Technology > Google Analytics/Google Cloud > Retail

Server-side GA4 tracking powers retailer's omni brand data strategy

Business challenge

A large Australian retailer was consolidating their stand alone brand websites into one single, multi brand presence. In order to effectively utilise 1st party data collected across the network, but still meet the data privacy and accessibility requirements of each individual brand, they needed to revise their approach to tracking.

Jellyfish solution

Jellyfish developed a unique system utilising Server Side Google Tag Manager (sGTM) and a Custom Template Tag (developed in house) to identify when a hit contained data from multiple brands e.g. a checkout interaction with products from multiple brands. The event is sent to sGTM where it is duplicated, with an adjusted variation only containing individual brand data sent to the corresponding brands GA4 property, and the original hit being sent to the master GA4 reporting property.

Data is collected and split across the appropriate properties in real time, with a single hit being adjusted and distributed across up to 8 unique properties.

Results

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Sites consolidated into one with a centralised GA4 tracking solution providing visibility of performance across all brands

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Brands receiving cleansed, brand specific data for their business, extracted from omni channel events.

Technology

Google Analytics 4 360
Google Cloud
Server Side Google Tag Manager