

**PIWIK** PRO



PARTNER  
SPOTLIGHT

# Vekst

**Göteborg Energi supercharges analytics: 35% more data and 4x faster insights with Vekst and Piwik PRO**

Vekst has been our partner since 2023, and their story appears as part of our Partner Spotlight series.

Vekst is a Swedish digital consultancy that accelerates business growth through data-driven marketing and digital transformation. Their core offerings include digital business development, analytics and marketing infrastructure, brand positioning, and performance marketing.

With a strong portfolio and deep expertise in technical analytics implementations, Vekst delivers scalable digital solutions that combine business insight with data integrity.

# VEKST™

**Industry:** Digital Consultancy

**Locations:** Nordic region

**Areas of collaboration:**

Web analytics implementation, data migration, and business-oriented analytics strategy

## From challenge to change: Göteborg Energi's analytics overhaul

Göteborg Energi, the municipally owned energy provider serving Sweden's second-largest city, plays a critical role in delivering safe and efficient energy solutions. As part of its mission, the company is also committed to improving the customer experience across its digital channels, especially its main website.

To succeed, Göteborg Energi needed reliable, real-time insights into user behavior to improve digital experiences and help customers quickly discover the right energy solutions. However, their legacy tools: Universal Analytics and Matomo Cloud often produced delayed, incomplete data, limiting its value for business teams.

# The challenge

Göteborg Energi's top priorities were high-quality data and strong data security. Their previous multi-tenant analytics setup generated inconsistent results, which made it difficult for teams to draw meaningful conclusions or act with confidence.

As a public-sector organization, they also needed an analytics platform with **EU-based hosting and strict privacy standards** to ensure regulatory compliance — without sacrificing reporting speed or detail.

**Reducing the time between collecting data and extracting actionable insights** was critical for fast, informed decisions. But their former analytics setup caused reporting delays and dashboard integration issues that slowed the process significantly.

**Product's data to value readiness** also posed challenges. Teams from marketing, IT, and legal all needed to collaborate effectively around data usage. Any new platform had to be easy to integrate, flexible to configure, and quick to show value.

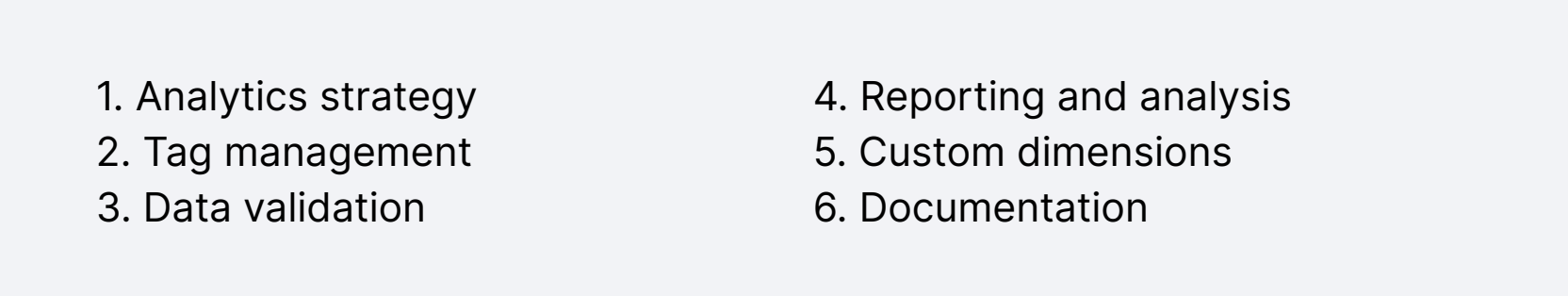
**From a technical standpoint, analytics practitioners - regardless of company size - must advocate for platforms that are transparent, well-documented, and adaptable. This is the benchmark we use when making professional recommendations to clients. Piwik PRO stands out by offering a robust solution tailored for organizations with high standards for data quality and compliance.**

