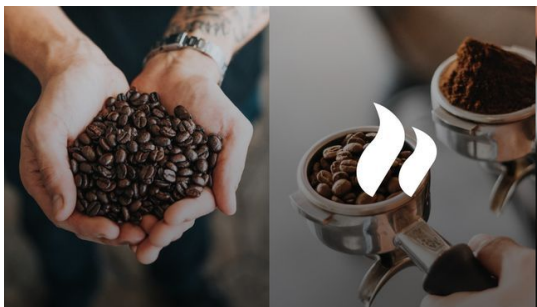


## CASE STUDY

# Roastmarket GA4 Implementation



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*"A world without cookies means more control for our customers. GA4 provides data collection capabilities in line with privacy and customer consent. GA4 helps us to achieve future-proof privacy first tracking."*

**Darius Greulich** | Director Customer Experience

[www.roastmarket.de](http://www.roastmarket.de) | [www.digitl.net](http://www.digitl.net)

## The Challenge

Roastmarket is a German company that specializes in providing high-quality coffee to consumers. They work with various small and medium-sized coffee roasters to source unique and delicious coffee beans from around the world. Their mission is to make exceptional coffee accessible to everyone. The client wanted to implement GA4 with Enhanced E-Commerce tracking for data-driven decisions and data activation to steer their digital business.

## The Approach

Digitl developed a new dataLayer and measurement structure based on a active and strong collaboration with the client to ensure to fully met the individual needs of each stakeholder. To provide a privacy first, future-proof tracking a new GA4 dataLayer structure was implemented to ensure a holistic tracking approach. Using our Google Analytics 4 setup process as a foundation, we took the concept of advanced enhanced ecommerce and extended it further and implemented events, values, metrics and more.

## Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science, and marketing intelligence. Professionalism and quality are in the foreground so that customers get an optimal technical infrastructure for their digital business.

## The Results

Roastmarket's GA4 implementation gives a complete cross-channel picture of the customer lifecycle. It puts this information to use with predictive marketing features, providing Roastmarket with more information and efficient ways to act on those insights. It also provides them with new analytics capabilities. Moreover, it enabled Roastmarket to reach the privacy goals of their stakeholders and lay the foundation for additional and further actions in this context, such as Consent Mode and Server Side Tracking.

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**39**  
Custom Events were implemented to picture the whole user journey

**11**  
Audiences were created and activated via Google Ads

**50**  
Custom dimensions and metrics were introduced to provide a holistic tracking

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## Integrations used

