

Case Study

How Drink GT Implemented GA4 7x Faster and Increased AOV by 20%





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Introduction

Greater Than

Greater Than is on a mission to create the healthiest hydration drink made from natural ingredients.

Their product found unexpected popularity among nursing mothers, addressing maternal dehydration for over 300,000 moms during pregnancy, postpartum, and the entire journey of motherhood.



Business Challenge

Greater Than (Drink GT) faced several challenges in attribution due to poor implementation and lack of understanding about the benefits of GA4.

Data Accuracy

The client needed accurate and reliable data insights to enhance their marketing and sales strategies, but their **existing analytics setup lacked precision.**

Time Constraint

They required a **rapid implementation of Google Analytics 4 (GA4)** to quickly leverage its benefits without lengthy delays.



Decline in Average Order Value (AOV) Tracking

User Adoption

Encouraging all relevant team members within the organization to adopt and effectively use GA4 was a challenge. A lack of understanding about the benefits of GA4 was a major hurdle.



Solution Offered

To address these challenges, Greater Than partnered with Saras Analytics team to implement GA4.

Effective GA4 Implementation

GA4 was implemented in a significantly reduced **timeframe**, enabling a swift transition from the previous analytics platform.

Comprehensive Data Collection

Ensuring precise and comprehensive data collection to enhance decision-making and customer insights.

Training and Education

Provided comprehensive training sessions and resources to educate their team members about GA4's capabilities and benefits.

Results

After the thorough transformation of their GTM and data layer by Saras, Greater Than experienced a significant improvement in their conversion rates and AOVs.

Increased Average Order Value (AOV)

Within **two months of GA4 implementation**, Drink GT experienced a substantial **20% increase in their Average Order Value (AOV)**.

This improvement was attributed to data-driven decision-making that allowed for **more targeted marketing and product recommendations** by analysing customer behaviour & preferences.



Increase in Average Order Value (AOV)

Results (cont.)

After the thorough transformation of their GTM and data layer by Saras, Greater Than experienced a significant improvement in their conversion rates and AOVs.

Reduce Cart Abandonment Rate



The product team was able to utilise the **shopping funnel to understand the pain point & decrease the cart abandonment** and increase the **conversion rate by 8% MoM**.



**Increase in MoM
Conversion Rate**

Enhanced Decision-Making

The customised training empowered Greater Than to make data-driven decisions. They could optimize their product offerings, marketing campaigns, and customer engagement strategies with confidence.



With the efficient implementation of GA4, Greater Than not only saved time but soared to success, achieving a remarkable 20% increase in Average Order Value.

We exemplified the transformative impact of data-driven decision-making in their commitment to excellence and providing healthy hydration for mothers.



Jon Sider
Co-Founder



Conclusion

The successful implementation of GA4 not only saved valuable time but also enabled Greater Than to harness the full potential of their data.

This, in turn, led to a **20% increase in AOV**, showcasing the transformative power of data-driven decision-making.

By implementing GA4, Greater Than has taken a significant step towards achieving its mission of providing healthy nutrition to mothers, reaffirming their commitment to excellence in product and service.



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power of data to
drive your eCommerce
brand's growth?**

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