



# 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

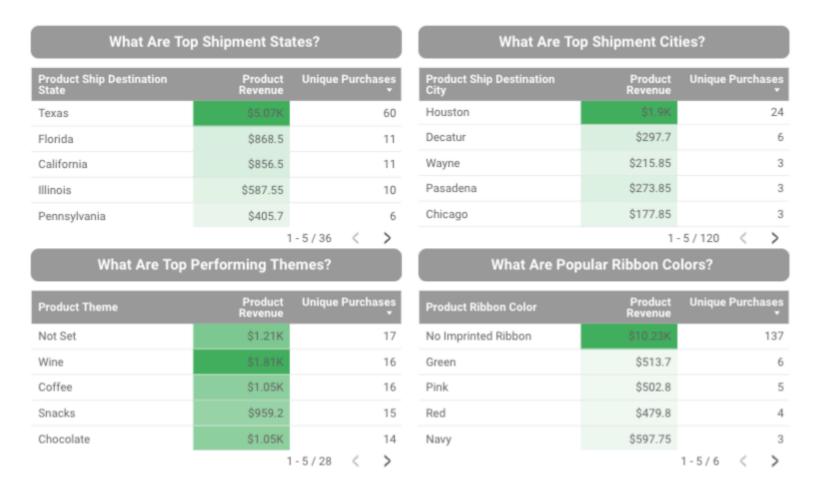
The implementation was a huge success. Here's a summary of what we managed to implement:

- 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



## MarketLytics can help!

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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.

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