

How Sapsan Sklep Achieved Clean, Accurate Tracking After Migrating from Elevar to Analyzify

Sapsan Sklep · Cybersecurity & pentesting hardware · Poland · European e-commerce

Sapsan Sklep, a growing Polish e-commerce store specializing in cybersecurity hardware, was running on Elevar when they decided to switch to Analyzify. Their existing setup had overlapping GTM tags, Google Ads conversion tracking that was either broken or poorly configured, and a consent stack that needed modernization. After migrating, they gained clean and accurate tracking across GA4, Google Ads, and Meta, with their consent setup fully aligned to current GDPR standards.

100%

GA4 TRACKING ACCURACY

50 Shopify orders matched exactly to 50 GA4 transactions during validation.

4

CONVERSIONS CONFIGURED

Purchase, AddToCart, BeginCheckout, and PageView — all active in Google Ads.



GDPR-READY

Consentmo, Shopify, and Google Consent Mode v2 fully aligned.

CLIENT

About the Client

Sapsan Sklep is a Polish e-commerce retailer operating on Shopify. The store serves a primarily European customer base and runs marketing across Google Ads and Meta. Like many growing Shopify stores, Sapsan Sklep had accumulated multiple tracking layers over time, including Elevar, that were creating data conflicts and compliance risks.

sapsan-sklep.pl

EMPLOYEES	1–10
HEADQUARTERS	Poland
CATEGORIES	Cybersecurity & Pentesting Hardware
BUILT WITH	Shopify
SERVICES	Migration from Elevar · GA4 Server-Side Tracking · Google Ads Conversion Setup · Meta Pixel · GDPR / Consent Mode

Challenges

- ✓ Migrating from Elevar with overlapping GTM tags creating tracking conflicts
- ✓ Google Ads conversions not properly configured — all purchase conversions flagged as Needs Attention
- ✓ Consent stack needed modernization: Consentmo, Shopify, and Google Consent Mode v2 not fully aligned

When Sapsan Sklep came to Analyzify, their tracking infrastructure was layered and unstable. Elevar's custom pixel was still active, GTM had conflicting tags firing in parallel, and Google Ads had no micro-conversions (add to cart, begin checkout, product detail views) beyond a primary purchase conversion that had cart data warnings.

On the consent side, the Consentmo, Shopify privacy settings, and Google Consent Mode v2 integration needed to be brought into alignment with the latest requirements to ensure tracking data was passed in a fully compliant way.

Solutions

Consent Stack Modernization

- Updated Google Consent Mode v2 code in the theme with Consentmo's latest recommended implementation
- Aligned Consentmo, Shopify privacy settings, and GCM v2 to current standards for GDPR-compliant data transmission
- Configured Consentmo to EU region with Explicit banner behavior based on client's regional requirements
- Fixed signal firing order in gcm-integration-script.liquid to ensure Consent Mode v2 arguments are passed correctly before data hits GA4
- Resolved Consentmo banner rendering issue in coordination with the client

GTM Cleanup & Tag Consolidation

- Paused all GTM tags that duplicated Analyzify's direct integrations to eliminate data conflicts
- Restructured Google tag configuration: G- tag sends exclusively to GA4, AW- tag sends exclusively to Google Ads
- Cleaned up unused legacy AW- tag that was creating noise in reporting

GA4 Server-Side Setup

- Created Measurement Protocol API secrets for server-side event forwarding
- Enabled Analyzify v4 app embed on the live theme (with backup taken beforehand)
- Validated checkout events and purchase tracking — all standard events confirmed working
- Identified and flagged observer scripts in theme code blocking tracking; client removed them before final validation

Google Ads Conversion Tracking

- Created four new Analyzify conversion actions: Purchase, AddToCart, BeginCheckout, PageView
- Configured enhanced conversions for Purchase; micro-conversions left without enhanced to avoid noise
- Replaced legacy Elevar-based purchase conversion with a clean Analyzify-managed setup
- Addressed product ID format mismatch across regional variants (cz, en, pl, etc.)

Meta Pixel Setup

- Implemented both server-side and client-side Meta pixel tracking with proper deduplication
- Connected all standard events; post-setup data normalization confirmed previous Elevar setup was over-reporting

EXPERT NOTE

The Sapsan case is a prime example of how legacy noise and overlapping integrations can quietly erode data integrity. The primary challenge wasn't just a lack of tracking, but the background interference from redundant observer scripts and legacy tools that caused the system to fight itself. By conducting a rigorous audit and clearing out theme-level conflicts, we moved beyond surface-level fixes to restore a clean, high-precision data flow. Validating consecutive orders with zero duplicates across Shopify, GA4, and Google Ads proves that true reporting accuracy is only possible when you systematically eliminate technical interference before layering in advanced tracking.

Gorkem Keles — Solver & Product Specialist, Analyzify

Results

- ✓ GA4 tracking accuracy reached 100% — 50 Shopify orders matched exactly to 50 GA4 transactions during validation
- ✓ Google Ads: all four Analyzify conversions active and working, enhanced conversions confirmed for purchase
- ✓ Meta: server-side and client-side pixel both active, deduplication working, event match quality improved
- ✓ Consent stack fully modernized — Consentmo, Shopify, and GCM v2 working in sync, data transmitted compliantly
- ✓ Clean GTM environment: conflicting Elevar tags paused, no duplicate data
- ✓ No duplicate transactions in GA4 — Transaction ID report confirmed clean

Join 3,000+ merchants who already trust
Analyzeify with their data.

4.7 ★ 280+ reviews on  **shopify**

Book a demo 