

How Popov Leather Activated Lead Tracking for Google Ads Campaign Optimization

Popov Leather · Premium handcrafted leather goods · Canada · Founded 2013

Popov Leather partnered with Analyzify to resolve critical tracking issues with their Free Hat Mockup form submissions. Their existing Google Ads setup wasn't recording conversions, and they needed a reliable submit lead event to unlock campaign optimization and retargeting capabilities.

100%

TRACKING ACCURACY

Form submissions now reliably tracked as conversions in Google Ads.



SUBMIT LEAD ACTIVATED

New conversion event enabled for campaign optimization and retargeting.



GA4 EVENT RESTORED

Previously non-functioning GA4 event reconfigured and validated.

CLIENT

About the Client

Founded in 2013, Popov Leather has grown from a dining room hobby into a respected name in premium leather goods. What began with creating the perfect front-pocket wallet has evolved into a full-scale operation producing high-quality wallets, bags, and accessories for customers worldwide. Based in Canada, the company takes pride in honest craftsmanship and maintains strict quality standards for every piece that leaves their workshop.

www.popovleather.com

EMPLOYEES	20+
HEADQUARTERS	Canada
CATEGORIES	Leather Wallets, Bags, Accessories
BUILT WITH	Shopify
SERVICES	Analyze One-Time · Professional Implementation

"I was very happy with the responsiveness of the Analyzify team and the way they stayed closely involved throughout the entire process. They kept working with me until everything was working exactly as expected. What started as a complex tracking request was handled smoothly and delivered perfectly, giving us the confidence to scale a new advertising channel."

Ryan Popoff — Co-Founder & CEO, Popov Leather

THE STARTING POINT

Challenges

- ✓ Tracking Free Hat Mockup requests submitted via a website form
- ✓ Existing Google Ads setup not recording form submissions as conversions
- ✓ Lack of a usable submit lead conversion event for campaign optimization

Popov Leather wanted to track users who requested a Free Hat Mockup through a dedicated form on their website. Although the form was already live, the existing setup in the Google Ads account was not functioning correctly, and form submissions were not being recorded as conversions.

Their goal was to create a submit lead conversion event in Google Ads for users who clicked on ads and completed the form. This would allow them to better optimize future campaigns and enable advanced use cases such as retargeting users who submitted the form.

Solutions

Implementation Planning

- Analyzed the structure and behavior of the Free Hat Mockup request form
- Designed a clear implementation plan aligned with Google Ads and GA4 requirements

Conversion Event Setup

- Implemented all planned tracking steps via Google Tag Manager
- Created a dedicated Submit Lead Form conversion event in Google Ads
- Linked the conversion event with GTM to ensure reliable firing after ad clicks

Testing & Activation

- Thoroughly tested the implementation across multiple scenarios
- Verified successful conversion firing and activated the setup after validation
- Delivered the working Analyzify Submit Lead Form conversion event to the client

GA4 Event Recovery

- Reconfigured the same Submit Form Lead event for GA4
- Restored a previously non-functioning GA4 event and confirmed proper operation post-setup

EXPERT NOTE

Our goal was to make form submissions a reliable conversion signal for Google Ads. By rebuilding the tracking through Google Tag Manager and aligning GA4 with Google Ads, we ensured that ad-driven form submissions were accurately tracked and usable for campaign optimization and retargeting.

Ogulcan Berke Yituk — Product Specialist, Analyzify

THE OUTCOME

Results

- ✓ Users who click on ads and submit the form are now accurately tracked as conversions in Google Ads
- ✓ Working Analyzify Submit Lead Form conversion event successfully delivered and activated
- ✓ GA4 event restored and functioning properly for comprehensive analytics tracking
- ✓ Campaign optimization capabilities enabled through reliable conversion data

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