Server-Side Tracking

We've done the hard work so you don't have to.

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

You have options...

Stick with native Shopify settings for checkout events	**Best** Get Elevar Server-Side tracking with a fully managed experience	Use Elevar's Data Layer with Google Tag Manager
True Fact! 20–25% of your data could be missing or inaccurate (we explain why below)	We do the hard work for you with a 99%+ conversion tracking guarantee	This is the 'for experts' DIY option with an 80-90% conversion tracking guarantee

Missing data costs money! If you don't know where your traffic is coming from or what it looks like, ad platforms can't work optimally for you in driving new customer acquisition.

Many industry trends are making digital advertising harder for D2C brands

Let's look at just a few of the top offenders skewing your data. (and not in a good way)

01

Ad blockers

Not only do ad blockers keep ads from loading, most ad blockers may prevent tracking scripts from loading, or from sending information to your ad and analytics platforms. Ultimately, this causes you to miss critical business information - which ads are driving revenue and those that aren't.

How bad is it? Surveys show anywhere from 26% to 40% of consumers are using ad blockers. Not only on laptops and desktops, but on mobile as well, where use of ad blocking has doubled in the last five years.

> The eCommerce shift to server-side tracking is inevitable, as an estimated 43% of U.S. adults block online ads.

02

Cookies

It used to be that cookies expired after 30 days, but today most browsers only support a 7-day cookie or less.

Loosing valuable tracking data limits your ability to evaluate ad click behavior and your customer's buying journey.

03

iOS

iOS 14 changes in 2021, and especially iOS 14.5 in 2022, upended the digital ad industry.

Advertising isn't going away as a result of it being harder to track people, but it's certainly become more difficult to know how effective ads are.
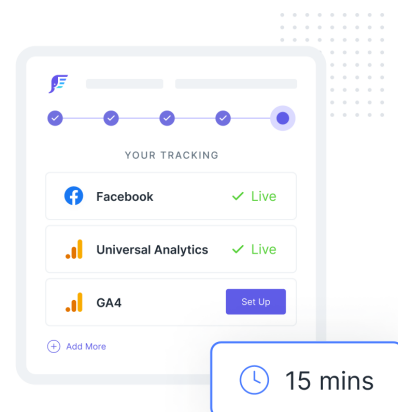
Server-side tracking helps combat some of these limitations, with the ability to capture more first party data, allow for more control over the signals you're sending to Meta and other marketing channels, and help future-proof data tracking.

04

Data Privacy Regulations

Data privacy regulations like the EU's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) require websites to alert consumers to the types of cookies they're using and enabling consumers to accept or deny them.

> For pixel management, use Elevar. Their server-side setup maximizes the amount of data you're able to feed back into your ad platforms or external tools.
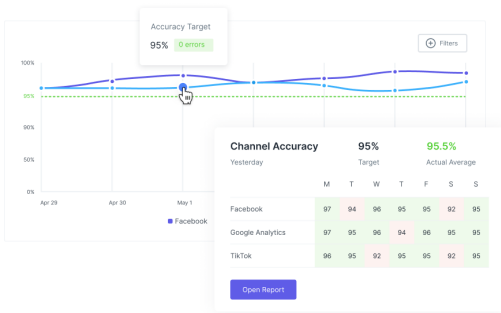
Nik Sharma,

CEO, Sharma Brands
Forbes 30 Under 30

Elevar Server-Side tracks each customer journey and achieves 99%+ conversion accuracy.

YOUR TRACKING

Facebook ✓ Live

Universal Analytics ✓ Live

GA4 Set Up

⊕ Add More

🕐 15 mins

More Accurate Data

You'll be on your way to more accurate tracking in less than 15 minutes with an easy to use wizard.

We guarantee 99%+ of your purchase data will be successfully delivered to all of your server-side marketing destinations – or your money back.

Built For Direct-to-Consumer Brands

Just point, click, and connect to over 40 of the most popular eCommerce marketing channel destinations.

Our destination setup wizard will automatically connect your store to Facebook, GA4, TikTok, Snapchat, Criteo, and more!
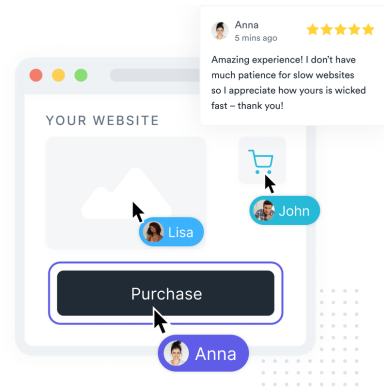

Accurate Data Saves You Money

Data is what drives decisions on where to spend your valuable marketing dollars.

Increase your return on ad spend and decrease customer acquisition costs by making better business decisions, with better data.

Improved Customer Experience

You know speed is critical for conversion rates and that even a fraction of a second faster can go a long way with your customers experience. Research has proven this time and time again.

Elevar Server-Side tracking allows you to reduce excessive scripts running in the background of your site.

No-Code Data Control & Privacy

With server-side tracking you control the data you capture and what you send to your marketing channels.

We support you in those decisions. You set the rules to keep the customer information you want private and control what channels like Facebook and TikTok can see.

Elevar also makes it super easy (and free) to be compliant with GDPR and the California Consumer Privacy Act (CCPA).

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!

fyne. **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

shopifyplus *partner*

∞ **Meta**
Business Partner

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

Tell me more ⧉