plus.

CLIENT

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.

bad.no

EMPLOYEES	50+
HEADQUARTERS	Bergen, Norway
CATEGORIES	Bathroom, Kitchen, Plumbing
BUILT WITH	Shopify
SERVICES	Yearly Plan · Server-Side Tracking · Support Extension

"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."

Erlend Stunner — CEO, Bad.no

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

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.

"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

WHAT WE DID

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

R&D and Customizations

- Extensive joint testing and tailored setups for unique business needs

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, Analyzify

THE OUTCOME

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
Analyzezify with their data.

4.7 ★ 280+ reviews on  **shopify**

Book a demo 