

STITCHO Shopify Tracking Case Study

Meta Pixel and Conversions API

Implementation by Md. Sakib Bin Yousuf

I set up browser and server tracking for STITCHO during its move from WordPress to Shopify, then tested five shopping events from page views to purchases.

The business and the challenge

STITCHO is a Bangladesh-based menswear brand selling shirts, pants, jackets, and winter clothing. Its monthly advertising spend was approximately \$1,000, with business revenue around \$10,000-\$15,000. These figures are in business context, not results of this project.

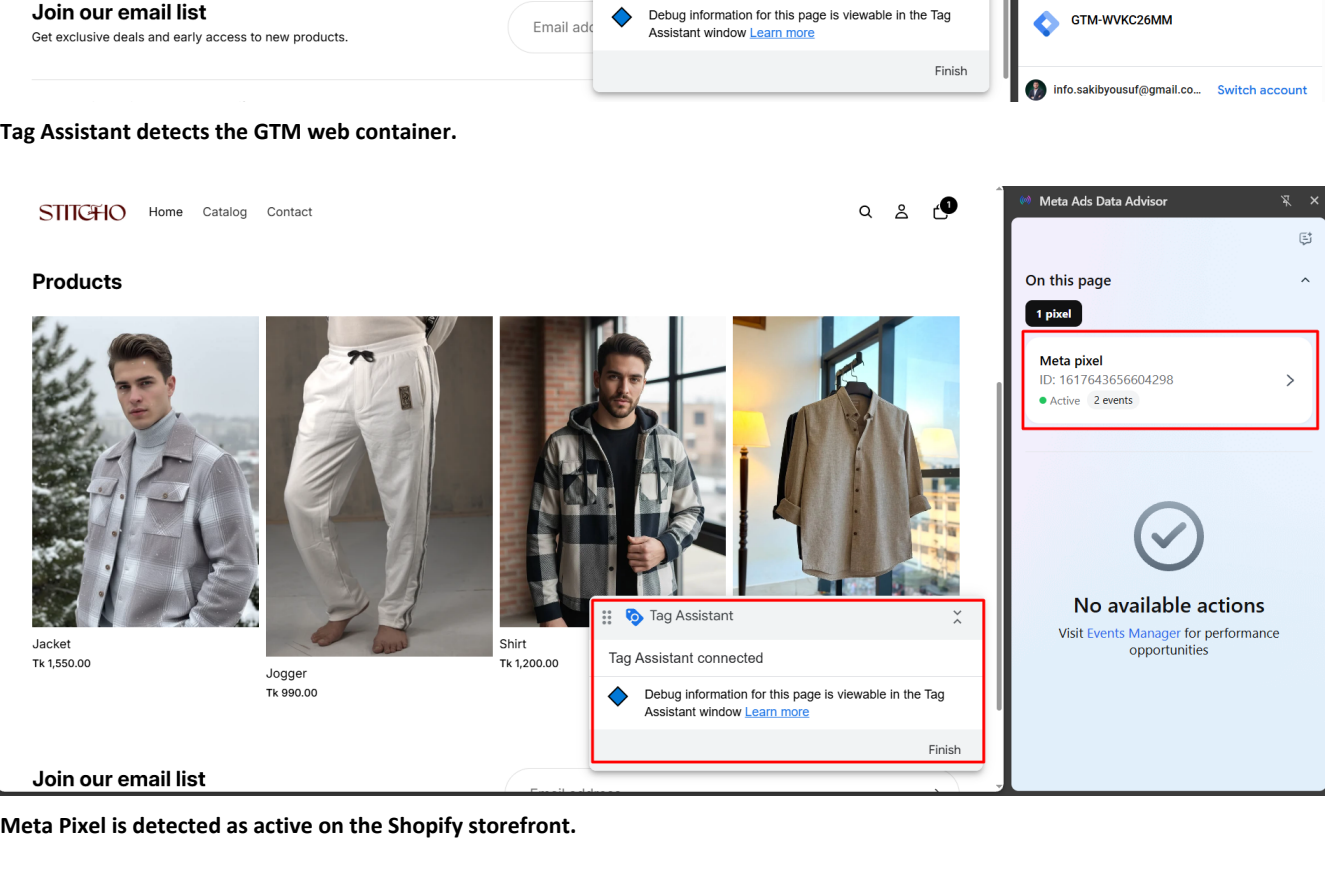
The previous WordPress tracking was not carried over to Shopify. Dissatisfied with its previous service experience, the client asked me to handle tracking during the initial transition.

My strategy

I configured PageView, ViewContent, AddToCart, InitiateCheckout, and Purchase using Meta Pixel, a GTM web container, and a Stape-hosted GTM server container with Meta Conversions API. I checked tag firing in GTM and event receipt in Meta Test Events.

