

ElevAR vs. Littledata

How we stack up against each other

ElevAR supports Shopify and Shopify Plus stores and guarantees 99%+ server-side conversion accuracy (actually, we both do). But when you compare ElevAR and Littledata, you can't help but notice some substantial differences that give you an edge over your competition.

“Data is the lifeblood of a successful eCommerce business – helping you make smarter business and marketing decisions.”

The Main Difference



Server-Side Integration

ElevAR Server-Side allows you to collect and send accurate tracking data to all of your marketing channels, such as Facebook and TikTok, and analytics tools - Google Universal Analytics & GA4.

With ElevAR, you have the choice to collect and send tracking data through our native server-side integrations or through your Google Tag Manager web container - giving you far more control and flexibility.



A Custom Third-Party Script

Littledata installs a custom third-party script that collects and sends tracking data to Littledata servers, which are then sent to limited marketing channels and analytics tools - Google Universal Analytics and GA4.

Littledata's server solution does not integrate with Google Tag Manager.



“In 2019, we tried Littledata for Recharge (for subscriptions), but we couldn't get it to track data accurately, and frequently found duplicate orders. So, we created our own solution, but iOS privacy updates made us look for another option – and we found ElevAR. ElevAR Server-Side provides real-time order reporting in Google Analytics with a Recharge integration.”

Tim Nolan,
Head Of Technology, Skylar Clean Beauty



Key Integrations Comparison

Elevar provides 40+ integrations with best-in-class marketing destinations, checkout vendors, and analytics providers. You'll find the list of our integrations is familiar because they're integrations you care about.

		
TOP DESTINATIONS		
	Facebook Ads and CAPI	✓
	GA4 and Google Analytics	✓
	Google Ads	✓
	Bing	×
	Pinterest	×
	Snapchat	×
	TikTok	×
	Twitter	×
INTEGRATIONS		
A/B Testing	Kameleoon	×
Advertising and Retargeting	Criteo	×
Affiliate and Influencer Marketing	Commission Junction	×
	Impact Radius	×
	Rakuten	×
	ShareASale	×
	Voluum	×
Checkout	Bold Subscriptions	Bold Subscriptions
	Carthook	Carthook
	ordergroove	ordergroove
	Recharge	Recharge
	skio	skio
Consent Mode	OneTrust	OneTrust
	Cookiebot	×
	Pandectes	×
	iubenda	×
Direct Mail Advertising	PebblePost	×
Email and SMS Marketing	Klaviyo	Klaviyo
Global Checkout	FLOW	FLOW
	Global-e	×
Landing Page Builder	Zipify	×
Native Advertising	outbrain	×
	Reddit	×
	Taboola	×
People-based Marketing	LiveConnect	×
	Wunderkind	×
Programmatic Advertising	StackAdapt	×
Website Insights and Analytics	Lucky Orange	×
	Microsoft Clarity	×
	Zeenk	×

Product Comparison

Elevar makes it simple to integrate our product with your store and if you're not happy, we'll give you your money back (Littledata cannot claim the same).

		
INTEGRATIONS		
Google Tag Manager integration	Server-Side	Client-Side only No access to server-side events
Universal Analytics and GA4 integration	✓	✓
Google Ads Retargeting	✓	✗
FEATURE		
Connect to Unlimited Marketing Destinations	✓	Plus Plan Only
Free Chrome Extension – Event Builder	✓	✗
Multi-Currency Support	✓	✗
Unlimited Country Stores	Volume Pricing	Plus Plan Only
Daily Tag Email Alerts	✓	✗
Product List, Image, and Social Click Tracking	✓	✓
Refund and Subscription Tracking	✓	✓
Upsell Tracking	✓	✗
MONITORING ALERTS		
Daily Tag Email Alerts	✓	✗
Real-time Server-Side Order Reporting and Alerts	✓	✗
3rd-party Checkout Attribution Attribution by User	✓	✓
Marketing Campaign Reporting		
Lifetime Value Tracking and Reporting	✓	✓
Marketing Attribution	✓	✓
BENEFITS		
99.9% Guaranteed Uptime	✓	Plus Plan Only
Money Back Guarantee	30 days	✗

If you want accurate data across your entire marketing stack to decrease cost and make more money then [Elevar is for you.](#)

ElevAr can support you with a full site audit and provide an expert install to supercharge your store!

Based on thousands of audits we've performed, our experts see that most merchants are double tracking some channels while not tracking others.

When we onboard you with a full audit, we ensure your tracking is working perfectly.

How? We do the hard work to comb through theme code to ensure no rogue scripts are being included. Often these nefarious scripts are incredibly hard to find!



Peachymama
via Shopify



My advice - spend the money with ElevAr and save a fortune on your ad spend. Simple. IMO this is the very best way to make sure the data you see on your FB and GA is accurate!



Fyneproject
via Shopify



ElevAr is definitely a must have. You can't run a business with poor data quality. This app allows you to build a strong hypothesis based on verified data.



30 Day

Money Back Guarantee

You're In Good Hands!

Proud to be official partners



The world of tracking is changing – and fast.
The time is now to embrace ElevAr Server-Side.

Talk to Us [↗](#)

ElevAr powers conversion tracking for direct-to-consumer brands on Shopify & Shopify Plus. Our server-side tracking transforms shopping behavior into structured, trackable events with attribution, resulting in near 100% conversion accuracy. With real-time event monitoring and pre-built tag templates for Facebook, Google Ads, Google Analytics, GA4, TikTok, and 30+ more digital marketing channels, we ensure brands never miss tracking a conversion. Rely on accurate data to make strategic business decisions with ElevAr.

