

Shapermint used the power of GA4 and BigQuery real-time integration to improve marketing strategy and website performance

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We GA4 and its BQ integration are helping us to track important purchase and behavioral data in real-time, which is very valuable for taking faster and more actionable insights, to evaluate closely the performance of our marketing strategies (especially during flash sales campaigns), and even to identify possible non-conformities in the store that could impact our customer experience.

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Sr. E-Commerce Conversion Rate
Optimizer at Shapermint*

SHAPERMINT

Shapermint was founded in 2018 by the company Trafilea and is now one of the largest online shapewear stores in the US.

THE CHALLENGE

Shapermint had been hindered by the lack of real-time web behavioural data, which made them unable to monitor in real-time their eCommerce store performance.

The goal is to equip them to optimize marketing strategy on the fly, and to quickly respond to unexpected problems in website experience; for example, check the real-time reports instantly for potential issues with a newly launched a social media campaign or a new ad; or, to identify issues with conversion path when website traffic is at its peak.

THE APPROACH

They partnered with 55 to create a real-time dashboard out of GA4's streaming export data:

- Translated the client's existing Universal Analytics enhanced eCommerce tracking for GA4.

- Enabled streaming export from GA4 to BigQuery so fresh data for the current day is made available within a few minutes, and thereby connected to Tableau for visualization
- Guided the client on BigQuery best practices and to navigate the new GA4 BigQuery schema for building the real-time dashboard within 1 week

THE RESULTS

96x

Data freshness improvement (from 24 hours to 15 minutes)

20%

Query speed improvement using BigQuery