Connecting the store

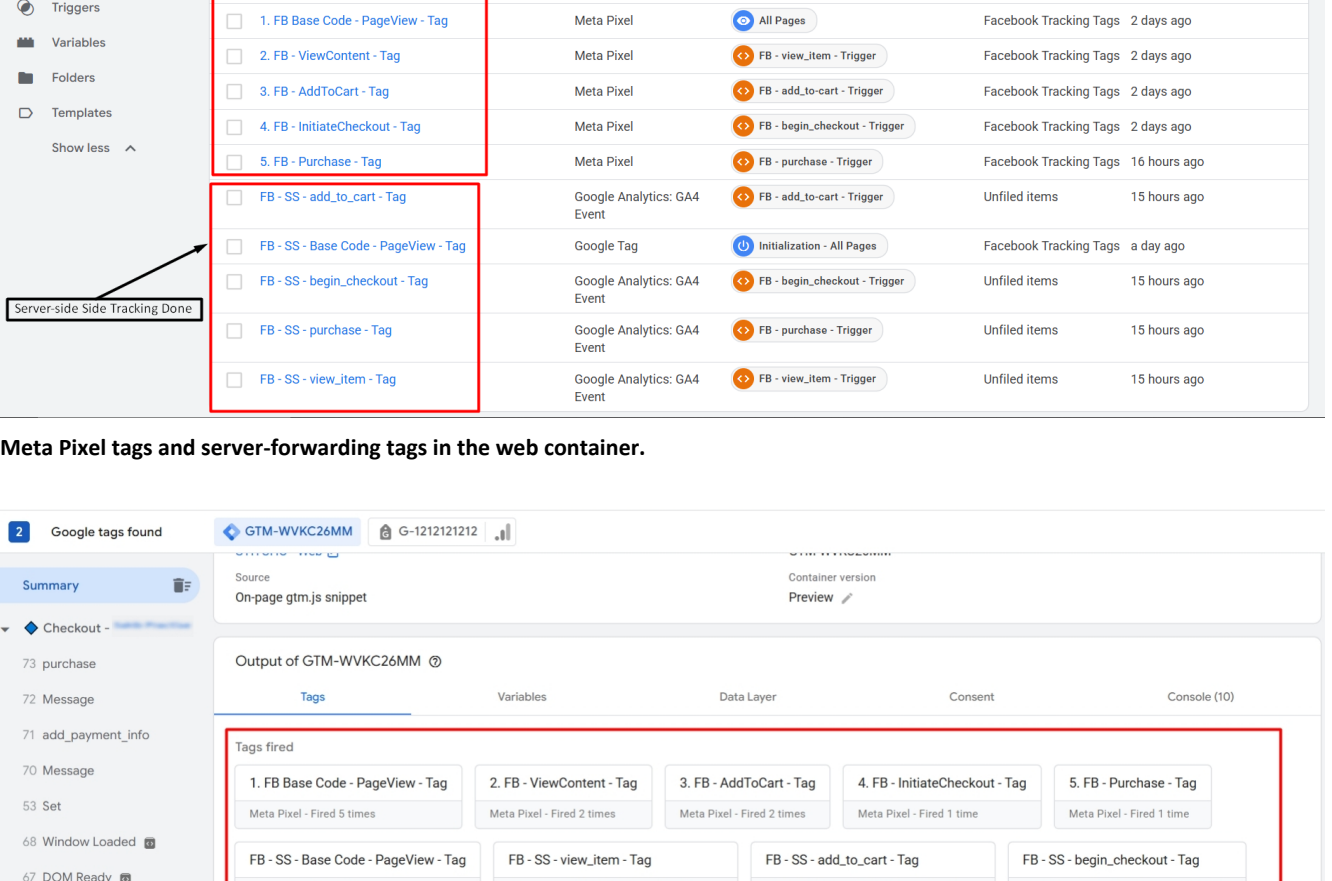
I connected GTM and checked that Tag Assistant detected the container and that the Meta Pixel was active on the storefront.



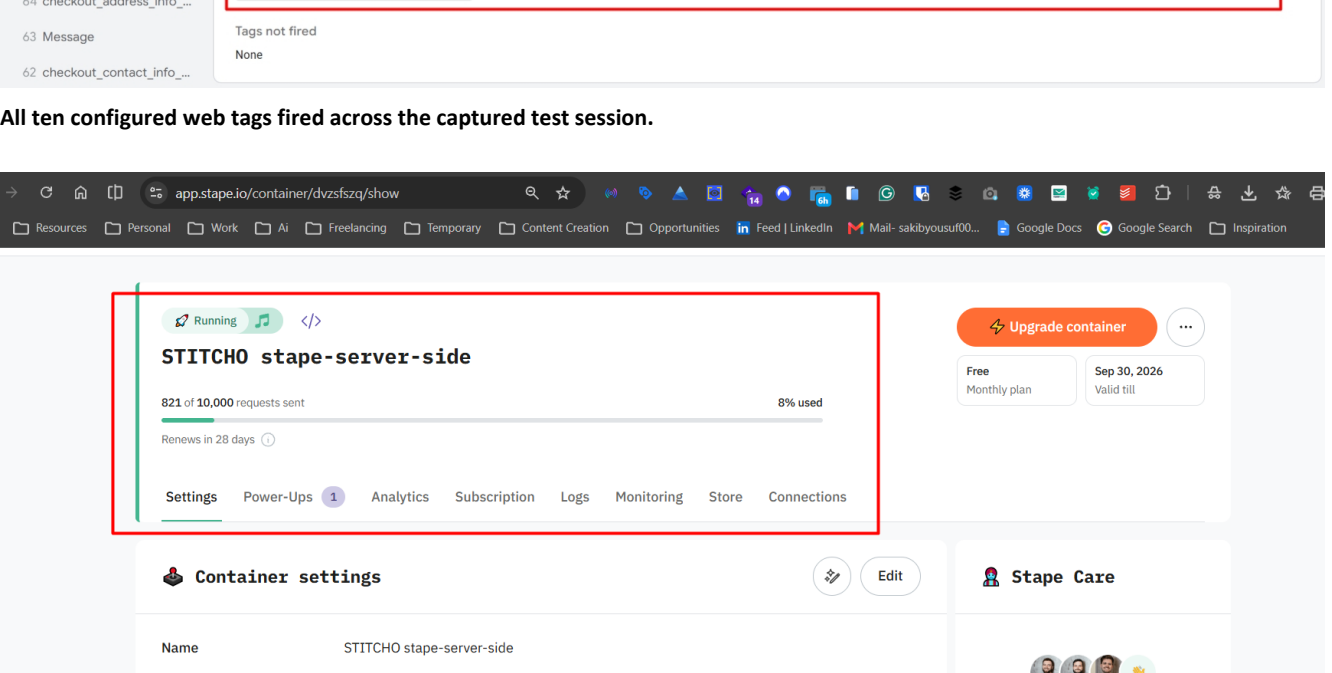
Meta Pixel is detected as active on the Shopify storefront.

