WITH ELEVAR,
"THE LIGHTS CAME BACK ON"

UAG

ELEVAR Sb

Urban Armor Gear (UAG), founded in 2012, makes quality protective cases for iPhone and Android devices, and is built on the premise of thoughtful design that provides excellent protection in the most challenging situations. They started working with Slicedbread, a premier digital marketing agency (and Elevar partner), from the very beginning of their eCommerce journey, and the relationship has only become stronger over the last 10 years. UAG considers Slicedbread an extension of their in house team, and both Slicedbread and UAG have worked to introduce one another to new companies and ventures. One very important introduction, during a time of data and analytics challenges, was to Elevar.

> For UAG and Slicedbread, implementing Elevar meant, "The lights came back on. The dashboards and the signals were reporting accurately, and we could rely on multiple sources of truth consistently," said Michael, Urban Armor Gear, VP of Marketing.

Michael McVerry
Urban Armor Gear,
VP of Marketing
Elevar & Slicedbread client

Brandon Lupo
Slicedbread Partner
& Head of Strategy
Elevar agency partner

Hugo Da Rosa
Slicedbread Partner & Director of
Sales and Technology
Elevar agency partner

Background

Urban Armor Gear and Slicedbread began their partnership almost 10 years ago, when UAG realized the company needed to expand from their brick-and-mortar presence to an eCommerce presence. The UAG team knew from the outset they'd need an agency's help, and Slicedbread was, and is, a great match. Michael McVerry, VP of Marketing at UAG, explains, "Shopify made it easy to create a presence bigger than ourselves by owning and analyzing customer data, and we had Slicedbread's help every step of the way."

UAG, sells cases for any number of devices now, but it all started with phones. The company prides itself on a product that protects at a military-grade level during the most intense sports and the extreme day-to-day lifestyles without being bulky. When they added a variety of cases for Android products to their already successful iPhone offering, in order to meet a consumer need that was essentially wide open in the marketplace, their sales soared, and their Shopify store presence had to expand.

Slicedbread

Slicedbread is a digital strategy, marketing/advertising, and development agency that started in 2014, aiming to offer a superior, performance-driven, and customer-focused experience that goes above and beyond for their clients, setting themselves apart in a crowded sea of digital agencies. The team is made up of seasoned professionals who know marketing and have deep seeded knowledge and expertise in how to use data and analytics to help their clients grow.

The team at Slicedbread worked right alongside UAG assisting them through technology changes, including the data and tracking issues that led the teams to Elevar. Their partnership, and the personal relationships they've developed along the way, have been integral to UAG's continued growth as a company.

Brandon Lupo and Hugo Da Rosa, partners of Slicedbread, say they use UAG as an example of a successful partnership in conversations very often with other clients: "Seeing growth together in a true partnership between the agency and the client, and what we're able to see data-wise is what leads us to insightful, business-building conclusions."

"It's vital to understand your customer journey. Where are your sales coming from? What do your sales look like? Can you show me? More often than not, Google Analytics "out of the box" doesn't read properly, so finding a means of accurately pulling data, consistently, matters to your bottom line." — Michael

Challenges

In 2020, UAG decided to migrate to a headless Shopify Plus eCommerce store with a custom-built Content Management System (CMS). When UAG completed the migration process, the back-end and the front-end analytics connections suddenly broke. With incomplete and inaccurate data, the company's analytics became a huge issue. They called the Slicedbread team for professional and moral support, and Brandon (Slicedbread), answered the need by immediately boarding a plane and flying out to meet Michael (UAG) at a tradeshow in Las Vegas, to help him find solutions to the data disaster.

> **"Figure out how the data works so you can identify where your entry points are, and use that information to establish goals and stay one step ahead of everyone else." — Brandon**

Hugo recalls the moment Brandon told him UAG's tracking had broken: "He didn't have to say much—I already knew the implications of that: a whole lot of time and money spent on a change that unexpectedly created significant tracking issues.

The feeling of defeat began to creep in and we didn't know where the light at the end of the tunnel was."

"Everything just blew up. We were frantically sifting through data post-launch in Google Analytics," Michael said. The two of them vividly remember sitting in Brandon's hotel room pouring over data the hard way—number by number in spreadsheets—while trying to find some way to fix the broken connections so the data could flow freely and accurately again.

But the data still remained incomplete for six months. The UAG team lost all of their historical data during that time as well as missing out on current insights, despite the teams' collective best efforts. Hugo said they were aware that any "fix" they made would only be temporary, and they had to find a more permanent solution.

