PIWIK PRO
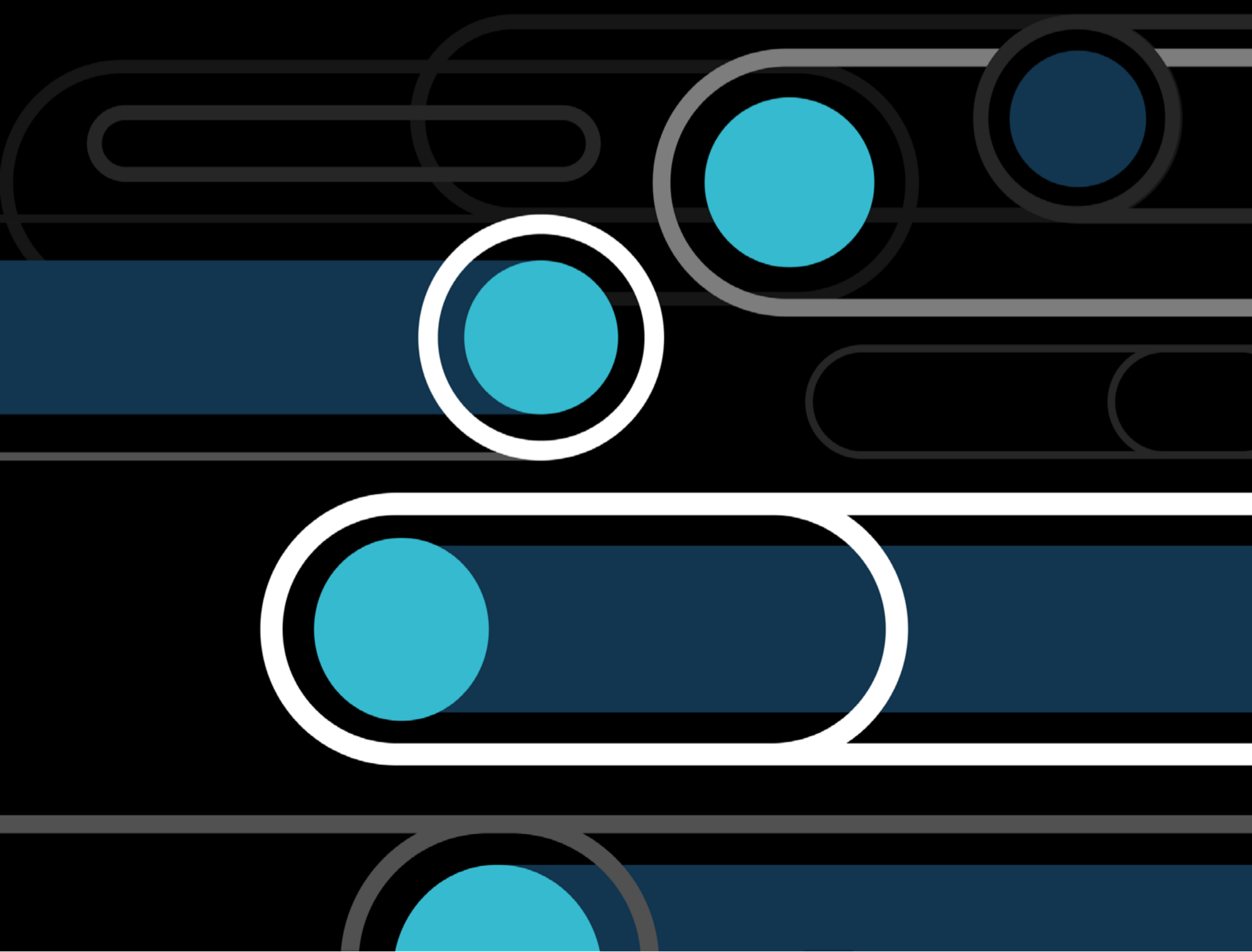
Shopping24

How the ecommerce advertising platform Shopping24 optimizes its website's performance with Piwik PRO

Shopping24 is a part of mrge,
a leading global platform for commerce
advertising. The company has been on
the market for 20 years and operates
an ecommerce network of 10 product
search engines, over 1000 shop
partners, and more than 100
publishers. The online shops place
their products on 25 websites within
the network to increase their sales
and audience.

