

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

customhoj · Parts, gear & accessories for Harley-Davidson and custom motorcycles · Falkenberg, Sweden

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%

PURCHASE ACCURACY

Improved from ~20% to 98% in purchase accuracy.

97%

DATA ACCURACY

Reached 97% match rate between GA4 and Shopify.

100%

CONVERSION TRACKING

Restored 100% consistent event tracking.

CLIENT

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.

customhoj.com

EMPLOYEES	2–10
HEADQUARTERS	Falkenberg, Sweden
CATEGORIES	Motorcycle Parts & Gear
BUILT WITH	Shopify
SERVICES	Yearly Plan · Support Extension · Premium Support · Professional Implementation

"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."

Adam Jönsson — CEO, Customhoj

THE STARTING POINT

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

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 & 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 across devices
- Restored full funnel visibility in GA4's event and conversion reports

Rebuilding Conversion Accuracy with Measurement Protocol

- Implemented GA Measurement Protocol API to push missing purchase data directly into GA4
- Fixed the "checkout ID" issue that had reduced accuracy to 20%
- Achieved 98% purchase-tracking accuracy, verified by cross-checking Shopify and GA4 data

Ensuring GDPR Compliance with Consent Mode v2

- Migrated Customhoj to a premium GDPR compliance platform integrated with their CMS
- Implemented Consent Mode v2 without disrupting existing tags or data flows
- Verified compliance and tracking consistency on Google Ads' Conversion Diagnostics page

Optimizing Google Ads Attribution and Conversions

- Prioritized "website source" conversions for cleaner attribution and 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

THE OUTCOME

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

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Analyzify with their data.

4.7 ★ 280+ reviews on  *shopify*

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