"We needed an understanding of the historical data as well as capturing current, usable data. There were attribution challenges, ad costs were going up, and we had no data to support why this was happening," Michael said. Needless to say, the data issue was top-of-mind for both Slicedbread and UAG, and they continued to search for a solution.
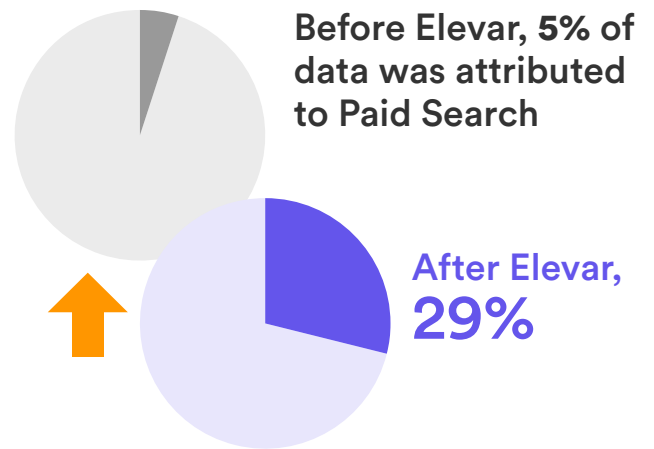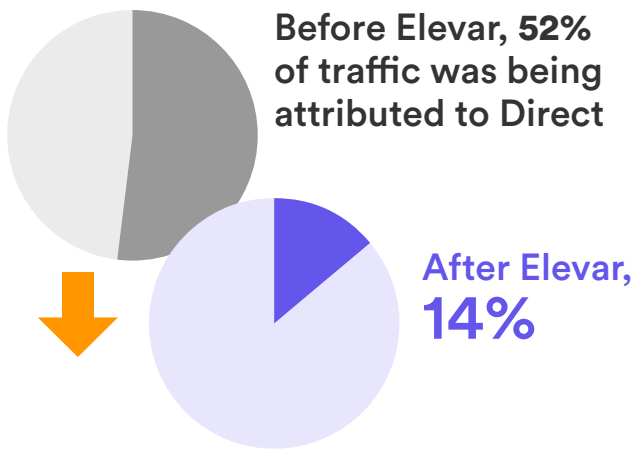
Solution: Elevar

When Slicedbread heard about Elevar, they promptly contacted their colleagues at UAG. There seemed at last to be some hope to help track UAG's data accurately and consistently. Elevar's goal is to ensure brands on Shopify / Shopify Plus never miss a conversion, powering conversion tracking for direct-to-consumer brands by sending structured, trackable, real-time events with attribution at near 100% accuracy. So for UAG, working with Elevar meant finally capturing the data they'd been missing for so long. With accurate, structured data, UAG was finally able to pinpoint accurate attribution numbers to knowledgeably plan their marketing efforts.

The goals for Elevar were to provide solutions for:

1. Direct attribution because Google and Facebook data was down

2. Data integrity to better understand marketing

3. A/B testing because the data wasn't trustworthy

4. A clean and accurate data foundation

> **"Your revenue lives and dies by accurate data. With Elevar, you can track almost 100% of your customers' journey, so you can spend your ad dollars more effectively." — Hugo**

Before Elevar, 52% of traffic was being attributed to Direct

After Elevar, 14%

Before Elevar, 5% of data was attributed to Paid Search

After Elevar, 29%

Elevar helped UAG get all of their historical data back.

The teams could now assess past and current conversions to make informed decisions about where to spend their ad dollars.

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Results

Elevar

- ✔ Conducted a Google Analytics and tagging and tracking audit
- ✔ Set up all Google Tag Manager (GTM) tags, triggers, and variables, the Elevar Data Layer, and tag monitoring
- ✔ Implemented tags for several destinations including Facebook, Klaviyo, Bing, and Google Adwords for conversions and remarketing
- ✔ Resolved issues with the existing Data Layer and GTM snippets in the codebase

> "We're looking at attribution differently. We're seeing customer journeys in action, watching their stories as they unfold—and we know the data we're seeing is accurate." — Michael

- ✔ All reporting is now 99%+ accurate
- ✔ Found and recouped all historical data
- ✔ Increased room for creativity in product views
- ✔ Optimized customer experience

Slicedbread is supporting the UAG site, including the Elevar Data Layer, and their close partnership continues.

> "Resolving our tracking issues was a big sigh of relief. We were exhausting every possibility we knew of, and now, finally, we could get back to doing the meaningful things. We wouldn't have learned any of this if we hadn't crossed that bridge and saw where the breaks were and fixed them." — Hugo

Conclusion

Change is always hard, and with technology in the mix, it's increasingly complex. Having partners to help solve the inevitable issues that arise makes it a lot easier.

As Hugo explained of the two teams solving UAG's data issues together, "Everyone worked together on what it took to succeed when adopting changes in technology; teamwork and accountability were especially crucial with frequent tracking and privacy changes in the eCommerce space, and Elevar was instrumental in our shared success."

Despite the difficulties, the Slicedbread and UAG teams both saw the value in their journey.

Yes, tracking was a challenge, but the benefits of a headless strategy allowed for a more intricate understanding of the customer journey, and with Elevar, they were able to see a much more detailed breakdown of the data, so they could create smarter ways of organizing product models.

According to Hugo, "The migration to headless, with Elevar's help, allows for a lot of creativity in presenting an optimal customer experience."

About Elevar
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 integrations with Facebook Conversion API, Google Ads, GA4, TikTok, and 40+ more digital marketing channels, we ensure brands never miss tracking a conversion. Rely on accurate data to make strategic business decisions with Elevar. **Learn more at getelevar.com**