



Attribution Modeling in Google Analytics & Enhanced Ecommerce



About Client

Design it yourself gift baskets, is a company that designs the most spectacular, custom gift baskets that we have ever seen! Pick through a variety of themes and have your gift delivered personally.

Quick Fact

Design it yourself gift baskets were able to phenomenally increase their business by understanding the mix of products and understanding how certain types of products perform on different traffic source.

Their Goals

- They wanted to use attribution modeling in order to keep track of where the customers for particular types of products are coming from.

The Results

The implementation was a huge success. Here's a summary of what we managed to implement:

- Future proofed implementation using google tag manager
- Better attribution modeling
- Data studio reporting
- Measure user behavior & product mix throughout the purchase funnel

Our Approach

Design it yourself features an extensive array of customization options allowing you to create a truly personalized gift. This also meant that for Design it yourself, the traditional ecommerce reporting would be insufficient and no one would be able to understand what options were selected for each product and how the various combinations would be used in a gift basket. This also presented a lot of opportunity for personalization in marketing.

We decided to go ahead with Google Tag Manager which enabled us to implement advanced ecommerce tracking by passing product details as custom fields into Google Analytics, this made tracking the purchase funnel much easier. Instead of parsing this data in analytics, we simply decided to do this in Data Studio, after which the findings were accessible to be poured over by the management

What Are Top Shipment States?

Product Ship Destination State	Product Revenue	Unique Purchases
Texas	\$5.07K	60
Florida	\$868.5	11
California	\$856.5	11
Illinois	\$587.55	10
Pennsylvania	\$405.7	6

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What Are Top Shipment Cities?

Product Ship Destination City	Product Revenue	Unique Purchases
Houston	\$1.9K	24
Decatur	\$297.7	6
Wayne	\$215.85	3
Pasadena	\$273.85	3
Chicago	\$177.85	3

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What Are Top Performing Themes?

Product Theme	Product Revenue	Unique Purchases
Not Set	\$1.21K	17
Wine	\$1.81K	16
Coffee	\$1.05K	16
Snacks	\$959.2	15
Chocolate	\$1.05K	14

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What Are Popular Ribbon Colors?

Product Ribbon Color	Product Revenue	Unique Purchases
No Imprinted Ribbon	\$10.23K	137
Green	\$513.7	6
Pink	\$502.8	5
Red	\$479.8	4
Navy	\$597.75	3

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MarketLytics can help!

MarketLytics is a Google Analytics certified agency specializes in web & mobile analytics consulting to startups, founders, Marketers, and online businesses. Founded in 2010, MarketLytics has delivered 400+ successful projects.

Get in touch with us today, if you are interested in a similar project we did for “Design it Yourself Gift Baskets” or any other analytics related project.

<http://marketlytics.com/contact/lets-talk>

Email: hello@marketlytics.com

Phone: +1 (626) 6588255