The company's primary objective
is to provide its users with the most
relevant product recommendations
and effectively direct them to relevant
online shops.

Industry: E-Commerce

Location: Germany

Highlights:

– Optimized website performance
thanks to data collected with
custom events.

– Detailed analysis of website traffic
and immediate identification of
malicious traffic.

– Alignment of data protection with
internal needs and achievement
of the planned consent rate.

– In-depth analysis of user behavior
thanks to custom events.
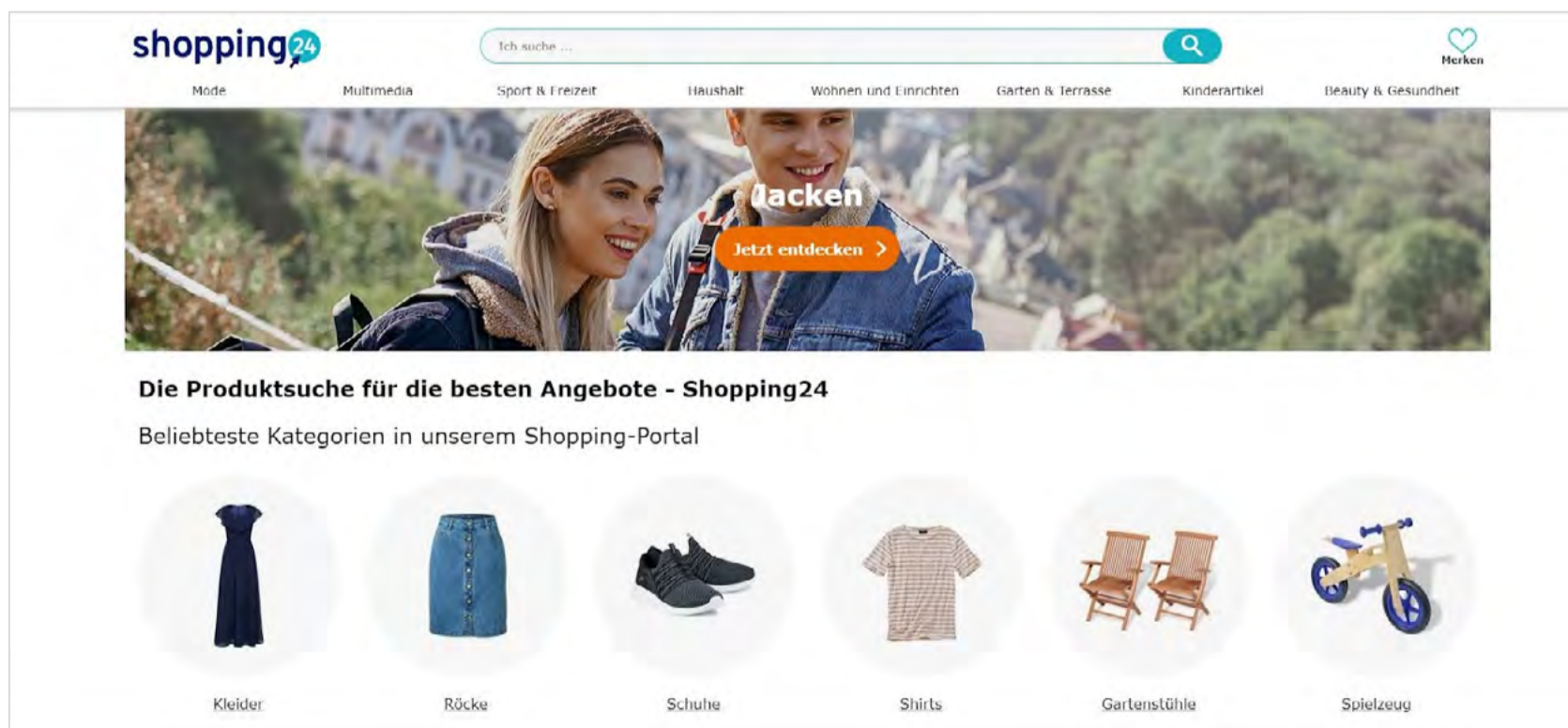
One of the product search pages of Shopping24

