

recharge

Littledata 



SECTION 1

Littledata connects ReCharge to Google Analytics

Shopify and Shopify Plus merchants who sell subscription products use Littledata, which connects ReCharge to Google Analytics (GA) for accurate data about recurring transactions.

By connecting ReCharge with Shopify and Google Analytics, you can automatically track first-time payments, recurring transactions and [lifetime value \(LTV\)](#).



+



Google Analytics

What is ReCharge?

ReCharge is the most popular recurring billing solution for Shopify and BigCommerce stores. It lets you easily sell subscriptions on a Shopify store.



WHY USE RECHARGE?

By connecting your ReCharge checkout with Google Analytics, you can enjoy accurate data about subscription revenue, including first-time payments and recurring transactions.



SECTION 2

THE PROBLEM

Incomplete data in Google Analytics

ReCharge has a robust feature set for stores selling physical products by subscription, allowing for single product, mixed cart and entire cart subscriptions.

The app powers thousands of stores processing tens of thousands of orders daily, including Littledata customers like Wild Natural Deodorant and Grind.

Until the Google Analytics connection, ReCharge customers didn't have a way to get a complete data collection in GA without hiring expensive GA consultants.

THE SOLUTION

Capture data at every turn

Integrating Littledata with ReCharge lets you capture data about the entire subscriber journey, from marketing campaigns to first-time payments and recurring revenue. The integration uses Littledata's magic sauce to connect Shopify and ReCharge data to Google Analytics.

The reporting includes essential information for understanding business performance:

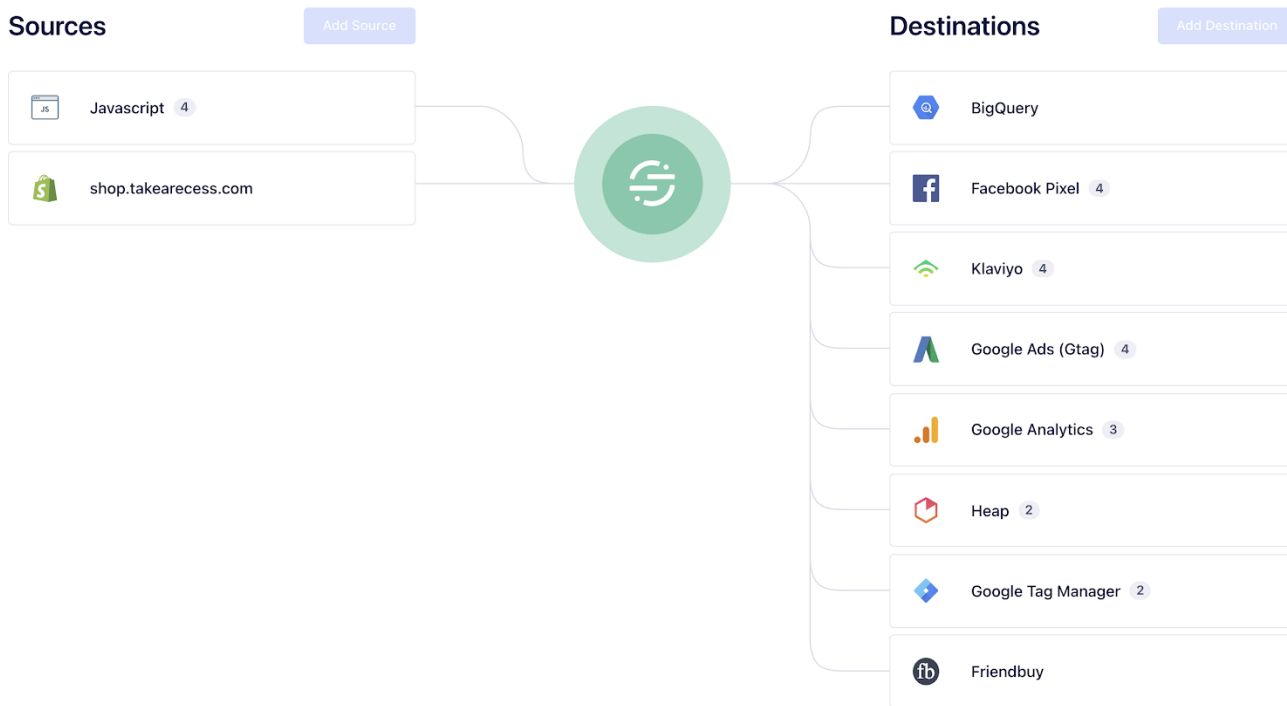
- ✓ End-to-end Google Analytics tracking for the subscriber journey
- ✓ Marketing attribution for subscription revenue, including first-time payments
- ✓ Segmentation by payment source, subscription plan type and product category



SECTION 3

Marketing Attribution

Connect all your favorite ecommerce apps, including Facebook Ads, CartHook and Refersion. Littledata automates the process to ensure accurate sales data and marketing attribution.





SECTION 4

Track subscriptions with 100% accuracy

Great news! We recently launched an improved ReCharge connection for Shopify stores — [ReCharge v2](#). This improved version of the connection tracks customer lifecycle events to be sent to your Google Analytics account or Segment workspace. Check out the full list of events you can now track!

