


CASE STUDY

# The six-figure fix: How clean data fueled Flux Footwear's growth

 **Tool:** Littledata's Shopify source for Facebook Conversions API

 **Goal:** Send complete Shopify data to Google Analytics (UA and GA4) and Facebook Ads

## SUMMARY

As a company that values both data and creativity, Flux Footwear leveraged Littledata's plug-and-play connections to Google Analytics (UA and GA4) and Facebook Ads to capture complete first-party data across the customer journey. Littledata's automatic tracking solution not only saved them valuable time, but primed Flux for success with highly-targeted ads and in-depth customer insights as they scaled from launch to major DTC footwear brand.

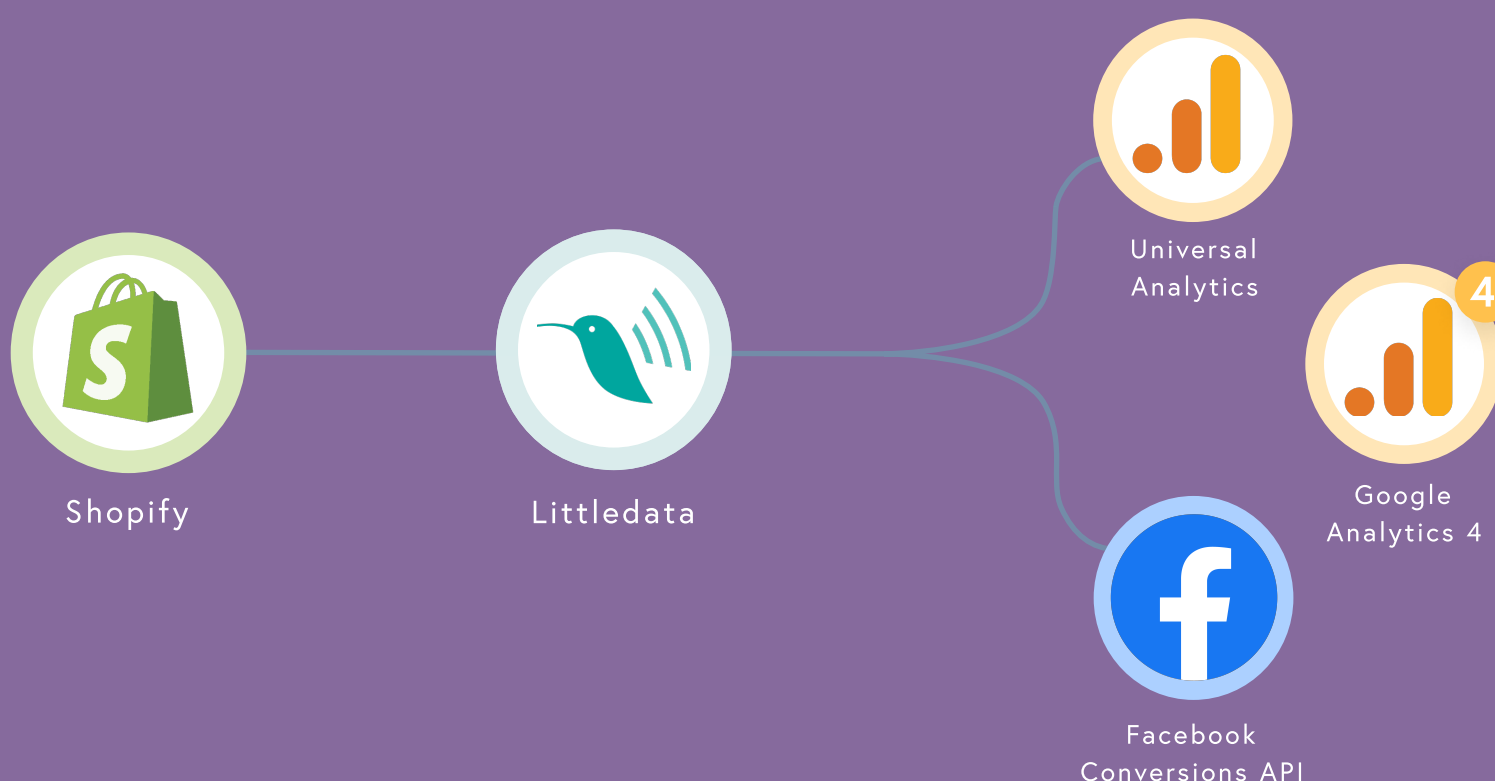


## THE CHALLENGE

The founders of Flux Footwear launched their Shopify store in July 2021, offering a minimalist shoe that works in harmony with the natural strength of bare feet. By embracing research on the positive effects of barefoot shoes and the value of sustainability, they created designs that feel just as good as they look.

But after launching their Shopify store and installing Shopify's native browser-side pixel, Flux's team struggled with duplicate data, inaccurate attribution insights, and large data discrepancies between Shopify Analytics and Google Analytics. Unable to get an accurate understanding of their store's performance, they needed to implement a data layer that tracks the entire customer journey across tools and platforms.

The rollout of iOS14 made matters worse, inhibiting their Facebook Ad performance and limiting Flux's reach to their target market. Their need for first-party data to maintain deep, accurate customer insights grew stronger than before.



## THE SOLUTION

### Fixing the data

Within minutes of installing Littledata's server-side tracking, accurate data was flowing seamlessly from Shopify to GA, capturing complete first-party data at every touchpoint and stitching together multiple sessions.

In addition to connecting their Universal Analytics property, Flux started sending data in parallel to GA4. By building up historical data in GA4 now, Flux will be able to conduct year-on-year analysis to understand their business's seasonality in years to come.

Flux worked hand-in-hand with Littledata's team of analytics experts, creating filters and views in GA to better interpret their data and building custom reports in GA4 based on their unique business goals.

### Integrating the tools

Beyond the initial setup, Littledata made it easy for Flux to integrate their existing tech stack, see crucial insights in Google Analytics, and establish a single source of truth for customer data.

With an accurate view of their Facebook Ad performance and marketing attribution, Flux is able to spend more on channels and campaigns that are converting at higher rates, and less on those that are falling short. Utilizing Littledata's Facebook Conversions API integration, Flux built lookalike audiences based on their highest-spending customers, leading to a boost in both conversion rate and monthly revenue.

## RESULTS

Flux Footwear cites Littledata's seamless technology for helping them launch their brand with an accurate data layer. One of the most significant results, in their experience, is having "a team of people managing the data flow—a total no-brainer." This helped to free up their most valuable resource—time—and allowed them to focus on their product.

Since Flux relies predominantly on Facebook and Instagram ads to reach new customers, Littledata's Facebook Conversions API integration plays a key role in Flux's growth strategy. Seamlessly sending Shopify data to Facebook Ads and building powerful lookalike audiences for targeting and retargeting campaigns has fueled their recent growth—scaling their monthly revenue by 500% in under a year.

With accurate data and a reinforced tech stack in place, Flux Footwear now has a complete picture of attribution, repeat orders, and conversions from customers and their affiliates.

**500%**  
Increase in monthly revenue

**30**  
Hours saved with automatic installation

**100%**  
Events tracked in Google Analytics & GA4

## 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.

### facebook

Littledata's [Facebook's Conversions API](#) integration is the first-party solution to counter disappearing data due to privacy changes and tracking prevention. Keep valuable insights about your customers, craft dynamic ads, and retarget your top buyers while adapting to the new digital marketing landscape.

[Get Started](#)

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