



# Littledata



The ecommerce  
data platform

# Universal Analytics



# GA4



# Universal Analytics

- Built for marketers
- Out-the-box ecommerce reports
- Last click attribution

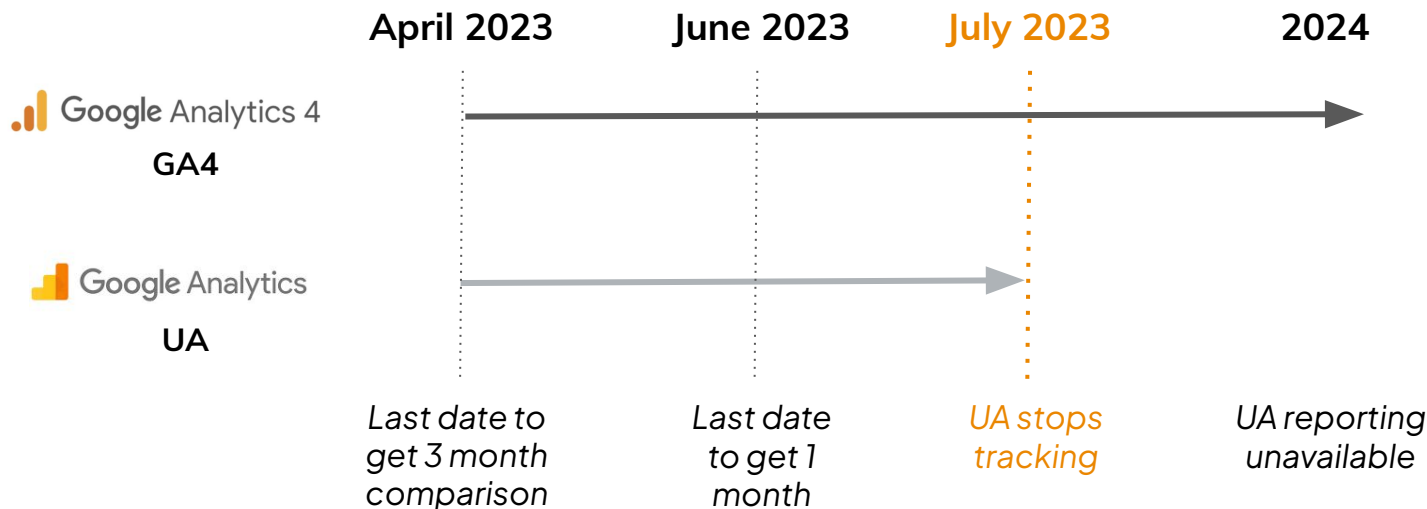
# GA4

- Built for analysts
- Customize everything and build your own
- Data driven attribution

# Why did Google force this change?

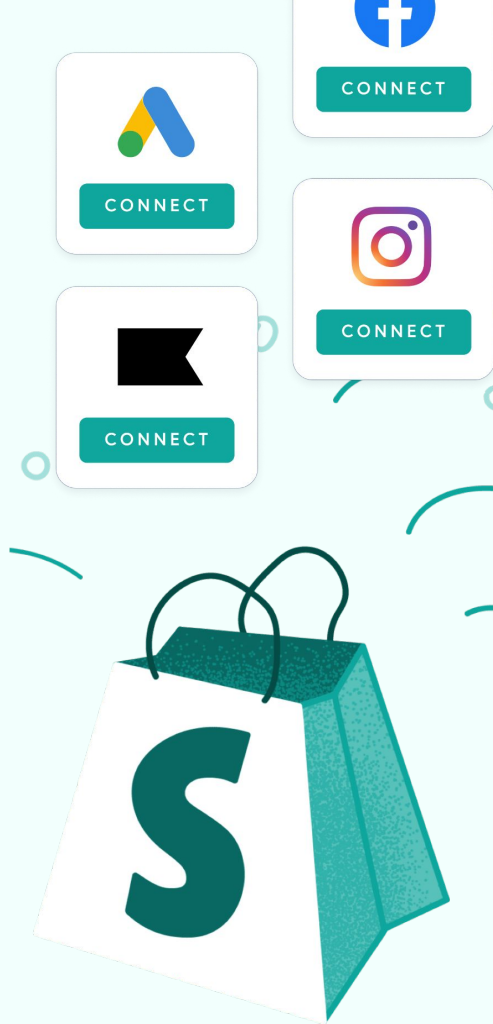
- UA couldn't be GDPR compliant with US data storage
- UA processing wasn't built for global scale (too expensive to run)
- Data model in UA was fundamentally limited

