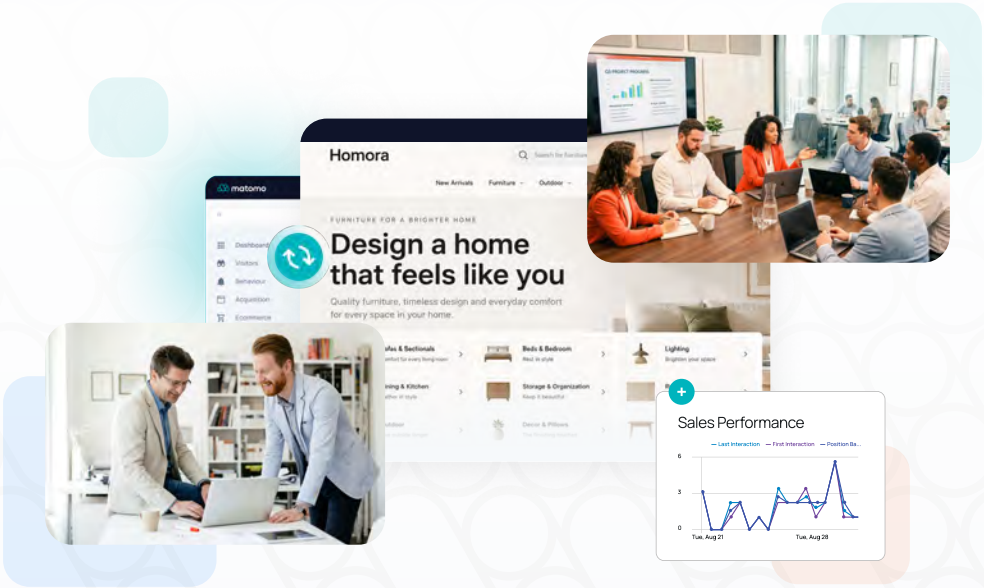
Case study

How a large Ecommerce brand rebuilt trust in its analytics

This customer story combines recurring challenges and operational patterns observed across enterprise ecommerce organisations. Examples have been anonymised and adapted for illustration.



matomo

About the company

This ecommerce company operates one of the largest online furniture platforms in Europe, with websites across 15 countries including France, Germany, and the UK. While it also has physical retail operations, ecommerce represents the core of its business, generating significantly more revenue.



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Modern ecommerce analytics is becoming a trust problem

What happens when teams stop trusting their revenue data, and how clearer funnel visibility changed decision-making.

1

The problem: Declining trust in ecommerce analytics

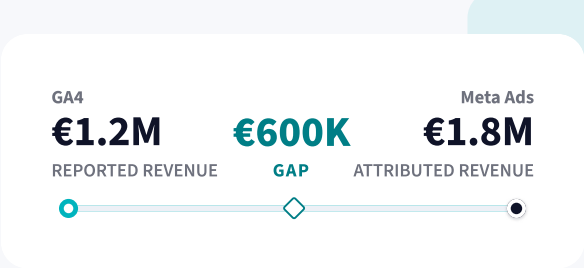
With millions of monthly page views across product pages, category pages, checkout flows, and campaign landing pages, analytics had always played a central role in:

- **Acquisition performance**
- **Merchandising decisions**
- **Conversion optimisation**
- **Retention strategy**
- **Revenue forecasting**

But over time, confidence in the data began to decline.

During every weekly KPI meeting, the ecommerce team opened:

- **Shopify**
- **GA4**
- **Meta Ads**
- **Google Ads**
- **internal BI dashboards**



And every platform showed different revenue figures.

> **Meta reported €1.8M in attributed revenue. GA4 showed €1.2M. Shopify landed somewhere in between.**

Attribution became increasingly difficult to explain internally. Teams struggled to clearly understand where revenue was being lost across the customer journey.

Teams increasingly struggled to align on priorities and investment decisions. The acquisition team defended the efficiency of paid social campaigns. The CRM team argued that customer lifetime value and repeat purchases were being overlooked. Finance questioned overall profitability of marketing campaigns.

Leadership kept asking the same question:

> **Which channels are actually driving profitable growth?**

Over time, the ecommerce team realised: While they had lots of data to analyse, there was no real source of truth for them. Instead, the trust in their data was rather declining.