Configuring browser and server tracking

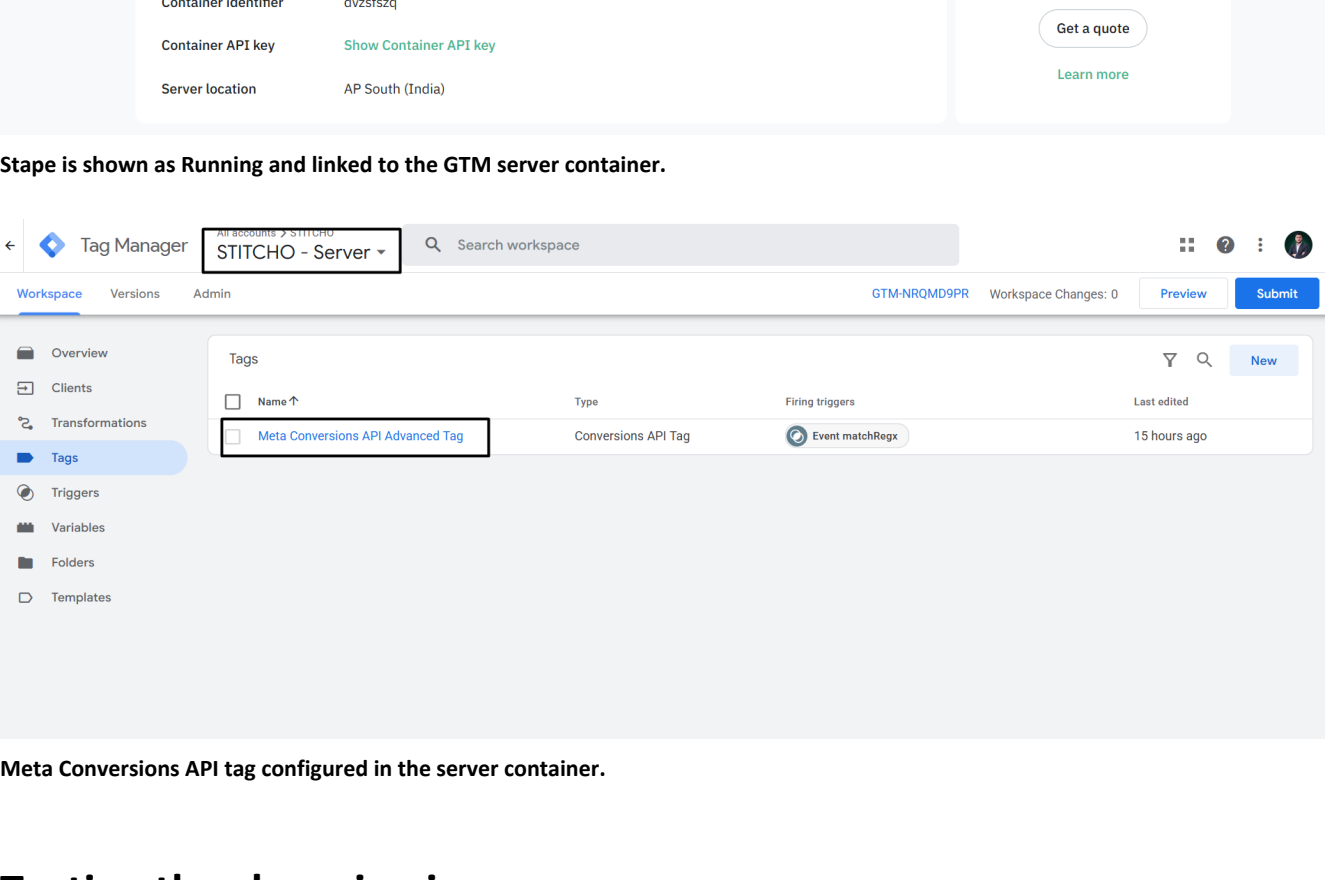
I created browser event tags and corresponding forwarding tags in the web container, then configured the server route through Stape and Meta Conversions API.



