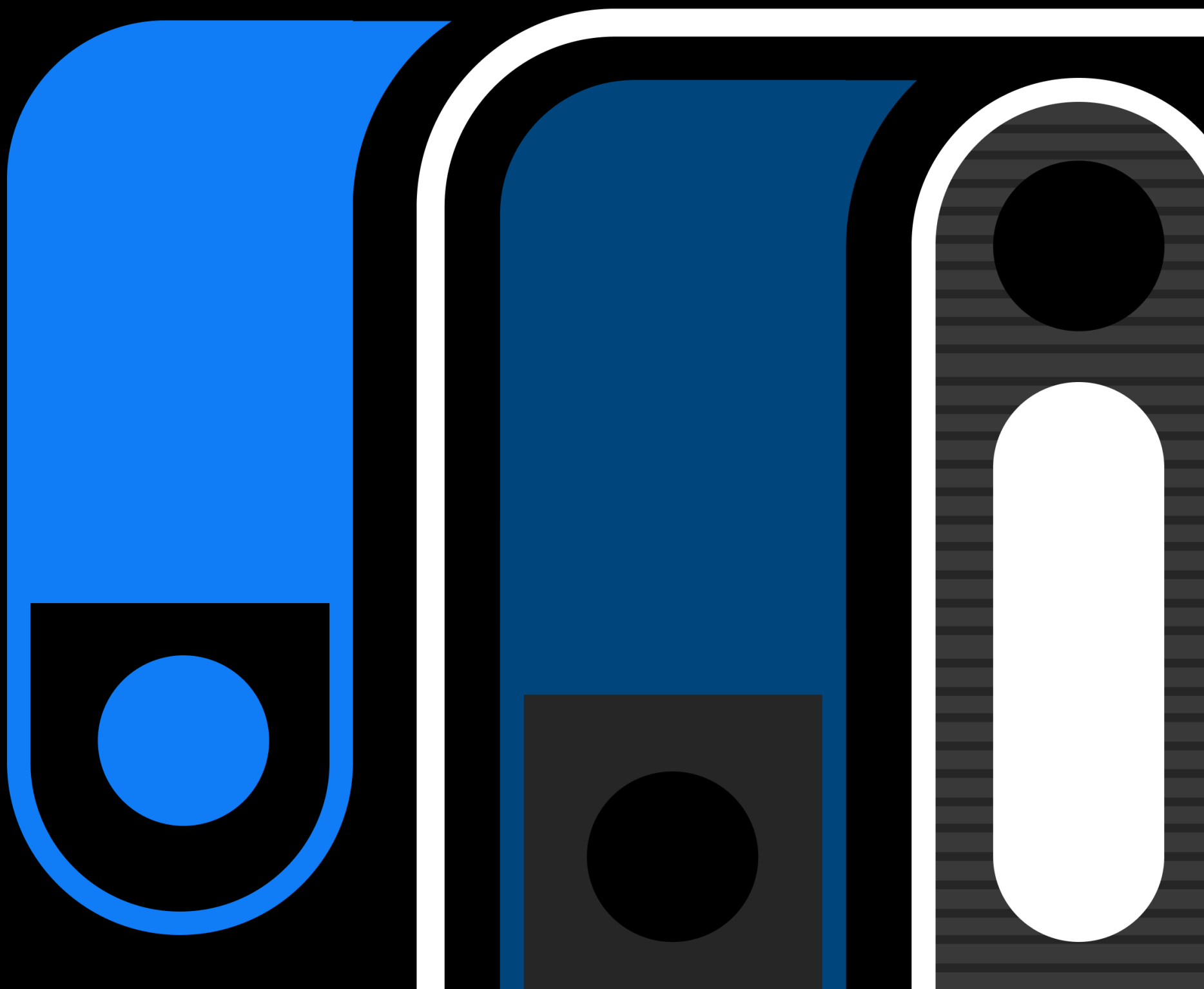


**PIWIK** PRO

# Rawlplug

**From 30% to 95% traffic attribution: How Rawlplug achieved marketing clarity with Piwik PRO**





Rawlplug is a global manufacturing company based in Poland with a rich history and extensive international presence. Operating in over 101 countries through 28 subsidiaries, the company is a leading manufacturer of anchoring, fixing systems and power tools. Their business spans multiple segments: manufacturing, online selling, and providing services across different markets and target groups.

**Industry:** Manufacturing

**Locations:** Poland

**Highlights:**

- Traffic attribution reliability increased from 30% to 95%
- Ability to track 100% of transactions, an increase from 30%
- Enhanced data accuracy: 98-99% match with accounting records
- Improved marketing performance, campaign tracking, and user experience
- Data-driven decision-making across various departments

## The initial challenge: Data uncertainty

Rawlplug's digital business is more than just an online store. It's a dynamic platform that handles a wide variety of products and pricing options for a global customer base. With this level of complexity, they needed analytics that could clearly show where their sales were coming from and how customers were moving through their buying journey.

The problem was that their old tool – Google Analytics 4 – wasn't providing the complete picture they were looking for. Reports from the platform were inaccurate, plagued by data loss and incorrect source tracking. For example, their organic traffic appeared much lower than it actually was, while direct traffic numbers seemed inflated. They couldn't identify the source of almost half of their monthly online sales, making it impossible to determine which marketing channels were performing well.