Key takeaways:

- **Inconsistent attribution** reduced confidence in revenue reporting
- **Teams lacked a shared understanding** of profitable growth
- Better funnel visibility exposed hidden **checkout and acquisition issues**
- Privacy-friendly measurement **improved traffic visibility** by ~35% in consent-sensitive markets
- More reliable analytics led to **faster decisions and stronger optimisation**

2

Problem analysis: Causes for data distrust

Once the team identified the trust problem, the ecommerce team analysed it in depth. When had analytics actually stopped supporting decision-making? And how did it affect the business overall?

They realised that ecommerce analytics had never been perfect. There had always been issues like:

- Attribution inconsistencies
- Consent mode limitations
- Tracking gaps
- Cross-device fragmentation

Another realisation was: The problem was more substantial than they'd thought previously. As a consequence of not understanding their revenue, the following areas were massively impacted:

- Budget allocation
- Forecasting
- Acquisition strategy
- CRO prioritisation
- Retention investment

And the problem wasn't grounded in technology alone. Also, ecommerce and other teams lacked a unified understanding of the revenue funnel.

The company initially focused on acquisition performance, and spent an increasing amount of money on paid social year over year.

And at first glance, the strategy seemed to pay off, as traffic was growing and add-to-cart rate looked healthy.

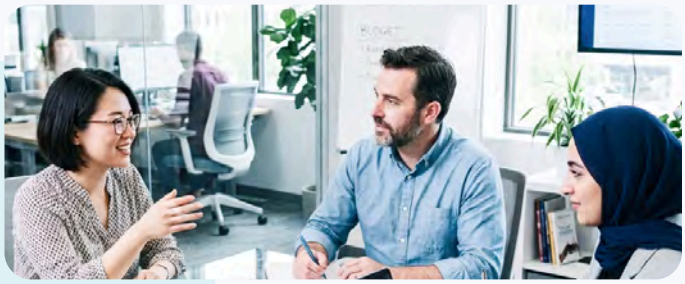
But other essential business metrics were moving in the opposite direction:

1. **MER (Marketing Efficiency Ratio) was declining**
2. **Contribution margin was tightening**
3. **Returning customer growth had slowed**
4. **Revenue growth was flattening despite increasing spend**

The assumption was that acquisition quality had deteriorated.

The team reacted the way many ecommerce organisations do: refreshing creative, increasing retargeting budgets and launching new landing page tests.

Unfortunately, these measures didn't fix the underlying issue, which was data accuracy.



3

The solution: Rebuilding the revenue funnel with accurate analytics

As confidence in reporting continued to decline, the company began reassessing its analytics stack.

The team realised the issue was no longer simply attribution complexity or reporting fragmentation. They needed clearer operational visibility into the full ecommerce journey and greater confidence in the data used to drive business decisions.

While still using GA4, the company launched an evaluation of several enterprise analytics platforms, including Matomo, Piwik PRO, and Piano Analytics.

The evaluation focused on:

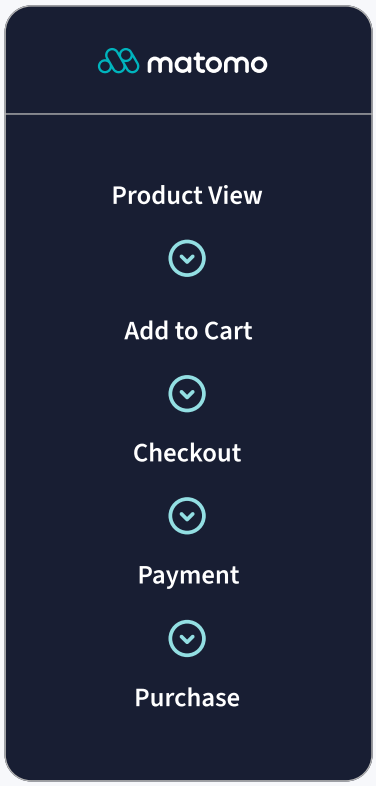
- **End-to-end funnel visibility**
- **Data accuracy**
- **Operational usability**
- **Privacy resilience**
- **Governance requirements**
- **Long-term scalability**

Although each platform addressed compliance and governance differently, **Matomo stood out for its ability to provide complete and reliable ecommerce funnel visibility across teams and markets.**

The company also saw potential in Matomo's emerging AI capabilities, particularly around understanding AI-generated traffic patterns and improving operational analysis across the ecommerce funnel.

