

smartrr

Littledata 



MAKING THE CONNECTION



SECTION 1

Littledata connects Smartrr to Google Analytics

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

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

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+



Google Analytics

What is Smartrr?

Smartrr is a recurring billing solution for direct-to-consumer stores on Shopify and Shopify Plus. It lets you easily sell subscriptions online.

WHY USE SMARTRR?

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



NEW!

COMPLETE SHOPIFY TRACKING IN GA4

Track in parallel with Universal Analytics and [Google Analytics 4](#) to capture the entire customer journey.



SECTION 2

THE PROBLEM

Incomplete data in Google Analytics

Smartrr's own analytics dashboard already has useful information about sales, conversions, and AOV (average order value). So why do you need an ecommerce data platform like Littledata?

Littledata connects Smartrr data with Shopify data, marketing data, and behavior data so you have one source of truth. This helps with everything from meaningful analysis, to impactful action.

Until the Google Analytics connection, Smartrr 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 Smartrr lets you capture data about the entire subscriber journey, from marketing campaigns to first-time payments and recurring revenue. The integration uses Littledata's secret recipe to connect Shopify and Smartrr data to Segment, Google Analytics, or any connected reporting tool.

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

Subscription tracking for *action* and *analysis*

In addition to tracking checkout events, Littledata's Smartrr to Google Analytics connection segments first-time and recurring orders in Google Analytics, giving you an accurate view of your store's performance. Littledata fixes attribution at the source to make sales, marketing, and remarketing decisions a breeze.

SUBSCRIPTION LIFECYCLE EVENTS

- ✓ **First-time subscription:** sent when the first order of the subscription is placed.
- ✓ **Recurring Order:** sent when a recurring order of an existing subscription is placed.
- ✓ **One-time Order:** sent when a non-subscription order is placed via Shopify checkout.
- ✓ **Refund:** event sent when a refund is issued.

CHECKOUT EVENTS

- ✓ **Contact information:** sent when contact information is added during checkout.
- ✓ **Shipping information:** sent when shipping information is added during checkout.
- ✓ **Contact information:** sent when payment method is added during checkout.
- ✓ **Thank You Page:** sent when customer has viewed the thank you page after checkout.

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SECTION 3

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 3

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 Smartrr





SECTION 4

Marketing Attribution

Say goodbye to all of that mysteriously "Direct" traffic in GA. Littledata stitches sessions together to give you a complete view of marketing attribution.

- Know which channels are leading to first-time purchases and ongoing subscriptions
- Dive into details with accurate source/medium data about ppc campaigns (eg. Facebook Ads, Instagram Ads) and email marketing (eg. Klaviyo)
- Automatically import campaign data from Facebook Ads and send conversion data back to Google Ads



Google Ads

refersion*



facebook Ads



Google Analytics



CartHook

Marketing Destinations

Want to do more with your data? Use Littledata to connect Smartrr with Segment.

- Send ecommerce data to Facebook Conversions API (CAPI).
- Connect with Segment Personas for audience building, A/B testing, and retargeting.
- Trigger campaigns in email marketing platforms like Klaviyo and Iterable.

IMPROVE TARGETING, RETARGETING, AND AUDIENCE BUILDING
WITH FACEBOOK CONVERSIONS API

Send Shopify data to Facebook Conversions API and run powerful marketing campaigns with data you can trust.



Data-driven stores using Littledata



Great tool! Amazing customer support team, really have some GA experts to help onboard, guide and implement a wide range of solutions in GA. The ability to bring subscription data into GA is very useful!



DR.SQUATCH®

"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."



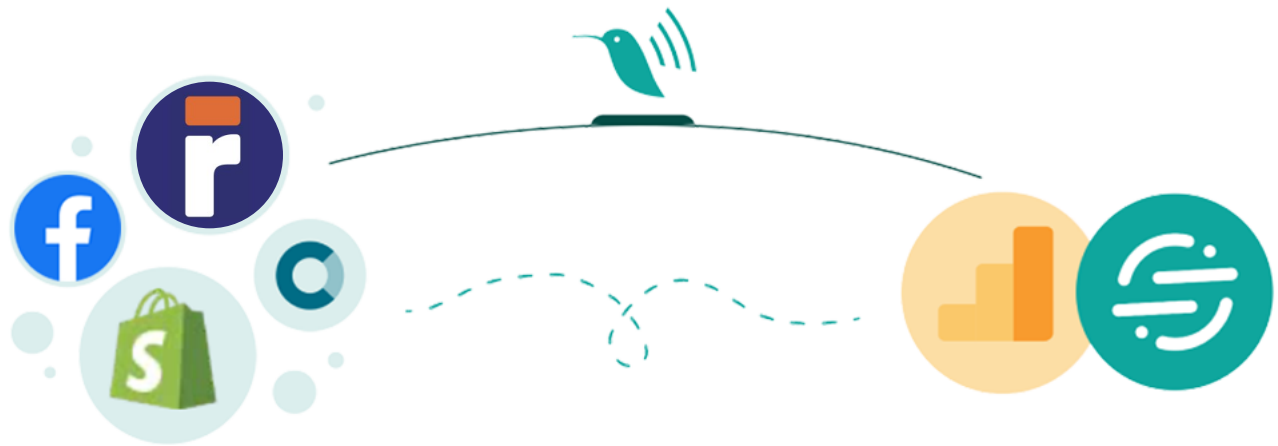
FROM OUR PARTNERS

"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 LITLEDATA

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 OrderGroove, 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](#)

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