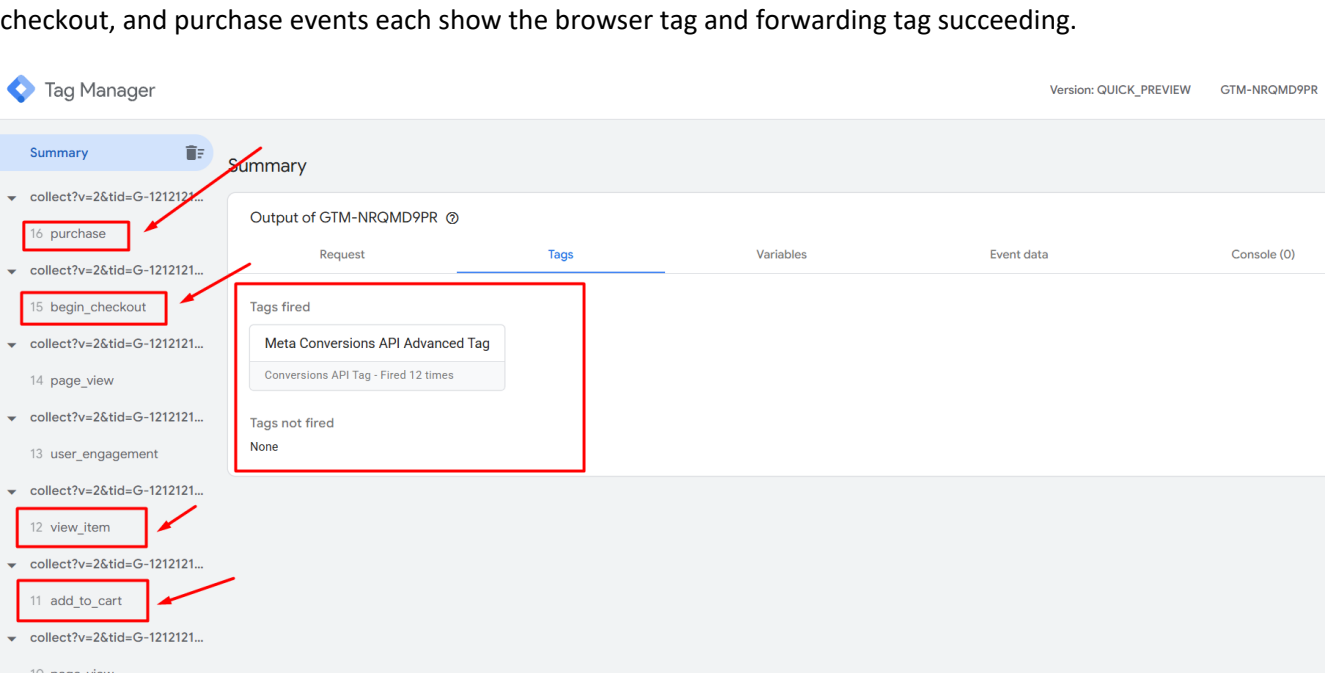
Meta Pixel tags and server-forwarding tags in the web container.



All ten configured web tags fired across the captured test session.



