TrackRival
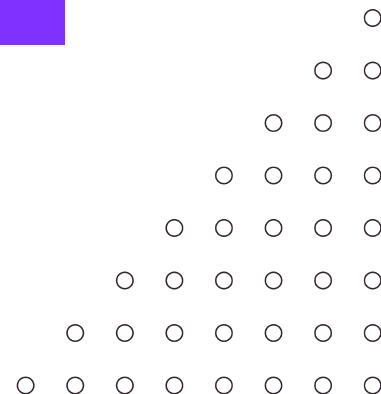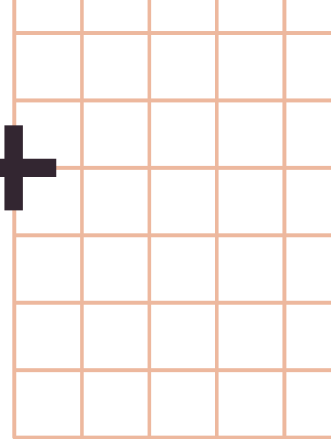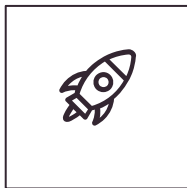
Analyzing:
- Winparts
- Autodoc
- Mijnautoonderdelen

Providing clarity and insight in one view.

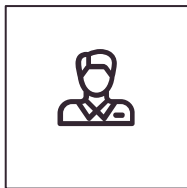# Complete Audit - Table Of Contents

1. Measurement

📏 *Best practices & measurement opportunities*
→ Learn how GA4 implementation enhances data accuracy and insights.

2. Custom Tracking

🎯 Actionable tracking recommendations
→ Map user journeys and improve conversions with strategic event tracking

3. Competitor Breakdown

🔍 *GA4 competitive analysis*
→ Analyze custom GA4 events & parameters from
Autodoc and **Mijnautoonderdelen**

GA4 Digital Maturity Score

80%

winparts

55%

AUTODOC

22%

MijnAutoOnderdelen.nl

Winparts vs. The Industry

80%

winparts

82%

Top 5%

What Market leaders
are doing.

35%

50% of users

The average GA4
Maturity Score

Custom Tracking Overview

GA4 event name	Winparts	Autodoc	Mijnautoonderdelen
Custom events	14	177	1
Event Parameters	26	27	1
User Parameters	4	4	0

Thank you!