

Case Study

Elevating Analytics Accuracy and Revenue Attribution for Anatta's Clients

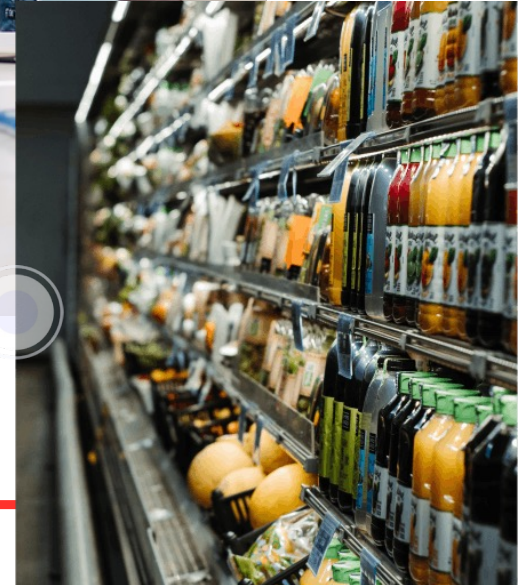




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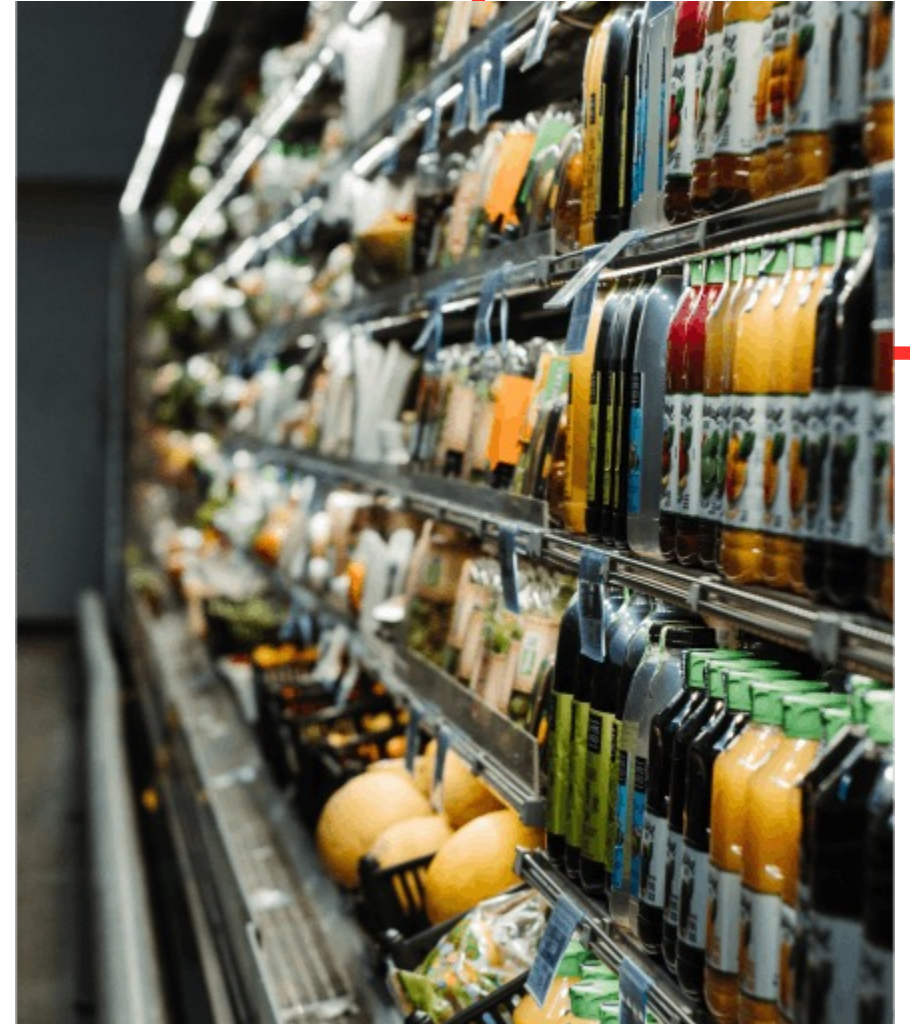
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Introduction

[Anatta](#)

Anatta, a renowned **web development agency** is the partner of choice to industry-leading **DTC brands from 25M-500M**, has consistently delivered exceptional results for numerous clients.

As a prime illustration of their success stories, a prominent e-commerce brand partnered with Anatta to harness the full potential of their web development projects.



Business Challenge

Anatta's client faced a critical challenge after implementing Google Analytics 4 (GA4): the accuracy of tracking transactions had significantly declined.



Decline in Accuracy of Transaction Tracking

This sudden drop in transaction recordings raised concerns about **data integrity and, more importantly, revenue attribution.**

The eCommerce brand **relied heavily on precise data insights to optimize their eCommerce strategy**, and the decline in accurate data threatened their ability to make informed decisions.