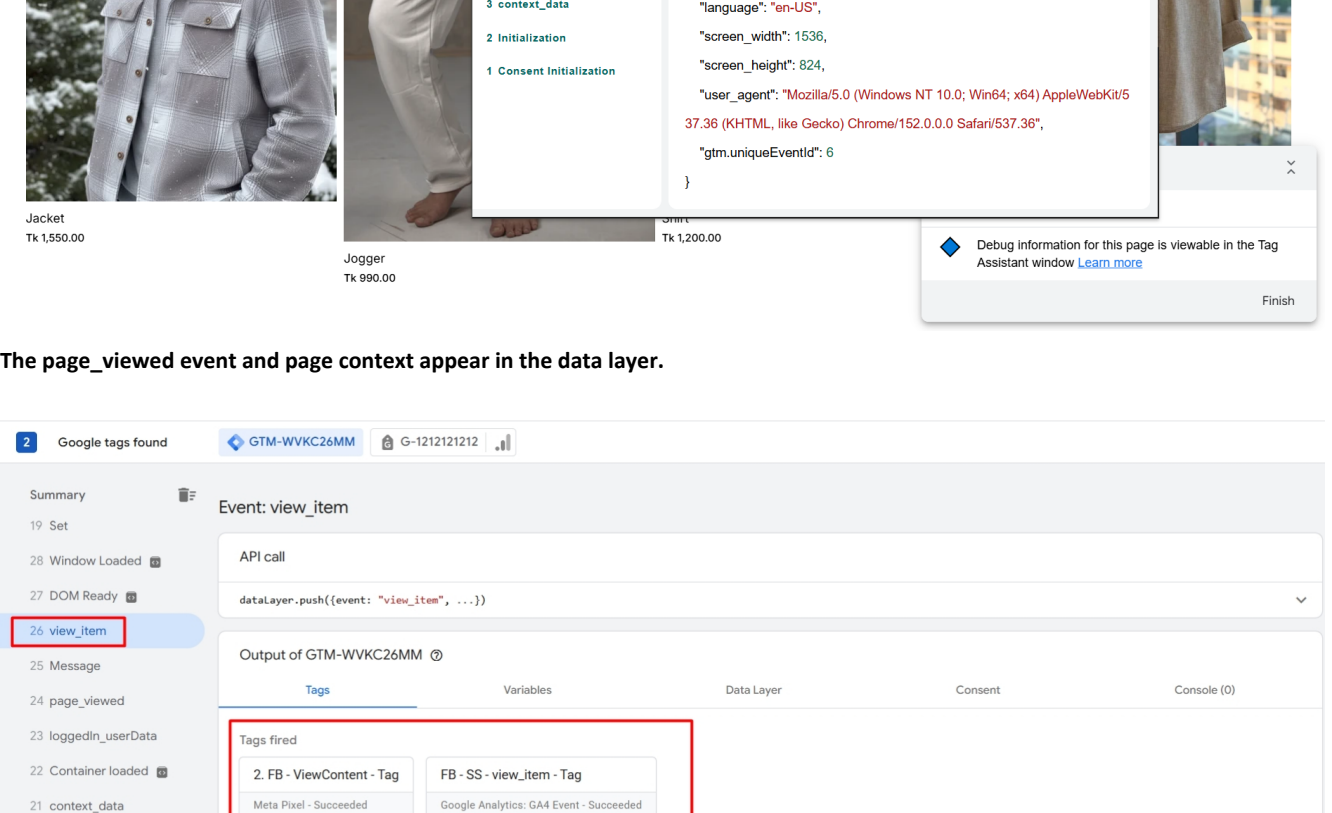
Stape is shown as Running and linked to the GTM server container.



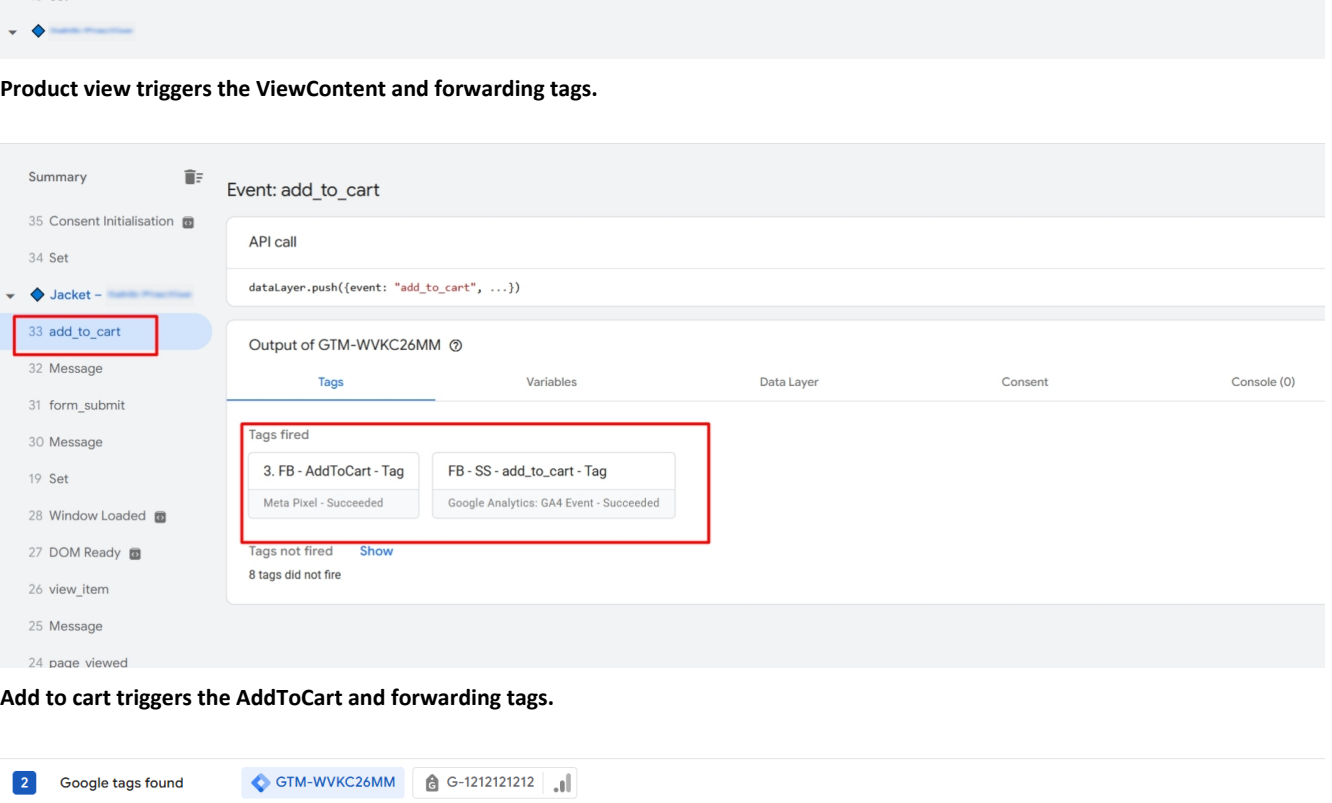
Meta Conversions API configured in the server container.