The turning point came when the team rebuilt the ecommerce revenue funnel inside Matomo.

Not just attribution reporting, but the complete end-to-end customer journey:



This holistic view provided better insights into the overall revenue path. The ecommerce team found out that Google Ads was driving nearly half of all sessions and most add-to-carts, but generated disproportionately little revenue.

SEO, meanwhile, despite bringing a lower traffic volume, was identified as a high-value channel. It generated higher average order value, stronger repeat purchase behaviour and significantly better margin contribution.

The team realised: for months, the business had been optimising around acquisition volume rather than revenue quality.

Shortly afterwards, another operational issue became obvious.

> **Matomo identified a significant drop in checkout completion rates specifically affecting Safari users and iPhone traffic. The issue appeared shortly after a payment provider update.**

Without Matomo, the signal would have gone largely unnoticed because the data was fragmented across multiple systems:

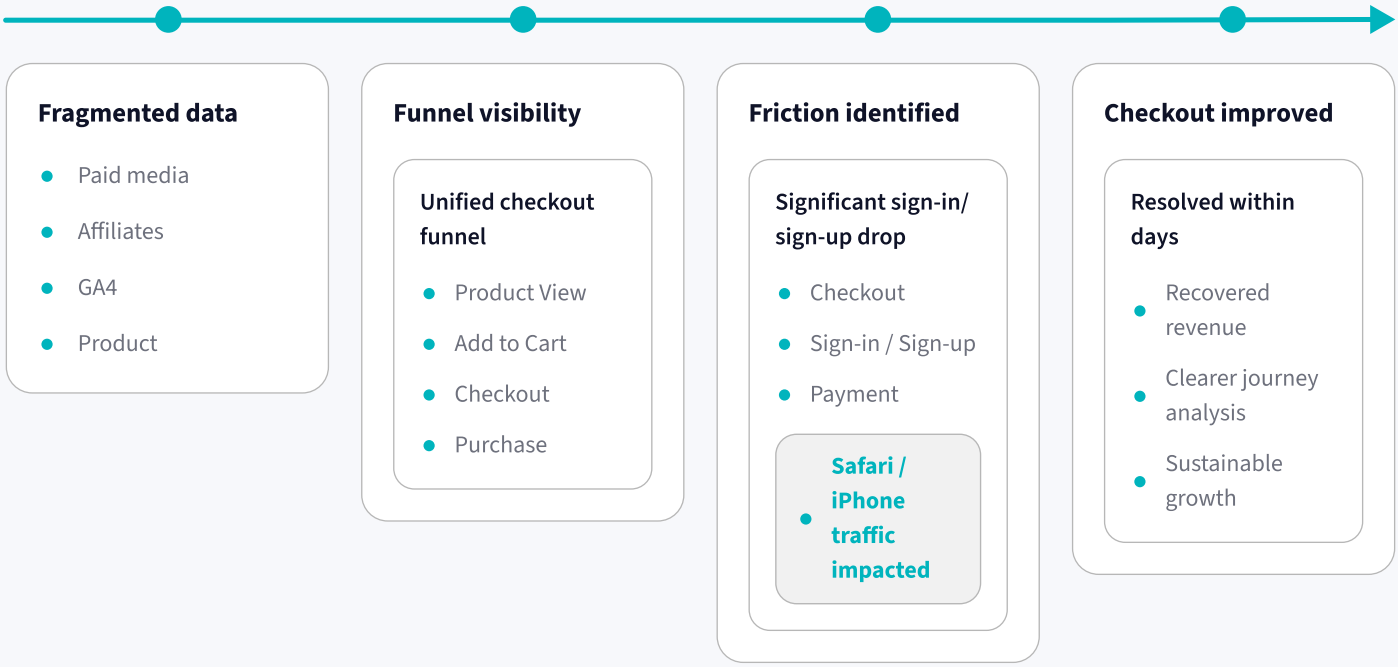
- Paid media platforms optimised toward their own attribution logic
- GA4 reporting made the behaviour difficult to isolate clearly
- Product and acquisition data lived in separate environments

Each team would see part of the issue, but nobody would have full funnel visibility.