This trend not only perplexed the marketing & product team but also created uncertainty around the performance of e-commerce platform.

Upon a thorough examination, it became clear that the root cause of the problem lay in their Google Tag Manager (GTM) implementation and data layer configuration.

This is just one example of the many clients who faced a similar issue.



Solution Offered

Saras Analytics, **a trusted data partner of [Anatta](#)** for analytics implementation, proposed a multi-faceted approach to combat the urgency of the situation.

Comprehensive Audit

Saras initiated a comprehensive audit of GTM setup and data layer configuration, **employing a comprehensive 90+ point checklist** to identify the underlying issues causing the decline in transaction tracking accuracy.

Restructuring GTM

Saras **restructured the GTM implementation**, ensuring that it was aligned precisely with the client's eCommerce objectives. This involved **redefining triggers, tags, and variables to capture transaction data** such as order id and revenue accurately.

Solution Offered (cont.)

Saras Analytics, a **trusted data partner of [Anatta](#)** for analytics implementation, proposed a multi-faceted approach to combat the urgency of the situation.

Parallel implementation

"To ensure an uninterrupted operation of the existing tracking system, Saras skilfully introduced a new data layer on the website. This innovative approach allowed us to seamlessly transmit data to a new GA4 property."

Within this secondary property, the impact was profound, with a notable surge **in recorded transactions**—an impressive improvement that **transformed the client's data analytics capabilities**.



Thanks to Saras Analytics, we have added reliable and accurate GA4 reporting to our list of deliverables to all our clients.



Emily Lykins

Managing Director

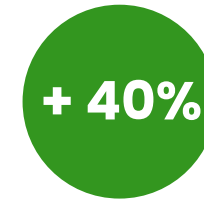


Results

After the thorough transformation of their GTM and data layer by Saras, Anatta's client experienced a **substantial 40% enhancement in data accuracy.**

The impact of Saras and Anatta's efforts was felt immediately, mirroring the successes we've achieved with Anatta's other clients.

This improvement swiftly reinstated the reliability of GA4 reports, delivering valuable insights into user behaviour and transaction performance, aligning with the outcomes Anatta consistently delivered to their other clients.



**Enhancement in
Data Accuracy**



Results (cont.)

After the thorough transformation of their GTM and data layer by Saras, Anatta's client experienced a substantial 40% enhancement in data accuracy.