- ✓ **Subscription created:** event sent when the first order of the subscription is placed.
- ✓ **Subscription cancelled:** event sent when the subscription has been cancelled.
- ✓ **Subscription updated:** event sent when the subscription status has been updated.
- ✓ **Order processed:** sent when the order status changes from **Queued** to **Success**.
- ✓ **Customer updated:** sent when customer changes profile details.
- ✓ **Charge failed:** sent when ReCharge can't process the order.
- ✓ **Payment method updated:** sent when the user changes the current paying method.
- ✓ **Max retries reached:** sent when max limit for trying to charge has been reached.





SECTION 4

Customer Lifetime Value

CLTV or LTV or CLV? Whatever you may call it, customer lifetime value (LTV) *really* matters when it comes to subscription ecommerce.

LTV is your best indicator of **churn** and your best projector of **profit**. On top of all that, it's your best aide in decison making. When it comes to marketing and sales campaigns, LTV enables you to easily identify which channels are bringing you your most valuable customers.

WHERE TO SEE THE DATA

Data is everywhere. But at Littledata, we believe that you should have full ownership of your own ecommerce data. Unlike reporting tools that focus on external data storage or complicated interfaces, Littledata automatically audits your setup, fixes your tracking, and leaves it where it should be: with you.

HOW TO USE THE DATA

Littledata sends complete LTV data as a custom dimension in Google Analytics or a property in Segment. There are many uses for this data, depending on your business model and growth plans. Common use cases include:

- Understanding your average customer lifetime value
- Improving return on ad spend (ROAS) by analyzing LTV by marketing channel
- Analyzing LTV by subscription product or product group
- Building LTV cohorts for advertising and remarketing (email, social, ppc)



SECTION 4

Accurate data for your Shopify store

- ✓ Get **marketing attribution** for subscription revenue
- ✓ **Segment performance** by payment source, subscription plan type, and product category
- ✓ **Benchmark your site** and get access to professional-level subscription analytics tools
- ✓ **Automatically track** first-time payments, lifetime value and recurring transactions

Ecommerce stores using ReCharge





Data-driven stores using Littledata



"Littledata is amazing! Say goodbye to a lot of your (direct) / (none) issues. Littledata helped us figure out what channels were getting us our future subscribers and what helped convert them. It's a must have if you are running Recharge and Shopify!"

"Very helpful app for segmenting customer types in Google Analytics and for better understanding LTV by channel. Highly recommended."

 **Bower
Collective**



"Within the first 90 days of using Littledata, we were able to gain new insights and make key decisions with new subscription customer data. This information was very difficult to access prior to the Littledata app install. Highly recommend."



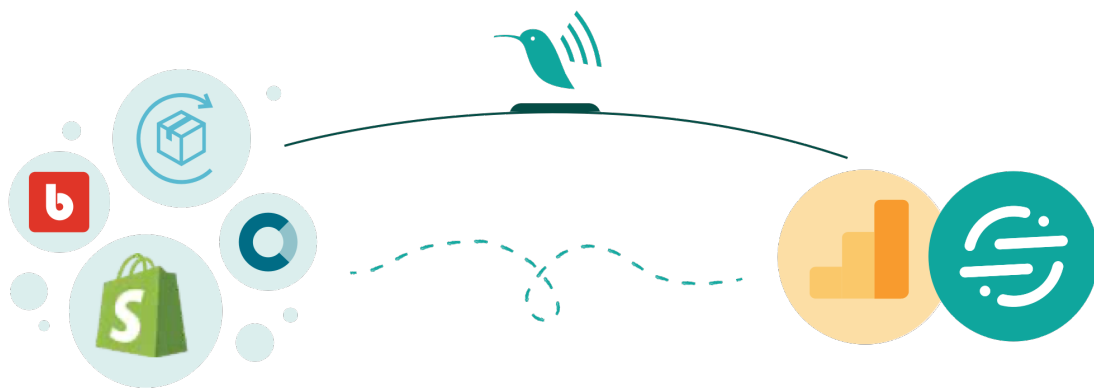
FROM OUR PARTNERS

"We recommend Littledata because it's critical to know where customers are coming from, how they are converting, how much they are spending, and their lifetime value."

—Anshey Bhatia, founder and CEO of Verbal+Visual

ABOUT LITTLedata

From marketing channels to buying behavior, Littledata offers ecommerce shop owners a complete picture of their online business.



What makes Littledata different?



Automatic tracking

Set up improved tracking in minutes. Capture 100% of orders, track refunds, lifetime value and more — directly in Google Analytics.



Marketing attribution

Smart script fixes marketing attribution for Shopify stores, including paid, organic, search, social, and email. Connect Facebook & Google Ads.



Sales data

Track your entire checkout flow and repeat purchases. Smart connections for ReCharge, CartHook, payment gateways and multi-currency sales.

Get started

with a 30-day free trial!

littledata.io



Littledata is the #1 ecommerce data platform for modern DTC brands

Schedule a time to chat with one of our analytics experts: [Book a demo](#)

Get started! [Begin your 30-day free trial](#)

See why [our customers](#) love the Littledata app



[Get started](#)

[with a 30-day free trial!](#)

littledata.io