Testing the shopping journey

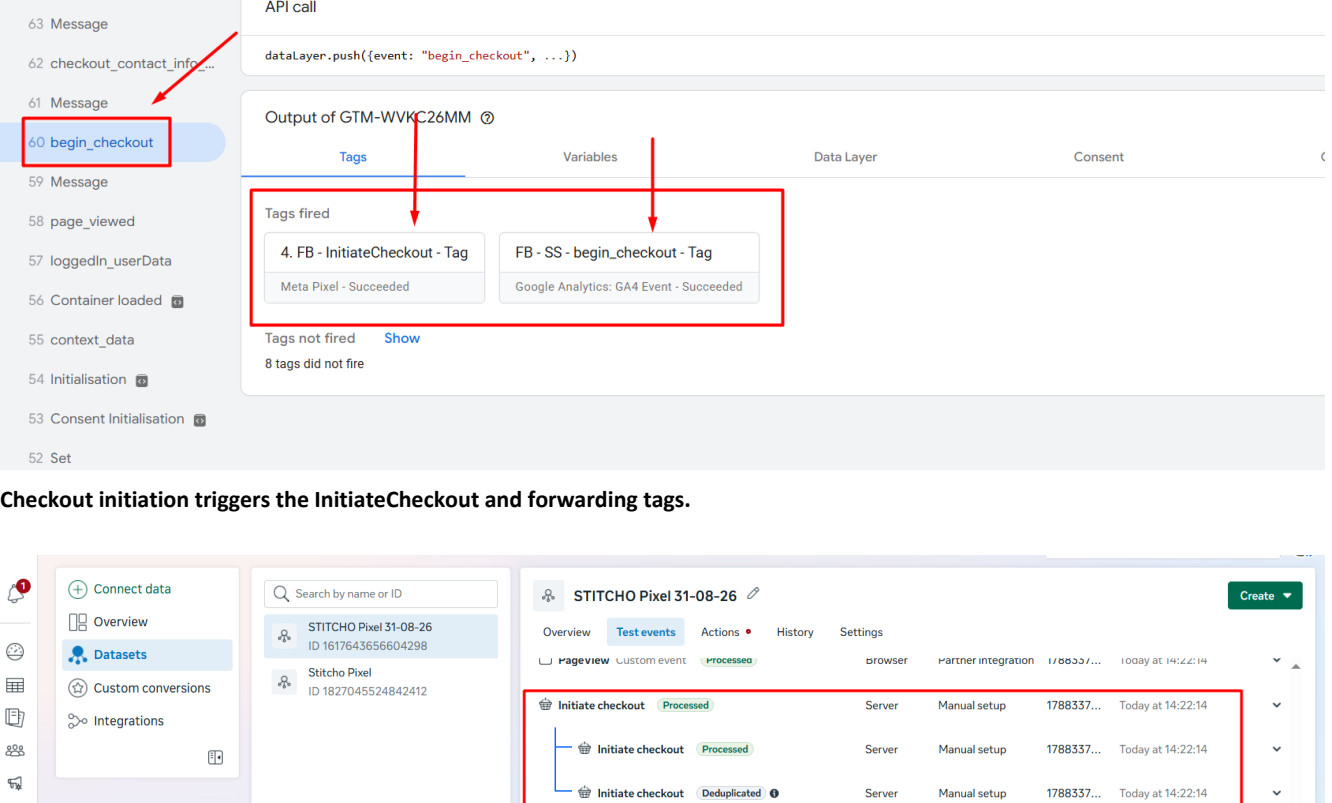
I checked individual shopping actions in GTM preview and inspected server activity. The selected product, cart, checkout, and purchase events each show the browser tag and forwarding tag succeeding.



