# Case Study: GEORG FISCHER +GF+
# GA4 Consultancy Support: GTM Configuration

Google Analytics

## THE CHALLENGE

One of the world's leading providers of flow solutions for industry, infrastructure and buildings, Georg Fischer required a full GA4 event-tracking setup to accurately measure user interactions and e-commerce activity across its Connect Store.

For best-in-class event-based tracking, we implemented GA4, which quickly revealed that no event hits were being sent to the GA4 property. Investigation uncovered that the data layer setup was incomplete, with several key user interactions - including logout, password changes, and checkout actions - lacking event pushes entirely.

Initial testing was also constrained by limited access, with checkout and purchase flow data being unavailable. This prevented full validation of e-commerce tracking during the early stages of the implementation.

Once access was later granted, further issues were uncovered: several critical e-commerce events, including *begin_checkout*, *add_payment_info*, *checkout_summary*, and *purchase*, were either missing or not firing correctly in GA4.

To resolve these issues, we produced a structured remediation approach, working closely with the development team to implement all missing data layer pushes and ensure GA4 tracking was fully aligned with the client's e-commerce schema and measurement requirements.

## THE SOLUTION

We devised a five-step approach to resolve all challenges:

1) Reviewed the existing Connect Store tracking structure and validated data layer readiness for all key user interactions.

2) Developer collaboration to implement missing data layer pushes across checkout and purchase events.

3) Configured GA4 event tags within Google Tag Manager (GTM), consistently tracking user behaviour and e-commerce interactions.

4) Mapped item-level parameters - including product ID, name, price, and quantity - aligning with GA4's recommended e-commerce schema.

5) Validated full event flow using GTM Preview and GA4 Debug View, ensuring data accuracy and eliminating tracking gaps.

## THE OUTCOMES

- Full visibility of user journeys, from navigation and cart interactions through to completed purchases.

- All critical e-commerce events now fire correctly with accurate item-level data aligned to GA4 best practices.

- Reliable insight into drop-offs, conversion performance, and campaign effectiveness.

- A stable, privacy-compliant analytics foundation to support confident, data-driven decision-making.

" **The team provided clear guidance and executed the GA4 setup seamlessly. Their collaboration with our developers helped establish complete e-commerce tracking and improved the accuracy of our analytics.** "

**Client Lead at Georg Fischer**

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