Balancing analysis of high traffic volumes with cost pressures and data protection obligations

Comprehensive data traffic analysis is a crucial success factor for Shopping24. However, it is equally important to maintain the highest level of compliance with GDPR. The company had already used Google Analytics for some time, but it couldn't fully deliver on GDPR compliance. As a result, Shopping24 initiated an in-depth selection process to find privacy-compliant software with a balanced pricing model.

Various options were carefully examined, including comprehensive tools such as Matomo, Econda, and Etracker, as well as specialized data protection software like OneTrust. However, none of these solutions could successfully address the specific challenges faced by Shopping24. Some required more specific consent management functions, some had complex implementation processes, and others were prohibitively expensive.

Other vital criteria in the evaluation process were:
– Data residency.
– Effective handling of large data pools.
– The option to collect additional data.

It was in this crucial context that Shopping24 came to look at Piwik PRO.

Piwik PRO provided the company with a tailor-made solution that ensured the highest level of GDPR compliance and offered specific consent management functions. The balanced price and transparent implementation process made the decision even easier. The software enabled Shopping24 to analyze traffic accurately while meeting all data protection requirements.

Piwik PRO Analytics Suite – the compelling and complete package

Initial product research and tests gave promising results. Piwik PRO Analytics Suite employs a data model that the Shopping24 team was already familiar with. The general logic of transmitting and linking events posed no problem. It promised an easy transition on a technical level.

It quickly became apparent that the platform offers an optimal price-performance ratio, and that its users can rely on comprehensive implementation and technical support.

Due to the high traffic volume of the Shopping24 websites and their specific analytical needs, implementing and fine-tuning all settings required time and consultation with the Piwik PRO support team. Nevertheless, full implementation was achieved right on schedule.

Piwik PRO provided us with the best offer regarding flexibility, pricing, and support. You can buy software on a relatively tight budget, but then nobody helps you. It was the overall package that convinced us.

– Sebastian Stach,
Web Development Team Lead bei Shopping24 Commerce Network

The web development team found Piwik PRO Analytics Suite intuitive and accessible. They also appreciated that it offers data protection features that are easy to understand, even for non-experts. Shopping24 easily balanced GDPR compliance with its own goals. Some of the solutions they tried before saw the team go through a series of trials and errors that cost a lot of time and frustration.

We sought the right solution for managing consent and processing personal data. If you don't pursue data protection as a second hobby, it's not exciting for a technical person. And if you don't have a data protection officer in-house, you're somewhat lost. Piwik PRO was very practical in that area: „How can I configure my cookie consent? How can I collect this data?" And that's where we lost a lot more time with other software.

– Sebastian Stach,
Web Development Team Lead bei Shopping24 Commerce Network

The successful implementation of Piwik PRO has significantly improved the efficiency and transparency of data handling. Shopping24 can now make informed decisions based on high-quality analytics insights while fully complying with strict privacy regulations. Piwik PRO has proven to be a reliable partner and contributes significantly to their success.

In-depth understanding of user behavior using custom events

The web development team is the main user of Piwik PRO Analytics Suite. The platform primarily helps them to track user behavior on product search pages. About 80% of the interactive elements on pages are tracked with custom events, which help the Shopping24 team monitor users' interactions with the website. The team checks whether users click on particular buttons, how they navigate the website, and what they enter in the search field. They also observe reactions to page updates, such as image carousel modifications.

