



TrackRival

Analyzing:

- Winparts
- Autodoc
- Mijnautoonderdelen

Providing clarity and insight in one view.

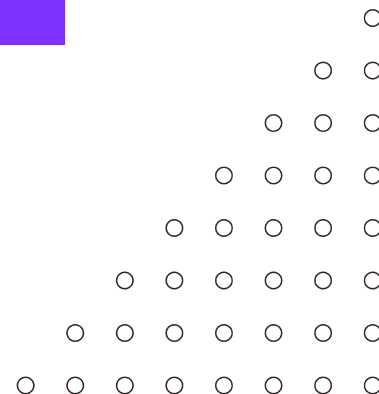
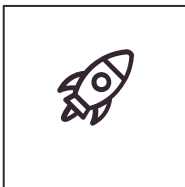




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GA4 Digital Maturity Score

80%

55%

22%



Analysis:

Winparts leads with 80, ahead of Autodoc (55, -31%) and Mijnautoonderdelen (22, -73%). Winparts' server-side utilization drives its advantage. Autodoc's User ID implementation is a slight advantage over Mijnautoonderdelen, but it doesn't bridge Winparts' lead. Winparts should leverage its GA4 data for personalized experiences to maintain its edge.





Winparts vs. The Industry

80%

82%

35%



Top 5%

What Market leaders
are doing.

50% of users

The average GA4
Maturity Score

Analysis:

Winparts matches top GA4 leaders (80%), far exceeding the 50% industry average, thanks to strong infrastructure. With server-side, User ID, and data implementations, focus on custom events and CDPs. This is much higher than Autodoc (55) & Mijnautoonderdelen (22).





Competitors Strategy Summary

Autodoc employs comprehensive event tracking, focusing on user behavior across their platform. They meticulously track actions like adding items to the basket, interacting with filters, viewing product videos, and engaging with various car selectors. By using parameters like 'category_id', 'event_action', and 'article_id', Autodoc likely aims to optimize user experience, personalize product recommendations, and enhance conversion funnels through detailed behavioral insights.

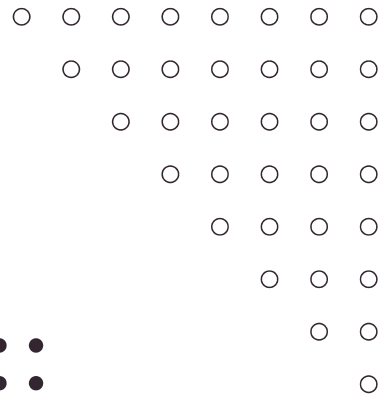


Mijnautoonderdelen, in contrast, has a more basic GA4 implementation, primarily tracking purchase events. With parameters like 'currency', 'items', and 'transaction_id', their focus is on monitoring e-commerce performance.



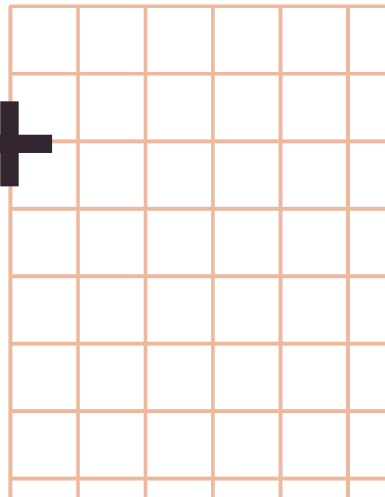
Winparts can learn from Autodoc's granular tracking by implementing more event to gain deeper user behavior insights for personalization and conversion optimization.





01

Measurement





GA4 Best Practices

GA4 Essentials	Winparts	Autodoc	Mijnautoonderdelen
Server-side	✓	✗	✗
User data	✓	✗	✗
User ids	✓	✓	✗
Personalization Signals	✓	✗	✗

Recommendation:

Winparts leads with server-side tracking and user data, enhancing measurement accuracy versus Autodoc & Mijnautoonderdelen. User ID matches Autodoc, personalization is ahead of both. Leverage GA4's advanced features for deeper insights. Continue optimizing server-side for privacy & accuracy, using data for tailored experiences to amplify advantage.





Product Performance Tracking



GA4 event name	Winparts	Autodoc	Mijnautoonderdelen
view_item_list	✓	✓	✗
view_item	✓	✓	✗
add_to_cart	✓	✓	✗
remove_from_cart	✓	✓	✗



Recommendation:

Winparts leads Mijnautoonderdelen, who lacks all key e-commerce event tracking. Winparts matches Autodoc's complete tracking (view_item_list, view_item, add_to_cart, remove_from_cart). Given full event tracking, Winparts should leverage custom parameters within these events (e.g., price, category) to refine assortment, pricing, and boost conversion.