# You need to start GA4 tracking ASAP!

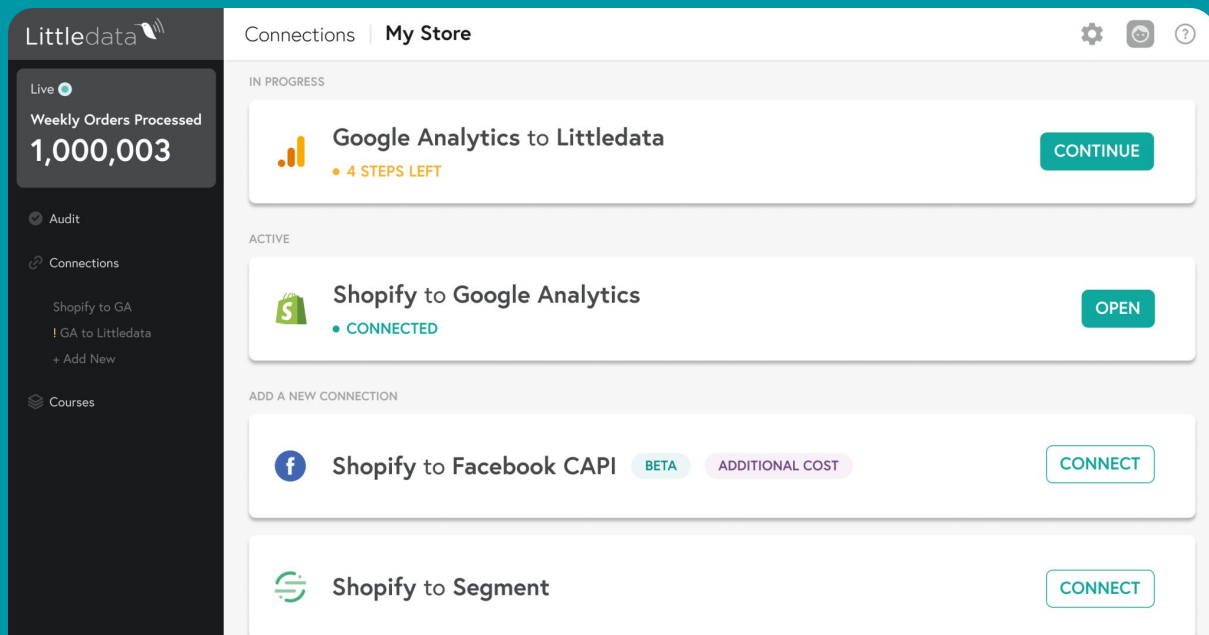


# Littledata is chosen by Data Driven Brands

- We provide accurate data to **1500+ DTC brands**.
- Connecting marketing, sales, and customer data to Google Analytics (UA +GA4) and Segment from **Shopify and BigCommerce**.
- This is done automatically with our app using server-side and client side tracking together.
- It takes about **10 minutes to install**.



# Littledata's server-side tracking Fixes data collection automatically for Shopify stores



The screenshot displays the Littledata web application interface. On the left, a dark sidebar contains the Littledata logo, a 'Live' status indicator, and a counter for 'Weekly Orders Processed' showing 1,000,003. Below this are navigation links for 'Audit', 'Connections', and 'Courses'. The 'Connections' link is active. The main content area is titled 'Connections | My Store' and features three sections: 'IN PROGRESS' with a 'Google Analytics to Littledata' card showing '4 STEPS LEFT' and a 'CONTINUE' button; 'ACTIVE' with a 'Shopify to Google Analytics' card showing 'CONNECTED' and an 'OPEN' button; and 'ADD A NEW CONNECTION' with two options: 'Shopify to Facebook CAPI' (marked 'BETA' and 'ADDITIONAL COST') with a 'CONNECT' button, and 'Shopify to Segment' with a 'CONNECT' button.

Littledata

Live

Weekly Orders Processed  
1,000,003

Audit

Connections

Shopify to GA  
GA to Littledata  
+ Add New

Courses

Connections | My Store

IN PROGRESS

Google Analytics to Littledata  
4 STEPS LEFT  
CONTINUE

ACTIVE

Shopify to Google Analytics  
CONNECTED  
OPEN

ADD A NEW CONNECTION

Shopify to Facebook CAPI BETA ADDITIONAL COST CONNECT

Shopify to Segment CONNECT





# Geologie Combats Subscriber Churn

- Founded in 2018, Geologie is an award winning DTC brand that creates **clean, safe, and clinically proven body care products** #value
- Has over **6000 five star reviews** and large subscriber base to nurture and retain
- Wanted **clean and accurate** subscription data
- **Moving quickly** = essential





Edward Upton

[edward@littledata.io](mailto:edward@littledata.io)

[www.littledata.io](http://www.littledata.io)