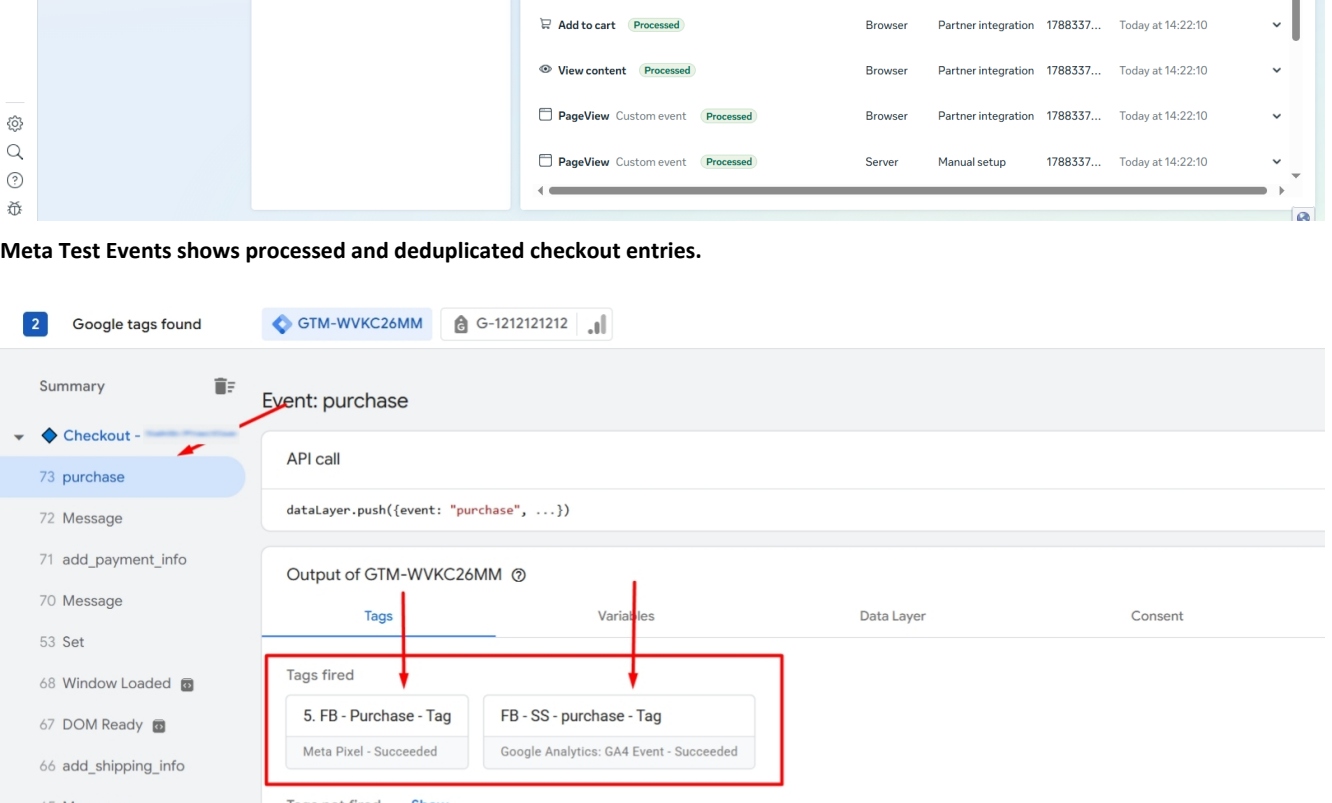
Product view triggers the ViewContent and forwarding tags.



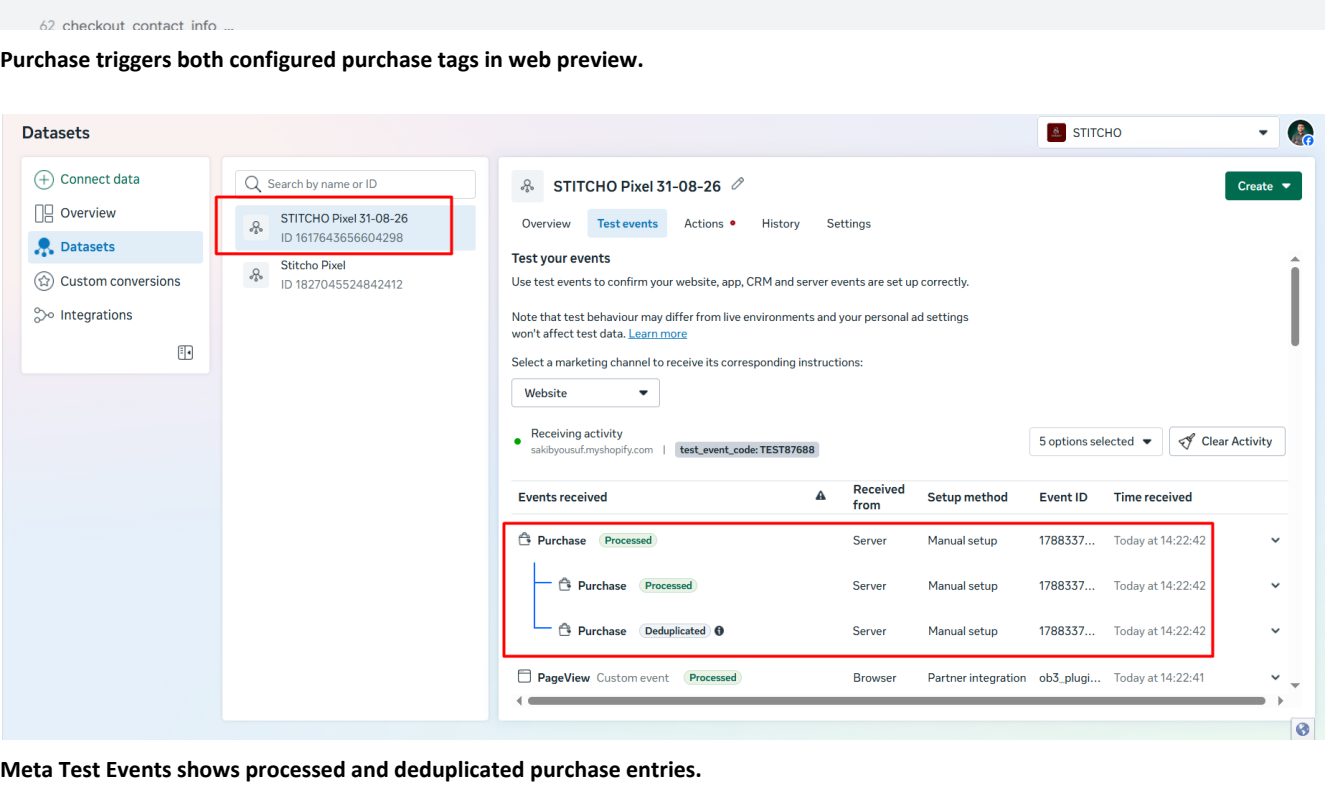
Add to cart triggers the AddToCart and forwarding tags.