Funnel Tracking

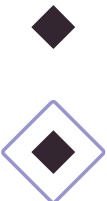
GA4 event name	Winparts	Autodoc	Mijnautoonderdelen
view_cart	✓	✓	✗
begin_checkout	✓	✓	✗
add_shipping_info	✓	✓	✗
add_payment_info	✗	✓	✗
purchase	✓	✗	✓

Recommendation:

Winparts tracks key funnel events (view_cart, begin_checkout, add_shipping_info, purchase) but lacks `add\_payment\_info`, unlike Autodoc. Mijnautoonderdelen severely lags. Tracking `add\_payment\_info` is crucial for Winparts to pinpoint checkout drop-offs. Capturing all events allows session stitching and funnel analysis to boost conversions and reduce cart abandonment.



Engagement Tracking



GA4 event name	Winparts	Autodoc	Mijnautoonderdelen
generate_lead	✗	✗	✗
search	✓	✗	✗
sign_up	✓	✗	✗
login	✗	✗	✗

Recommendation:

Winparts leads peers by tracking searches and sign-ups, yet lacks lead & login tracking. This limits user ID stitching and insights for returning customers. Prioritizing lead & login event tracking is crucial to optimize retention and personalize user journeys.

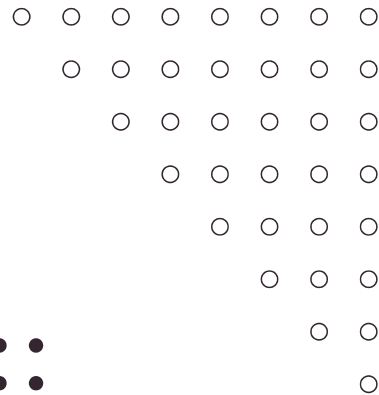


Essential Ecommerce Parameters

GA4 parameter name	Winparts	Autodoc	Mijnautoonderdelen
currency	✓	✓	✓
shipping_tier	✓	✗	✗
payment_type	✗	✗	✗
transaction_id	✓	✗	✓
tax	✓	✗	✓

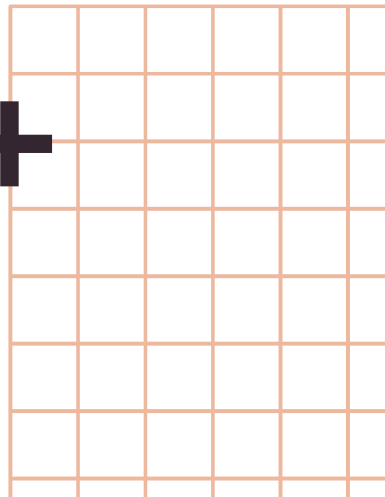
Recommendation:

Winparts leads in GA4 tracking with currency, shipping, and transaction IDs, but lacks payment type tracking like competitors. Tracking tax depends on implementation ({{{customer_tax}}}). Prioritizing payment type data will enhance customer insights and revenue analysis.



02

Custom Tracking





Custom Tracking Overview

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

Recommendation:

Winparts lags Autodoc in custom GA4 tracking (14 vs 177), but surpasses Mijnautoonderdelen. Enhancing custom events/parameters will improve data granularity and audience segmentation. Prioritize tracking user interactions for better insights. Exploring predictive audiences can maximize data-driven growth. In the next chapter every custom event and parameter will be displayed in detail.





Autodoc's GA4 Measurement Strategy

Autodoc, a leading automotive parts retailer, utilizes GA4 custom events to meticulously track user interactions across their platform. Focus areas include product views, basket actions, search behavior, and filter usage. They leverage event parameters like `article\_id` and `category\_id` for granular insights, alongside `crm\_id` for user segmentation.

This strategy is designed to optimize product discovery, improve conversion rates, and personalize user experiences, ultimately driving sales and customer loyalty. A potential gap lies in fully leveraging user properties for deeper audience understanding.

Winparts can implement similar detailed event tracking to understand user behavior and enhance customer journeys. Autodoc's approach offers valuable data points for optimizing product interaction and segmentation strategies.

The next few slides will give complete insight into autodoc custom events and parameters.





Mijnautoonderdelen's GA4 Measurement Strategy

Mijnautoonderdelen utilizes GA4 custom events focusing on purchase events with parameters like currency, items, shipping, tax and transaction ID. While this provides foundational insights into revenue and transactions, the limited scope potentially overlooks crucial user behaviors across their platform.

This event-driven approach aims to enhance product discovery, optimize conversion, and personalize user experiences, ultimately boosting sales. However, the absence of user parameters limits deeper audience segmentation.

Winparts can benefit from adopting custom event tracking to understand user behaviors and enhance customer journey. Mijnautoonderdelen's purchase tracking provides a starting point for transaction monitoring that Winparts can develop further.

