Native Shopify or Custom GTM? How Live Data Resolved Aleph's Attribution Question

aleph ألف

Aleph | Authorized Apple Reseller • Saudi Arabia
www.alephksa.com



The Challenge

Aleph's tracking stack was fragmented across two approaches: some marketing pixels lived in native Shopify integrations, while others were routed through custom Google Tag Manager (GTM) builds.

With paid search driving most of their performance, the team needed clear proof of whether the native or the GTM implementation yielded better attribution and cleaner data before standardizing their setup.

The Approach

To resolve the debate, TRKKN implemented two parallel Google Analytics (GA) properties on live traffic for 17 days – one native and one custom GTM via Shopify's Custom Pixel. Because both setups measured every live session simultaneously, any variance in sessions, purchases, revenue, or paid attribution pointed directly to how each collection method performed.

Partnering with TRKKN

TRKKN designed the side-by-side benchmark around strict, apples-to-apples metrics to isolate actual collection differences from analytical noise. The goal wasn't to favor a specific tool, but to give Aleph concrete, data-backed evidence from their own traffic so they could confidently standardize their pixel architecture.

The Result

Native GA proved significantly more reliable, especially for paid traffic attribution. Over the 17-day test, native GA picked up 3.4% more paid purchases and captured SAR 142,871 in paid revenue that GTM missed or left unattributed.

> "Navigating mixed pixel setups across GTM and Shopify made it tough to evaluate overall performance with total confidence. TRKKN's parallel evaluation gave us exact, evidence-based answers tailored to our actual store traffic."
>
> *— Tala Alwattar, Marketing Manager, Aleph*

+3.4%
More purchases from paid sources

+143K
(SAR) paid revenue attributed correctly

shopify

TRKKN Project Lead: Marij Ahmed. Data Source: GA. Period: August – September 2026