

How Jens Hansen Fixed Inaccurate Tracking and Improved Performance with Analyzify

Jens Hansen · The Ringmaker · New Zealand's most iconic artisan jeweller · Nelson, New Zealand

Jens Hansen, the legendary New Zealand jeweller known as The Ringmaker, partnered with Analyzify to resolve major tracking inconsistencies affecting GA4, Google Ads, and Shopify's native event setup. Conflicting tags, duplicate purchase signals, and unreliable conversion data made it difficult to trust reports or optimize campaigns. Through Analyzify's full implementation and validation process, Jens Hansen achieved a clean, accurate, and future-proof analytics environment.



PURCHASE TRACKING

Accurately restored across all storefronts.



DUPLICATE CONVERSIONS

Fully eliminated — one clean source of truth.



CHECKOUT FUNNEL

Fixed in GA4 with full begin_checkout and purchase signals.

CLIENT

About the Client

Jens Hansen The Ringmaker is New Zealand's most iconic artisan jeweller, known for its handcrafted designs, decades-long heritage, and internationally recognised craftsmanship.

jenshansen.com

EMPLOYEES	10–20
HEADQUARTERS	Nelson, New Zealand
CATEGORIES	Jewellery, Custom Rings, Fine Metalwork
BUILT WITH	Shopify
SERVICES	Analyzezify Yearly Plan

"We integrated Analyzify into our Shopify stores, jenshansen.com and jenshansen.co.nz, and couldn't be more satisfied. After years on Shopify, we finally have complete trust in the accuracy of our conversion data and analytics between Shopify, GA4, and Google Ads!"

Halfdan Hansen — CEO, Jens Hansen

THE STARTING POINT

Challenges

- ✓ Duplicate and conflicting purchase signals inflating conversion numbers
- ✓ Multiple data sources feeding Google Ads and creating attribution confusion
- ✓ Incomplete or inaccurate add-to-cart, begin checkout, and purchase events
- ✓ GA4 purchase data accidentally sent to an unintended Google Tag ID
- ✓ Legacy cookie scripts and Clarity tags manually inserted into theme/post-purchase
- ✓ Shopify's native GA4 integration triggering double counting
- ✓ Low GA4-Shopify alignment due to broken triggers and blocked environments

Jens Hansen's tracking environment had several issues that made their GA4 and Google Ads data unreliable. Multiple systems were sending overlapping purchase signals, inflating conversions and creating attribution confusion.

Key ecommerce events such as add-to-cart, begin checkout, and purchase were either incomplete or firing inconsistently, while Shopify's native GA4 setup added an extra layer of duplication. Legacy cookie scripts and Clarity codes were manually embedded in theme and post-purchase areas, increasing the risk of conflicts.

On top of this, purchase data was being sent to an unintended GA4 property, further reducing trust in reporting.

Solutions

Clean & Accurate GA4 Data Flow

- Verified all core ecommerce events (product view, add to cart, begin checkout, purchase) fire correctly and consistently
- Removed the conflicting Shopify native GA4 integration, which had caused inflated page views and conversion duplication
- Corrected the misconfigured Google Tag that was sending purchase events to an unexpected GA4 property
- Validated GA4 purchase counts against Shopify, achieving strong alignment; remaining gaps attributed only to ad blockers
- Stabilized the checkout journey report by restoring accurate begin_checkout and purchase signals

Rebuilt Google Ads Attribution

- Created clean Analyzify-based conversions in Google Ads, ensuring all purchase data comes from a single reliable source
- Identified and flagged multiple old data feeds simultaneously pushing conversions, causing inflation and double counting
- Confirmed enhanced conversions are successfully delivered with correct order values and customer information
- Detected a previously duplicated purchase in the old setup and confirmed Analyzify correctly avoided sending this duplicate
- Improved remarketing audience data by ensuring add-to-cart, checkout, and purchase signals are passed consistently

Environment Cleanup & Trigger Fixes

- Added a custom pixel to reinforce checkout and purchase event accuracy across devices
- Identified legacy cookie scripts and Clarity codes in theme/post-purchase flows marked for cleanup into Analyzify
- Completed full QA using screenshots and event debugging to confirm no broken or duplicated triggers remained
- Ensured event values (cart value, order amount, product details) are properly passed into GA4 and Google Ads

EXPERT NOTE

The issues in Jens Hansen's environment are common in long-standing Shopify stores that have accumulated multiple tracking solutions over time. Overlapping tags and duplicate purchase signals make the numbers look better than they are, while broken or inconsistent events create gaps in the funnel. When data is sent to the wrong GA4 property or handled through theme-level scripts, it becomes almost impossible to trust reports. Until everything is cleaned up and unified under one reliable setup, decisions made from the data can easily lead the team in the wrong direction.

Alaz Andac Ortakoy — Technical Project Manager, Analyzify

THE OUTCOME

Results

- ✓ Accurate, validated ecommerce event tracking across the full funnel
- ✓ Duplicate purchase and conversion inflation issues fully resolved
- ✓ Consistent GA4–Shopify alignment and stable purchase reporting
- ✓ Clean Google Ads attribution with enhanced conversions
- ✓ Reliable remarketing signals across products, carts, and checkout
- ✓ A future-proof tracking system aligned across Shopify, GA4, and Google Ads

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