Case Study: V-ZUG

Enabling GA4 User-ID Tracking and sGTM Optimisation

THE CHALLENGE

- For **V-ZUG**, a leading Swiss manufacturer of high-end kitchen and laundry appliances, clear visibility of user behaviour and e-commerce performance was critical to the success of its Connect Store, driving the **need for a comprehensive GA4** tracking implementation.
- Our initial review quickly highlighted a fundamental issue: while data layer elements existed on-site, no GA4 event hits were being sent, leaving the GA4 property with **no usable event data**. Further investigation revealed a partially implemented data layer, with several critical interactions - including logout, password changes, and key checkout steps - **missing event pushes** entirely.
- These gaps extended into e-commerce tracking, where essential events such as *add_to_cart, view_item*, and *begin_checkout* were either incomplete or impossible to validate due to limited checkout access. As a result, the client **faced significant blind spots** in product visibility, conversion performance, and user journey analysis.
- To address this, we **proposed a structured tracking framework** designed to capture all user actions and e-commerce interactions consistently. This approach aligned GA4's enhanced measurement model with V-ZUG's Connect Store tracking guide, **restoring confidence** in the accuracy and reliability of their analytics data.

> **"The team efficiently resolved our GA4 and server-side setup challenges. Their clear guidance and collaboration with our DevOps team helped us achieve a reliable, privacy-compliant analytics framework with improved data accuracy."**
>
> **Digital Analytics Specialist at V-ZUG**

KINESSO

THE SOLUTION

We produced a five-step approach to tackle the challenges head on:

1. Reviewed the server-side Google Tag Manager (sGTM) environment and verified Cloud Run endpoint deployment to ensure the infrastructure was correctly configured.
2. Validated container image registration and accessibility via Cloud Run services, confirming pipeline integrity and runtime readiness.
3. Advised the DevOps team on key infrastructure actions - including load balancer setup, DNS configuration and SSL management - to support secure, reliable tracking endpoints.
4. Created a GTM Data Layer Variable to capture *user_id*, restricting to approved, privacy-compliant conditions.
5. Updated GA4 Configuration and Event Tags to dynamically pass and persist *user_id* across all subsequent GA4 events for logged in users.

THE OUTCOMES

- **End-to-end visibility** of user behaviour and e-commerce performance was **restored**.
- More resilient, server-side GA4 tracking improved data accuracy and **future-proofed measurement**, driving greater efficiency.
- Privacy-compliant user identification unlocked **stronger attribution** and **richer audience insights** to enhance performance.
- A **scalable analytics foundation** now supports confident, data-driven decision-making.