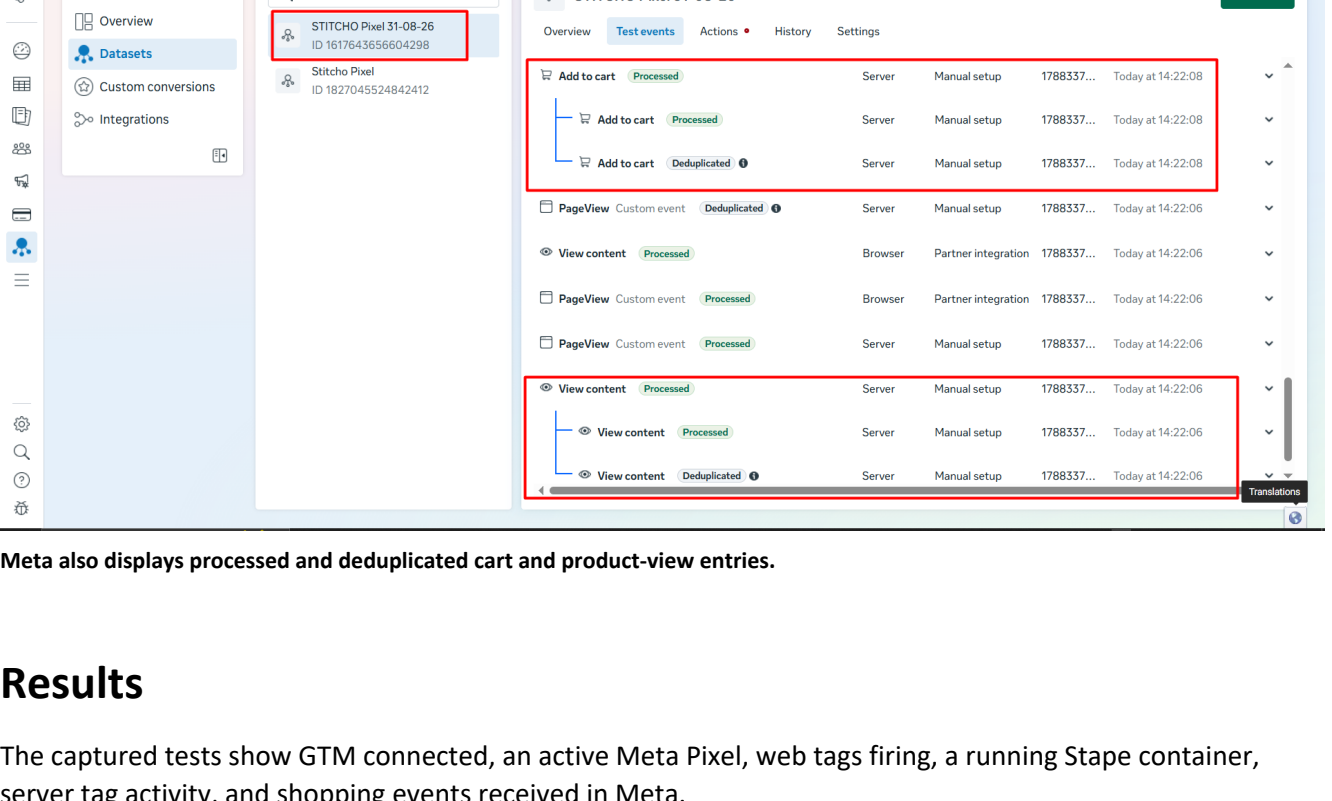
Checkout initiation triggers the InitiateCheckout and forwarding tags.



Meta Test Events shows processed and deduplicated checkout entries.



Meta Test Events shows processed and deduplicated purchase entries.



Meta also displays processed and deduplicated cart and product-view entries.

Results

The captured tests show GTM connected, an active Meta Pixel, web tags firing, a running Stape container, server tag activity, and shopping events received in Meta.

Meta displays Deduplicated entries, but the expanded rows shown are labeled Server. These screenshots document test-session statuses, not complete proof of browser-to-server deduplication or live performance improvements.

Before the setup, the previous tracking had not been carried over. After implementation, the tests documented the new event path and receipt in Meta. No increase in revenue or return on ad spend is claimed.

A thank-you for exploring my portfolio

You have taken the time to review my work, so I would like to give you priority access to a free website tracking audit. I will check your tags and identify potential tracking issues.

Message me "TRACKING" to get priority for your free audit.