> **Once identified, the checkout issue was resolved within days.**

The recovered revenue from fixing the issue quickly, together with the discovery that SEO had been significantly undervalued as a growth channel, helped **justify the analytics migration investment.** It also created new opportunities to shift budget towards channels **driving more profitable growth** in subsequent quarters.

Proposed diagnostic journey



Why privacy improved measurement quality

As the ecommerce team evaluated both analytics quality and operational visibility, it also discovered that privacy-centric measurement significantly improved the completeness of its ecommerce reporting.

In fact, privacy and compliance pressures were increasing, particularly in France and Germany.

Matomo provided substantially more reliable funnel visibility in consent-sensitive **markets such as France.**

> **Because the implementation in France was configured to align with CNIL consent-exemption requirements, the company regained visibility on a substantial portion of previously lost traffic, increasing measurable traffic visibility by an estimated 35%.**

This visibility gain had a positive effect on decision-making across the organisation.

For the first time, teams could clearly identify:

1. **Where users were dropping across the revenue funnel**
2. **Which acquisition channels were driving profitable customers**
3. **Where checkout friction was impacting revenue**
3. **How customer quality differed between channels and countries**

Overall, privacy-centric didn't just ensure compliance, it also led to faster optimisation decisions, more accurate reporting, and better allocation of acquisition and retention investment as a result of improved funnel visibility.



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Deep dive: Why analytics priorities are changing

For enterprise ecommerce teams, the challenge today is **not collecting more data.**

The challenge is building confidence in the decisions made from that data.

Especially in an environment where CAC (Customer Acquisition Cost) continues to rise and leadership teams expect profitable growth, not just scale.

This is also where **AI** becomes genuinely valuable, not as automated recommendations layered onto fragmented reporting, but as intelligence built on top of reliable first-party funnel visibility.

For example, it could be used to:

> 1. *Identify unusual checkout behaviour*
> 2. *Detect abnormal conversion drops*
> 3. *Surface retention differences between acquisition channels*
> 4. *Highlight shifts in customer quality earlier*

This way, it could provide insights such as:

> **“Checkout abandonment increased 14% on Safari devices following the latest payment deployment.”**

or

> **"TikTok-acquired users convert efficiently on first purchase but significantly underperform on repeat purchases compared to CRM-acquired customers."**

This is why Matomo launch its MCP integration recently, allowing users to connect to AI chatbot and request insights in their natural language to help teams surface anomalies, investigate trends and identify risks earlier.

Matomo MCP does not analyse data or make decisions itself. It acts as a bridge between Matomo and AI tools, helping teams investigate trends, surface anomalies and answer analytics questions faster using trusted first-party data.

Business impact

Following implementation, the ecommerce team was able to:

- regain ~35% additional measurable **traffic visibility** in France
- identify **checkout issues** faster
- **improve confidence** in investment decisions
- optimise around **profitable growth** rather than traffic volume alone
- **reduce time** spent reconciling conflicting reports across teams

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Conclusion:

Modern ecommerce analytics is becoming a trust problem

Many enterprise ecommerce teams are no longer evaluating analytics platforms based solely on reporting features.

They are increasingly reassessing:

- Data ownership
- Operational visibility
- Privacy resilience
- Governance
- Confidence in decision-making

For many enterprise ecommerce teams, the next analytics advantage may not come from collecting more data, but from trusting the data they already have. This is why privacy-focused analytics solutions like Matomo become crucial for teams that rely on accurate, actionable insights.



Ready to build analytics you can trust?

When analytics becomes fragmented, teams spend more time questioning the data than acting on it. Marketing, ecommerce, finance and leadership all need confidence that the numbers behind their decisions are accurate, consistent and transparent.

Matomo helps organisations build that confidence with privacy-first analytics and reliable first-party data. By providing complete visibility into the customer journey, from acquisition and conversion to retention and revenue, **Matomo** helps teams uncover opportunities faster, optimise with greater certainty and make decisions based on data they can trust.

If you're facing similar challenges with attribution, funnel visibility, privacy requirements or conflicting reports across platforms, we'd be happy to show you how other organisations are solving them with **Matomo.**

Book a demo

Book a personalised demo
and discover how Matomo
can help your team build
analytics you can trust

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