Informed Decision-Making

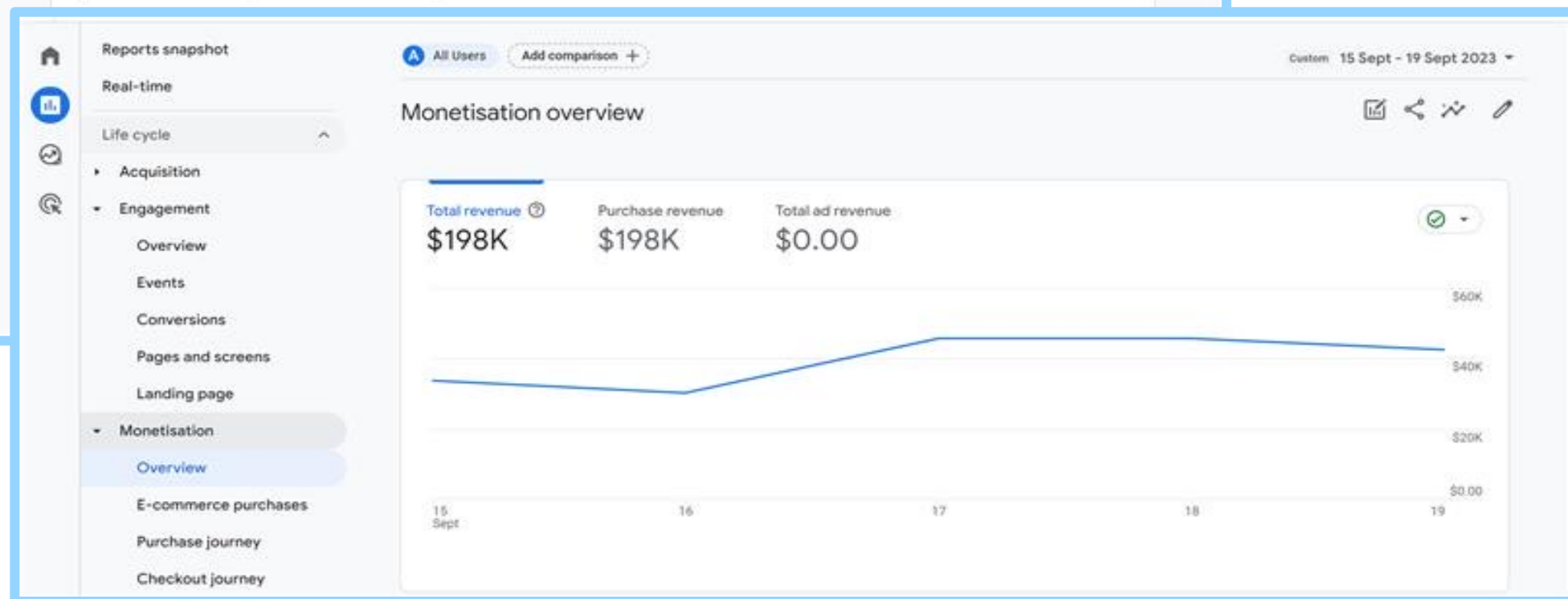
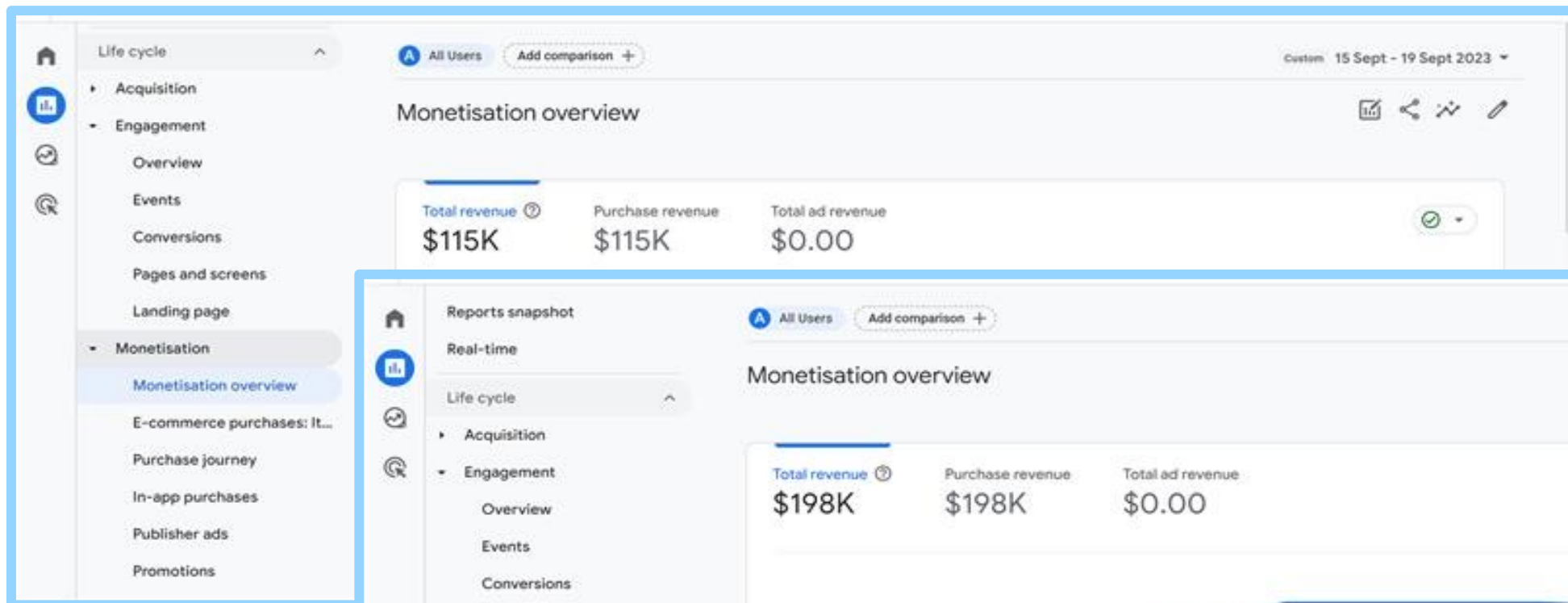
With accurate transaction data informed decisions were now taken confidently to drive eCommerce strategy.

Data Confidence

Saras' solution instilled confidence in their analytics, ensuring that future strategic decisions, as with [Anatta](#)'s other clients, would be based on reliable data.

Revenue Optimization

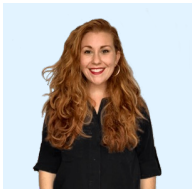
The enhanced data accuracy allowed them to identify revenue opportunities they had previously missed.





In partnering with Saras Analytics, we witnessed a transformative impact on our web development projects.

The comprehensive repair and enhancement of GTM and the data layer not only restored data accuracy but also empowered our clients to make data-driven decisions with confidence.



Emily Lykins
Managing Director



Conclusion

Saras' expertise and dedication have consistently proven instrumental in assisting various clients facing critical analytics challenges.

The comprehensive repair and enhancement of GTM and the data layer not only restored data accuracy but also empowered Anatta clients to make data-driven decisions with confidence.

[This case study highlights the transformative impact Saras brings to web development partnerships, exemplified through Saras' collaboration with Anatta.](#)

Collectively, we consistently achieve significant success for eCommerce brands grappling with intricate challenges, including those related to revenue attribution.



**Ready to harness the
power of data to
drive your eCommerce
brand's growth?**

[Click Here to Schedule Demo](#)