**Carmen Jiang**

Senior Digital Analyst at Vekst

# The solution: Migration led by speed, security, and strategy

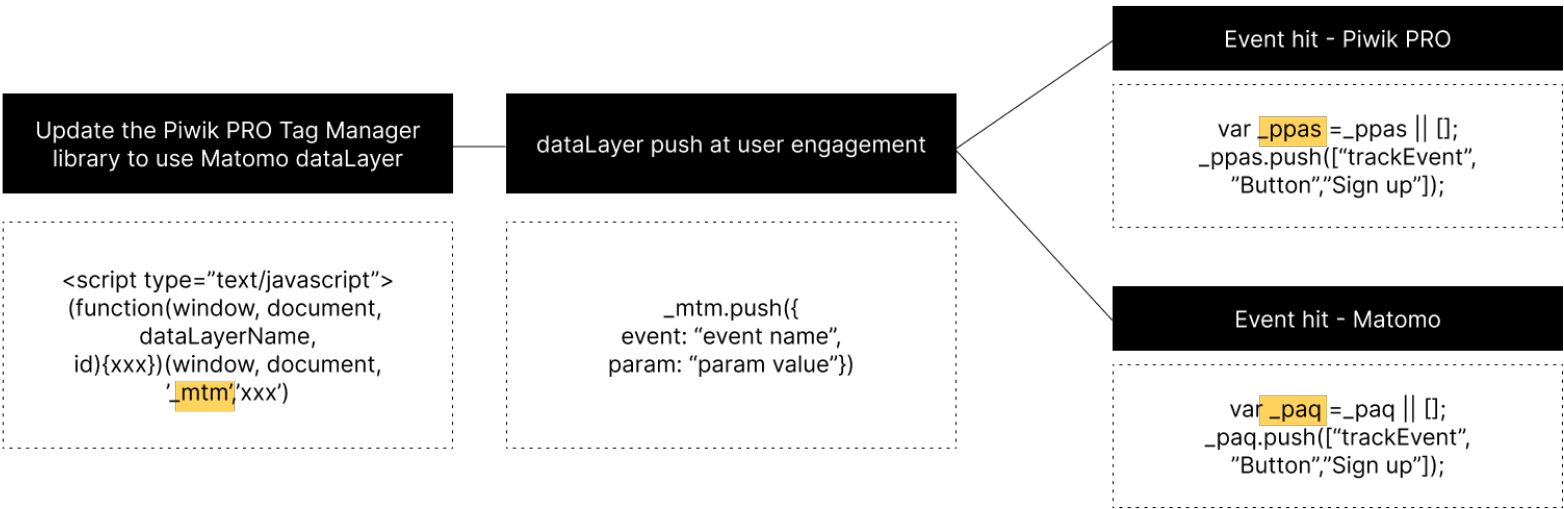
Göteborg Energi partnered with Vekst, trusted by brands like Volvo Construction Equipment and Stihl, to migrate their web analytics infrastructure to Piwik PRO. The migration began in Q1 2024 under a tight timeline and with high technical complexity. Vekst led the process using a six-pillar framework, executed through monthly sprints:



Key rollout highlights:

## Dual validation phase:

Ran Matomo and Piwik PRO in parallel to ensure data accuracy and performance consistency by modifying the set up in Piwik Pro tag manager to avoid library command conflicts using HTML tags with in-line JavaScript.



Custom setup in Piwik PRO Tag Manager to prevent library command conflicts using HTML tags with inline JavaScript. (Courtesy of Vekst)

## Dashboard transition:

Migrated all key dashboards to Piwik PRO, verifying results against Matomo to confirm integrity.

**Event tracking overhaul:**

Standardized naming across all tracked events for greater consistency and clarity.

**Action-level data migration:**



Successfully moved over 1 million monthly user actions, along with a full backup of historical records to preserve trend visibility and reporting continuity.

**CMS integration:**

Implemented a tailored data layer to tightly align Piwik PRO with Göteborg Energi’s content management system.

**Consent check with Cookie Information:**

reveal full insights while respecting user’s consent decisions by adopting anonymous tracking.

	 Consented user	 Anonymous user
Mask IP adress	IP: 1.123.12.0	IP: 0.0.0.0
Mask Geo location	Location: Stockholm, Sweden Latitude: 11.2222 Longitude: 11.2222	Location: Sweden
Cookies	Cookies are set	Cookies are not set until consent is given
Natively managed session unification	Consistent visitor ID and cookie ID	Random visitor ID and cookie ID
Attribution insights based on last click		
Native integration with Cookie Information	<code>window.addEventListener('CookieInformationConsentSubmitted',xxx) ppms.cm.api('trackAgreeToAllClick', xxx)</code>	

Handling consented and anonymous users. (Courtesy of Vekst)

Throughout the process, Vekst worked closely with Göteborg Energi’s Customer Interface team to align analytics goals with broader business objectives. From data reconstruction to dashboard integration, every step was shaped by a shared focus on speed, accuracy, and regulatory alignment. The results: measurable improvements, reduced guesswork, and faster, more confident decision-making.

# The results: faster decisions and trusted data

By September 2024, the migration was complete, and the results were immediate:



**1 million actions successfully migrated** to Piwik PRO

**35% more data captured** through anonymous tracking and Cookie Information integration

**4x faster time to insights** thanks to Piwik PRO's reporting interface and native Looker Studio connector

These gains enabled Göteborg Energi's marketing and customer experience teams to act faster and with more confidence, reducing guesswork and enhancing responsiveness across digital channels.

Just as importantly, the migration laid a foundation for building a more advanced, organization-wide use of analytics. With Piwik PRO, Göteborg Energi can support internal stakeholders with consistent, high-quality data, fueling everything from UX optimization to campaign performance.

**Our transition to Piwik Pro was a key milestone in Göteborg Energi's web digital transformation journey. It's one step further to unify customer insights, enhance service delivery, and drive data-informed decisions across touchpoints, which is foundational to our customer experience strategy.**

**Andreas Welinder**

Director of Online Channels, Göteborg Energi

# A model for data-driven and privacy-focused transformation

By investing in a modern web analytics strategy and implementing Piwik PRO Analytics Suite with expert support from Vekst, Göteborg Energi has built a future-ready analytics system that provides reliable insights into user behavior and equips teams with the insight and confidence to act quickly and effectively.

Their story shows how organizations can move beyond legacy analytics tools and embrace analytics that power better decisions, without compromising on privacy.

**The digital analytics landscape has evolved significantly in recent years. The web analytics solutions that will stand the test of time are those that consistently prioritize the needs of stakeholders across marketing, product, and UX. We are pleased to see Piwik PRO emerge as a strong contender - challenging the status quo and bringing a fresh perspective to the market.**

**Carmen Jiang**

Senior Digital Analyst at Vekst

and

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