

E-commerce tracking across domains

GA4, Google Tag Manager and Looker Studio

Keep the purchase connected to the journey that brought it.

A store, a separate checkout app and an account area needed consistent measurement across the customer journey.

JOURNEY

Store, checkout and account area

MEASUREMENT

Shared e-commerce data layer

REPORTING

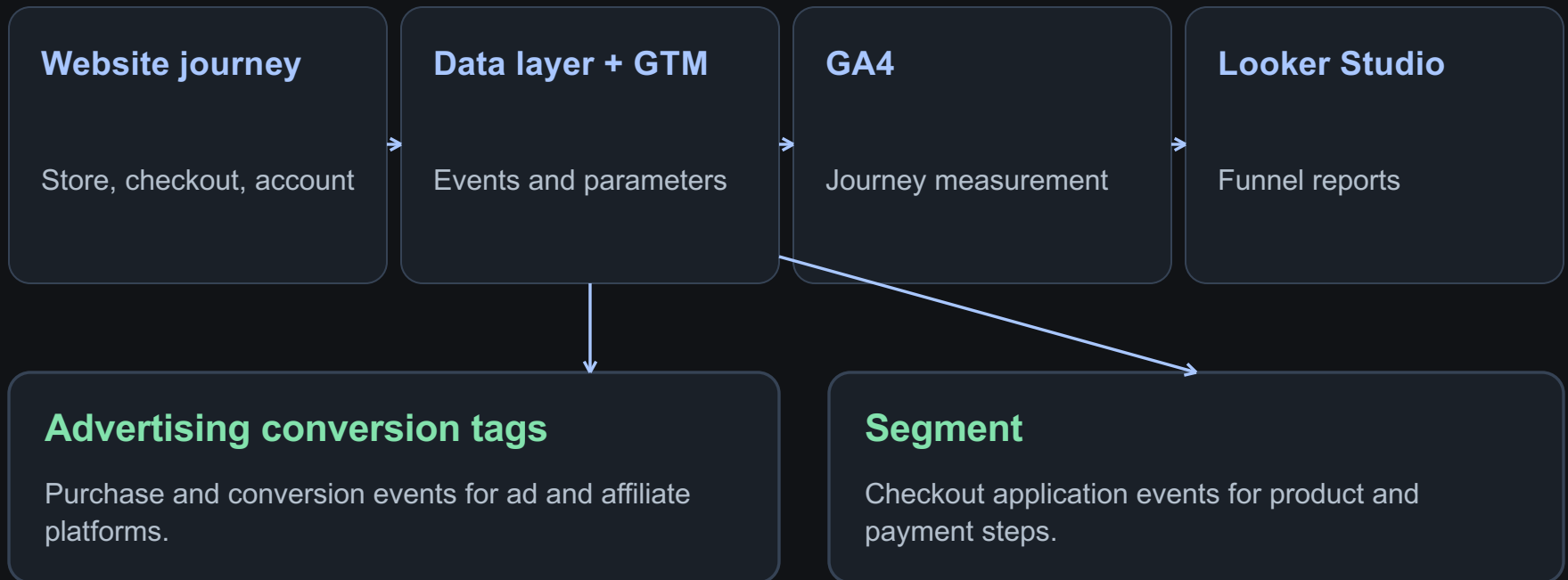
Store and checkout funnels

MY CONTRIBUTION

Implemented cross-domain tracking, e-commerce events and advertising conversion tags; built funnel reporting.

How the workflow fits together

The diagram shows data flow; supporting controls appear separately.



The checkout is a web application. Shared data-layer variables support several destinations.

The rules behind the workflow

Implementation choices supporting a consistent, reviewable workflow.

01 Preserve cross-domain context

Configured the linker across the store, checkout app and account area to keep the journey connected.

02 Reuse structured purchase data

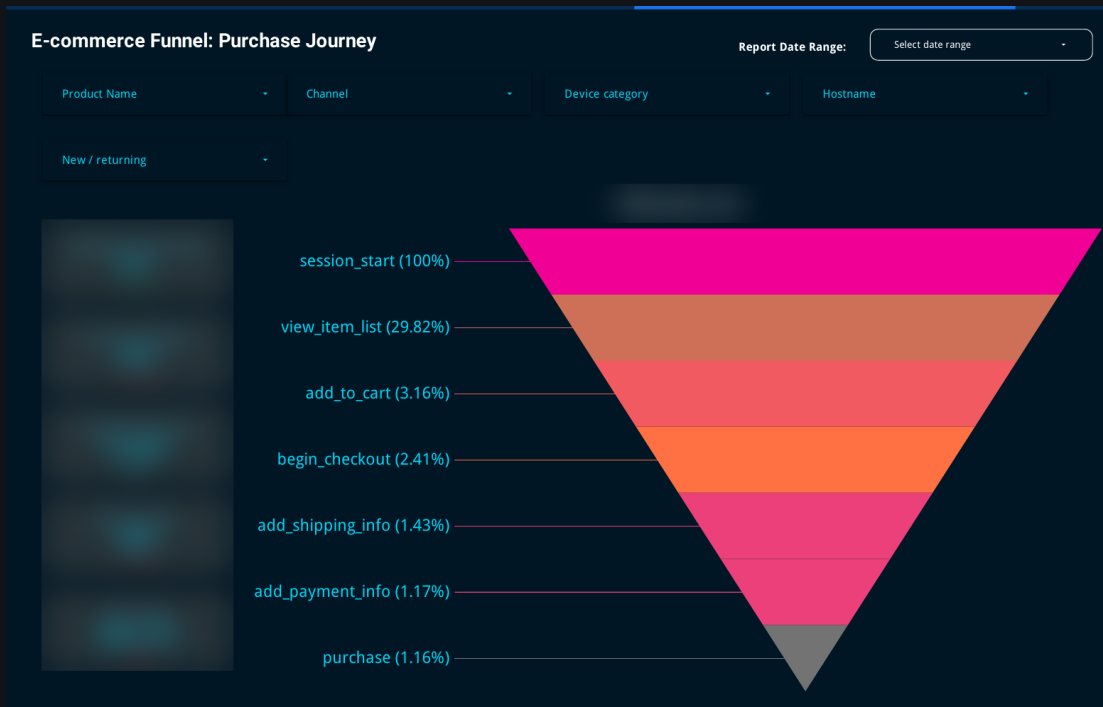
GA4 and most active purchase/conversion tags read shared e-commerce variables. Criteo uses the same item, currency and transaction context.

03 Keep legacy changes reversible

Paused and grouped legacy tags instead of deleting them. Container inventories include work by other contributors.

A report for reviewing the purchase journey

Actual historical Looker Studio report with client identifiers obscured.



DELIVERED

Connected tracking across the store, checkout and account area, with reporting by product, channel and device.

Container coverage is not individual tag authorship. Sales lift and acquisition-cost improvements were not measured.

Actual store funnel with client domain and revenue obscured. The source period is not shown; no performance comparison is claimed.