**„With Google Analytics, we were constantly losing valuable data or finding it attributed to incorrect sources. It showed unusually low organic traffic volumes alongside suspiciously high direct traffic numbers. We also couldn't track where a substantial portion of our transactions came from.”**

**Wojciech Telecki**

Head of Digital Marketing at Rawlplug

On top of that, GA4's simple „flat” data structure couldn't handle Rawlplug's complex ecommerce system, which led to incorrect price aggregation. Even advanced data layer configuration couldn't resolve these issues, as the additional scripts negatively impacted the platform's performance.

All these issues pushed Rawlplug to look for a new analytics platform to fill the gaps in their data and help see their performance across the marketing channels.

## Selecting the right solution: Why Piwik PRO?

Rawlplug's selection process for a new platform was thorough and deliberate. Their key criteria included:

- Complete data reliability
- Comprehensive marketing automation capabilities
- Cost-effectiveness
- Flexible integration options
- GDPR compliance

Rawlplug looked at different analytics tools including Piwik PRO, Adobe Analytics, and Piano. They found Adobe Analytics and Piano too complicated and expensive for what they needed.

Rawlplug decided to try out Piwik PRO's free Core plan first. This free version already helped them fix their biggest problem – getting complete data. Taking the

trial approach let them test Piwik PRO before spending money on the full Enterprise plan.

**„After implementing Piwik PRO, we started seeing a complete picture of our traffic sources. Organic traffic numbers increased substantially, while direct traffic decreased to more realistic levels. We even discovered traffic from social media channels that Google Analytics hadn't captured at all.”**

**Wojciech Telecki**

Head of Digital Marketing at Rawlplug

After trying the free plan, Rawlplug ultimately chose Piwik PRO as their analytics platform. Their decision wasn't just based on the analytics capabilities – they valued the additional features that came with the full package: the Customer Data Platform, Consent Manager, and Tag Manager. The team particularly liked how easy Piwik PRO was to use, especially when creating custom reports with its user-friendly interface.

## Implementation process

Given Rawlplug's complex data ecosystem, implementing Piwik PRO involved much more than simply swapping tools. The process included:

- Deploying Piwik PRO across 11 domains.
- Rebuilding data layers.
- Replacing internal cookie management with Piwik PRO Consent Manager.
- Developing custom integrations using APIs.

During the configuration and onboarding process, Rawlplug was able to rely on the support of Piwik PRO implementation specialists. This helped them customize the platform to match what they were looking for.

**„During our migration, we worked closely with our implementation specialist to create several workarounds that made the platform tailor-fit for our needs. I’ve learned that with Piwik PRO, your imagination is the only limit. The technical capabilities are all there, and that’s what makes the platform stand out.”**

**Wojciech Telecki**

Head of Digital Marketing at Rawlplug

## **Breakthrough results: Beyond marketing analytics**

The impact of Piwik PRO extended far beyond traditional marketing analytics, providing valuable insights that drove strategic decision-making across multiple departments within the organization.

### **Data accuracy revolution in digital marketing**

Rawlplug’s ability to track where traffic was coming from improved dramatically from 30% to 95%, transforming their capabilities to analyze marketing performance. They also gained the ability to track sales values from email – something they couldn’t do at all with Google Analytics.

**„Since implementing Piwik PRO, nearly 100% of our online transactions can be attributed to specific sources. The consulting audit confirmed that 98-99% of our data matches accounting records, compared to just 30% accuracy with Google Analytics.”**

**Wojciech Telecki**

Head of Digital Marketing at Rawlplug

Integrating Google Ads and Piwik PRO allows Rawlplug to track ads and campaigns and identify the ones that work and those that underperform. In addition, they can measure precisely the value that particular keywords bring to the business and match them with clients in a single-view report.

Rawlplug uses analytics data to improve their content strategy by creating better, more informative content that matches users' searches. This helps them rank higher for important keywords in search results while building stronger brand awareness with their target audience.

### **Sales team's customer behavior tracking**

Rawlplug uses Piwik PRO's API to push analytics data into their sales platform. This gives the sales team instant access to customer activity data without switching between different tools.

With information about customers' product interests, content engagement and website behavior, they can easily personalize their communication to match each client's specific needs and preferences.

### **Product teams' trend analysis**

The integration with Google Search Console gives the product team helpful information about keyword trends, product page visits, sales volume, and how individual products perform.

This insight helps them spot trends early, predict demand changes, and update production plans based on actual customer behavior. The result is less overproduction and waste and higher customer satisfaction.

## **Laying the foundation for even more personalized experiences**

Rawlplug recognized that web analytics provided valuable information, but wanted to understand their customers even better. To enhance their customer insights, they began implementing Piwik PRO's Customer Data Platform (CDP).

While still in the early stages, Rawlplug's CDP initiative focuses on:

- Building a unified customer view: Creating the foundation for connecting user IDs and email addresses to website behavior, developing comprehensive customer profiles.
- Preparing for personalized content: Establishing the data infrastructure needed to deliver targeted content and offers based on individual user behavior and preferences.
- Enhancing consent management: Using Piwik PRO's integrated cookie consent system to ensure GDPR compliance while maximizing data collection and activation opportunities.

With these CDP capabilities, Rawlplug aims to create a seamless customer journey across all touchpoints. The ability to track and connect user interactions will allow them to provide more relevant recommendations and communications based on actual customer needs and behaviors.

## From data gaps to complete data visibility

The switch to Piwik PRO has completely transformed how Rawlplug handles data analytics. Where they once struggled with data gaps, they now enjoy reliable data and actionable insights. Piwik PRO has empowered them to optimize marketing efforts, improve their platform, and create more personalized customer experiences – all while maintaining strict privacy compliance.