

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

Joseph Joseph · Brilliantly useful household design · London, United Kingdom · Founded 2003

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.

CLIENT

About the Client

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.

www.josephjoseph.com

EMPLOYEES	200+
HEADQUARTERS	London, United Kingdom
CATEGORIES	Home & Kitchen
BUILT WITH	Shopify
SERVICES	Yearly Plan · Custom Development Service · Premium Support

"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 issues, implemented best practices, and completely transformed our setup. Now our data is accurate, compliant, and truly useful for decision-making."

Pia Sharma — Head of Digital Marketing CRM & Analytics, Joseph Joseph

THE STARTING POINT

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.

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

Stabilizing Google Tag Manager and Event Tracking

- Fixed faulty triggers and completed event tracking for add-to-cart, site search, and other key actions
- 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-EU 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

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 cannot be trusted for real decisions.

Alaz Ortakoy — Technical Product Manager, Analyzify

Results

- ✓ Accurate data collection and attribution between GA and Shopify
- ✓ Stable and complete event tracking in GTM
- ✓ Reliable performance insights through restored integrations
- ✓ Enhanced Google Ads tracking and GDPR compliance
- ✓ Standardized currency and reporting across all stores
- ✓ Improved regional conversions through localized UX updates
- ✓ Higher engagement on key product pages
- ✓ Achieved full GDPR alignment and region-appropriate localization

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Analyzezify with their data.

4.7 ★ 280+ reviews on  *shopify*

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