



CASE STUDY

Geologie drives 25% increase in retention with subscription data

 **Tool:** Littledata's Recharge Payments integration

 **Goal:** Accurate subscription insights in UA & GA4

SUMMARY

Geologie is an award-winning DTC brand that has set a high bar for using only clean, safe, and clinically-proven ingredients in their skin, hair, and body care products. Don't just take our word for it—they have over 6,000 five-star reviews to prove it.

With a large subscriber base, it was vital for them to use Littledata's layered solution from their Shopify store and their recurring payment platform Recharge to Google Analytics (UA + GA4). Littledata's out-of-the-box solution gave them visibility to their recurring payments and the LTV of their customers, which is at the core of their business.



THE CHALLENGE

The team at Geologie needed key customer metrics to help grow their subscription business. Founded in 2018 to improve well-being through dermatologist-recommended products, Geologie offers personalized routines focused on their skin, hair, and body needs. This hyper-personalization is perfect for creating a subscription program. Still, they needed to track these customers' recurring payments and ongoing LTV.

When the Geologie's Head of Growth and Head of Ecommerce banded teams together to look for a solution to this tracking issue, they realized it would take extensive work. Noteworthy pain points for Geologie were their development team learning Shopify's API, setting up a solution, implementation time, and deploying ongoing maintenance. Their desire was for core metrics to be clean and accurate without the ongoing costs of maintenance.

The rollout of Google Analytics 4 did not make things easier; the sunset of Universal Analytics created another roadblock! Geologie needed to set up GA4 to continue tracking and sending events to Google Analytics in the future.



THE SOLUTION

Geologie leveraged Littledata's plug-and-play Recharge integration to capture recurring payments in Google Analytics and pull in additional user data from Shopify — unified data they did not have before. Stephen Racano, Geologie's Head of Growth, was at the helm of this implementation. Racano says that Littledata was extremely easy to install, and the customer support provided from start to finish was exceptional.

Upon installation, Geologie worked with Littledata's customer support team to customize subscription tracking views in Google Analytics. Geologie could now create unique custom events as an add-on to the Littledata platform, giving them more capability than they previously had. Once implemented, the data that flowed behind the scenes from their Shopify store to Google Analytics provided them with the visibility they needed for analysis and action. This allowed their development team to stay focused on other high priorities while maintaining accurate and consistent measurements.

In addition to connecting their Universal Analytics property, Geologie sent data in parallel to GA4 with Littledata's seamless server-side tracking technology. Because they were already using Littledata, implementation took only a matter of minutes, compared to a custom solution that would take far more investment in time and money. By building up historical data in GA4 now, Geologie can conduct year-on-year analysis in the future. They also can start building custom free-form reports in Explorations using this data. This connection also allows them to warehouse and send data to BigQuery and track Cohort Performance in real time.

RESULTS

When asking Racano what their perception of the product was after installing and using Littledata, he said: "I had always looked at Littledata as a temporary solution, but given the complexity of bringing the development of our analytics in-house compared to the pricing and high level of support of Littledata, it really doesn't make sense". Racano estimates that by implementing Littledata, they save over 50 hours per year in analytics implementation time.

Since implementing Littledata, Geologie has successfully grown its subscription business with three consecutive years of 150%+ growth without seeing an increase in customer acquisition cost. In addition, their data-driven strategy has simultaneously helped improve retention rates by 25% YOY.


With accurate data flowing and correct data being sent from Shopify and Recharge subscriptions, Geologie now has a complete picture of attribution, recurring orders, and LTV from customers.

<p>+150% Revenue growth</p>	<p>50+ Hours saved</p>	<p>+25% Retention rate YOY</p>
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ABOUT LITLEDATA

Littledata is the top ecommerce data platform for modern DTC brands, tracking the entire customer lifecycle, unifying touchpoints across tech stacks, and sending data to the most popular data destinations. Connect sales, marketing, and customer data for action and analysis.

TECH PARTNER

 **recharge**

Geologie uses Recharge to power their subscriptions, and Littledata offers the most complete Recharge integration for Google Analytics

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