By applying these methods, Shopping24 can better understand whether their site optimization measures positively affect user behavior. The web development team

monitors how users interact with navigation features and performs A/B tests to identify which variant works best.

Custom events also provide the company with aggregated information about the effectiveness of the offer presentation.

Thanks to custom events, we can achieve a clear overview of our search results. For instance, they allow us to identify areas where we only have a limited offering for specific searches or how often we have had to expand our offering by displaying similar products.

– Nicolas Haase,
Web Development at Shopping24 Commerce Network

The Shopping24 team analyzes custom events for the filters used on the website to determine which product features visitors prefer. This is a continuous effort, as trends are by nature limited in time. The team is also interested in outliers because they also consider them as trends. The goal is to understand how visitors navigate the website to find their desired products. The team achieves this goal by linking each interaction area to a specific event.

The web development team collaborates with account management to analyze how Shopping24 can expand its product range in specific areas, especially when handling certain trends presents challenges.

Piwik PRO Analytics Suite helps us analyze technical and commercial metrics. Together with the A/B tests, it lets us identify areas with potential for optimization and how we could influence the user journey through page changes.

– Sebastian Stach,
Web Development Team Lead bei Shopping24 Commerce Network

Understanding traffic in the proper context

The success of Shopping24, a company that primarily redirects traffic from product aggregator sites to target stores, relies on analyzing traffic sources. Piwik PRO Analytics Suite is a powerful platform that helps the company's web developers carefully examine edge cases, such as unexplained increases in direct traffic. After analyzing the user agents, they can determine whether the traffic is potentially harmful. If so, they can limit it using other tools.

As for visitors that use product search, their behavior varies greatly depending on how they found the website: through other search engines, Google Shopping, Google Ads, or by direct visits. In some cases, they may not even realize they have landed on the Shopping24 website.

Using Piwik PRO Analytics Suite, the team examines the context in which a user arrives at the site, understands their behavior, and decides how to influence it. Shopping24 has a powerful tool enabling them to determine the volume and characteristics of traffic sources, identify discrepancies, and optimize device-specific topics.

With Piwik PRO Analytics Suite, we gain more transparency into how our metrics change when we perform specific actions and how visitors from different traffic channels behave on our portals. The platform has helped us understand what traffic via search engines really is, which is a commercial advantage we didn't have before.

– Sebastian Stach,
  Web Development Team Lead bei Shopping24 Commerce Network

Controlling the technical aspects of operating a product search engine

The Shopping24 web development team monitors technical metrics, such as website performance, based on response time. As the platform interacts with millions of products from multiple services, fast page speed is crucial for success. The team needs to determine if slow response time is due to the product search engine or an external service.

Additionally, employees monitor conversion rates, as a sudden drop may indicate JavaScript issues.

Result

Shopping24 was searching for software to perform an in-depth analysis of traffic sources on frequently visited websites while adhering to data protection standards. Piwik PRO provided a comprehensive solution that included affordable pricing, customizable analytics features, and support.

Thanks to Piwik PRO, Shopping24 can now analyze user behavior on 25 pages in detail while adhering to GDPR standards without involving data protection experts. Employees work with a familiar data model and can access information quickly thanks to the convenience of the integrated Analytics, Tag Manager, and Consent Manager package.

With Piwik PRO, the reports load relatively quickly, making it more pleasant to use than Google Analytics, where reports sometimes take a long time to generate. Piwik PRO met the expectations we set in advance.

– Sebastian Stach,
Web Development Team Lead bei Shopping24 Commerce Network

One of the strengths of Piwik PRO is the complete package of Analytics, Tag Manager, and Consent Manager. It's so easy to work with. The standard reports provide excellent insight into the website's performance, and we plan to dive even deeper into custom reports soon. The second strength is speed. Before Piwik PRO, I often had to wait longer when working with Analytics.

– Nicolas Haase,
Web Development at Shopping24 Commerce Network