

Working with Shoplytics

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Logbook is full - what should I do

Video: <https://www.loom.com/share/83c7f92615714c55a054720d58f66cea>

Do not simply add more rows at the bottom (the logbook is complexly programmed, with many hidden columns).

Create a new logbook

- In the Google Sheet, find the sheet tab "TEMPLATE LOGBUCH [SHOP]" at the bottom
- Click the arrow and select Duplicate
- Rename the duplicate → e.g. `Logbuch 2025-04-20`

Only setting: Start date

- Fill in the yellow field at the top of the sheet
- Always set it to a Monday (logbook runs Mon-Sun)
- Feel free to backdate it a few weeks → to carry over earlier entries

Done - the new logbook is ready to use.

PS: At the top of the sheet there's a tutorial video with details (checkboxes, options, etc.) - optional, but recommended for a more in-depth introduction.

Google Tag Gateway: Not needed for you as a Shoplytics-customer

Google Tag Gateway (GTG) does (only) two things — both of which Shoplytics already handles for you

Shortcut up front: You don't need Google Tag Gateway (GTG) if you're using Shoplytics.

The short version: What GTG does: deliver tracking scripts safely into the browser and send measurement data to Google. Both sound great — and both are already handled by Shoplytics, from day one.

Here's the background.

Script Serving — what's actually going on?

Without Shoplytics, tracking scripts are loaded into your visitors' browsers directly from the servers of Google, Meta, Pinterest & Co. They come from a foreign address — and browsers fundamentally treat these "third-party scripts" differently. Ad blockers recognize these addresses and block them. Browsers restrict what these scripts are allowed to do and how long they're allowed to remember someone. As a result, a portion of your visitors is simply invisible to your tracking.

With Shoplytics, your tracking scripts are loaded into the browser via your own subdomain (stream.yourdomain.com) — directly from your own domain, just like your shop itself. Ad blockers and browser restrictions for foreign domains don't apply here.

That's exactly what GTG is trying to achieve. But you already have it. So again: save yourself the time and do something more meaningful.

Background, in case you're curious (otherwise skip ahead)

Normally, tracking scripts are loaded into your visitors' browsers directly from the servers of Google, Meta, Pinterest & Co. They come from a foreign address — and browsers handle these "third-party scripts" fundamentally differently. That has three concrete drawbacks for you:

1. The tracking memory is often only 24 hours long. Many browsers limit how long a third-party script may remember a visitor. Someone who clicked on your ad three days ago and buys today — that purchase can no longer be attributed. You see the sale, but not where it came from.

2. Ad blockers reliably block these scripts. Tools like uBlock Origin, or even simple browser settings, recognize known tracking addresses from Google and Meta and block them. The script doesn't even load — the visitor is completely invisible to your tracking.

3. Browsers increasingly block data from foreign domains. Safari, Firefox, and by now Chrome too actively restrict what third-party scripts are allowed to do and store. This hits classic tracking hard — especially when someone researches first and buys days later.

Data Collection — what's actually going on?

Without Shoplytics, all data captured in the shop — clicks, page views, sales, revenue — would be sent directly from your visitors' browsers to facebook.com or google.com. So the data leaves the browser heading straight for a foreign domain. Most ad blockers, browser protection features, and security mechanisms recognize this — and actively prevent it.

With Shoplytics, this measurement data — what was viewed, added to the cart, and bought — first flows to your own domain: stream.yourdomain.com. That's a "first-party" data stream. Browsers, blockers, and security mechanisms can do significantly less damage here:

1. Ad blockers don't apply. Known Google and Meta domains get blocked — your own domain doesn't. The data arrives reliably.

2. Browser restrictions for foreign domains don't apply. What Safari, Firefox & Co. restrict for google.com or facebook.com simply doesn't apply to stream.yourdomain.com. Your data stream stays intact.

3. You get more complete data — and therefore better numbers. More captured sales, more accurate revenue figures, a ROAS and profit calculation you can actually rely on.

From stream.yourdomain.com, Shoplytics takes over: the data is processed server-side and forwarded cleanly to Google, Meta, and all other platforms.

That's exactly what GTG is trying to achieve. But you already have it. So again: save yourself the time and do something more meaningful.

Running GTG in parallel?

Up front: why would you? It offers you no added value whatsoever. Just more complexity and more points of failure.

Details: technically possible — but not sensible. GTG would try to route your tracking data through its own path — in direct conflict with Shoplytics. Worst case, data gets lost without you noticing.

If you still want to set up GTG, talk to us first.

In short: you're already exactly where GTG is trying to take you. No extra tool, no extra effort — that's simply part of what Shoplytics does for you.