The next few slides will give complete insight into Mijnautoonderdelen custom events and parameters.





Autodoc google_tag_configuration

event_parameters:

- s
- send_page_view





Autodoc error_page

event_parameters:

- event_action





Autodoc

user_account

event_parameters:

- event_action





Autodoc quantity

event_parameters:

- event_action





Autodoc category

event_parameters:

- child_id
- event_action





Autodoc

final_payment_method

event_parameters:

- event_action





Autodoc kit_tag

event_parameters:

- event_action





Autodoc plus_step_complete

event_parameters:

- event_action
- payment_id





Autodoc subscriptions



event_parameters:

- event_action
 - event_object
- 
- 



Autodoc youtube_video



event_parameters:

- event_action
 - video_title
- 





Autodoc vat-price_switch



event_parameters:

- event_action





Autodoc lkw_brand

event_parameters:

- event_action





Autodoc

not_bounced_session

event_parameters:

- currency
- value



Autodoc 360_image

event_parameters:

- event_action



Autodoc livechat_widget



event_parameters:



- event_action





Autodoc subscription

event_parameters:

- event_action





Autodoc

analog_cart_popup

event_parameters:

- article_id
- brand_id
- event_action
- generic_id





Autodoc banner_on_main



event_parameters:

- event_action





Autodoc discount_pop-up



event_parameters:

- event_action





Autodoc authorization-error

event_parameters:

- event_action





Autodoc configure_kit_btn



event_parameters:



- brand_id





Autodoc banner_click



event_parameters:



- event_action





Autodoc product_gallery



event_parameters:



- event_action





Autodoc click_go-to-insta



event_parameters:

- event_object





Autodoc contents_block

event_parameters:

- article_id
- brand_id
- generic_id





Autodoc

remove_from_basket

event_parameters:

- generic_id





Autodoc

filter_show_button

event_parameters:

- event_action





Autodoc payment_method



event_parameters:



- event_action



Autodoc plus_click

event_parameters:

- event_action



Autodoc

oil_specification_icon

event_parameters:

- event_action





Autodoc

add_payment_info

event_parameters:

- payment_id





Autodoc locator_menu



event_parameters:

- event_action
 - event_object
- 
- 



Autodoc banner_plus

event_parameters:

- article_id
- brand_id
- generic_id





Autodoc plus_popup_view



event_parameters:



- event_action





Autodoc

product_condition_type_click

event_parameters:

- event_action





Autodoc oil_viscosity_icon



event_parameters:



- event_action





Autodoc nps_cold

event_parameters:

- event_action





Autodoc

footer_social_click

event_parameters:

- event_action





Autodoc

show_analog_product_click

event_parameters:

- article_id





Autodoc catalog_chemical



event_parameters:

- category_id
- parent_id





Autodoc plus_step_links



event_parameters:



- event_action





Autodoc automaker_click



event_parameters:



- event_action





Autodoc success_page

event_parameters:

- order_id
- value





Autodoc

top_product_block

event_parameters:

- article_id
- event_action
- generic_id





Autodoc

analog-block_empty

event_parameters:

- article_id





Autodoc

become-a-business_button

event_parameters:

- event_action





Autodoc

catalog_standard_moto

event_parameters:

- parent_id





Autodoc

motoroil_selector_clear

event_parameters:

- event_action





Autodoc gray_button



event_parameters:

- article_id_set
 - event_action
 - generic_id
- 
- 
- 

Autodoc main_menu

event_parameters:

- parent_id



Autodoc

product_page_view

event_parameters:

- article_id
- event_action
- event_object
- generic_id





Autodoc viewed_products_widget

event_parameters:

- article_id
- category_id
- event_action
- generic_id
- value





Autodoc wishlist

event_parameters:

- event_action





Autodoc catalog_standard_lkw

event_parameters:

- category_id





Autodoc delivery_type

event_parameters:

- event_action
- event_label
- event_object





Autodoc reset-password



event_parameters:



- event_action





Autodoc plus_services

event_parameters:

- event_action





Autodoc motoroil_reviews



event_parameters:

- event_action





Autodoc go_to_brand



event_parameters:



- brand_id





Autodoc product_reviews

event_parameters:

- event_action





Autodoc nps-cold

event_parameters:

- event_action



Autodoc top_block

event_parameters:

- event_action



Autodoc

add-to-basket_pop-up

event_parameters:

- article_id
- category_id
- event_action





Autodoc oem_hover

event_parameters:

- event_action





Autodoc listing_view



event_parameters:



- category_id





Autodoc banner_club

event_parameters:

- event_action





Autodoc

header_user_menu

event_parameters:

- event_action





Autodoc locator

event_parameters:

- event_action
- event_label
- event_object





Autodoc product_rate



event_parameters:

- event_action
- generic_id





Autodoc

popup-complete-order

event_parameters:

- route_name





Autodoc reclamation_error



event_parameters:



- event_action





Autodoc moto-click

event_parameters:

- event_action





Autodoc

product_page_info

event_parameters:

- event_action
- generic_id





Autodoc volume_switch



event_parameters:



- event_action





Autodoc related_product



event_parameters:



- article_id_set





Autodoc basket_funnel

event_parameters:

- event_action





Autodoc

add_to_basket

event_parameters:

- article_id
- brand_id
- event_object
- main_article_id
- product_condition_type
- rrp_price
- seller_id
- value





Autodoc

become-a-business_form

event_parameters:

- event_action





Autodoc catalog_header



event_parameters:

- category_id
 - event_action
 - parent_id
- 
- 
- 



Autodoc

burger_menu_category

event_parameters:

- parent_id





Autodoc selector_error_kba

event_parameters:

- event_action





Autodoc related_categories

event_parameters:

- generic_id





Autodoc tyres_selector

event_parameters:

- event_action





Autodoc

my_garage_add_vehicle

event_parameters:

- event_action





Autodoc alldata_page

event_parameters:

- seller_type





Autodoc basket_menu

event_parameters:

- event_action





Autodoc

go_to_oem

event_parameters:

- event_action





Autodoc catalog_universal



event_parameters:

- category_id
 - event_action
 - parent_id
- 
- 
- 



Autodoc profile

event_parameters:

- event_action
- seller_id





Autodoc filter_click

event_parameters:

- category_id
- filter_id
- filter_value





Autodoc select_promotion

event_parameters:

- creative_slot
- promotion_id
- promotion_name





Autodoc wheel_fortune



event_parameters:



- event_action





Autodoc blocks

event_parameters:

- event_action
- event_object





Autodoc

go_to_basket



event_parameters:

- basket_id
 - generic_id
- 
- 



Autodoc

oil_chemical_type_icon

event_parameters:

- event_action





Autodoc footer-menu_click



event_parameters:

- event_action





Autodoc business-manager



event_parameters:

- event_action





Autodoc

my_garage_add_from_search

event_parameters:

- event_action





Autodoc weather_tyres



event_parameters:



- event_action





Autodoc analog_block



event_parameters:

- article_id





Autodoc email_subscribe



event_parameters:



- event_action





Autodoc

cookie_pop-up_click

event_parameters:

- event_action





Autodoc premium_pack



event_parameters:

- event_action
 - event_label
 - event_object
- 
- 
- 



Autodoc up_button

event_parameters:

- event_action





Autodoc catalog_top

event_parameters:

- car_id





Autodoc

my_garage_saved_cars

event_parameters:

- car_id
- event_action





Autodoc success_popup



event_parameters:

- event_action





Autodoc manual

event_parameters:

- event_action





Autodoc motoroil_selector

event_parameters:

- event_action





Autodoc plus_step_change



event_parameters:

- event_action





Autodoc selector_click



event_parameters:

- event_action
 - event_object
 - route_name
 - s
 - timestamp
- 
- 



Autodoc top-block

event_parameters:

- article_id_set





Autodoc selector_new



event_parameters:

- car_id
 - event_action
- 
- 



Autodoc popup

event_parameters:

- event_action





Autodoc search_main



event_parameters:



- event_action





Autodoc

top_catalog_accessories

event_parameters:

- category_id





Autodoc authorization



user_parameters:

- crm_id

- s

- user_id

- visitor_type





Autodoc

oil_release_icon

event_parameters:

- event_action





Autodoc accessories_universal

event_parameters:

- category_id
- parent_id





Autodoc registration-engagement

event_parameters:

- event_action





Autodoc

catalog_top_with_car

event_parameters:

- category_id
- event_action
- parent_id





Autodoc product_about_ridex

event_parameters:

- event_action





Autodoc

product_tabs_click

event_parameters:

- event_action





Autodoc

event_on_product

event_parameters:

- brand_id
- event_action
- event_object





Autodoc product_video



event_parameters:

- article_id
 - event_action
 - generic_id
- 
- 



Autodoc car_block



event_parameters:

- car_id
 - event_action
- 





Autodoc product_analog



event_parameters:

- article_id_set
 - event_action
- 
- 



Autodoc Comparison_button

event_parameters:

- event_action





Autodoc registration-error

event_parameters:

- event_action





Autodoc app_download



event_parameters:



- event_action





Autodoc

reg_number_car_list

event_parameters:

- maker_id
- model_id





Autodoc filters

event_parameters:

- category_id
- event_action
- filter_id





Autodoc

product_analog_click

event_parameters:

- event_action





Autodoc

burger_menu_subcategory

event_parameters:

- category_id
- parent_id





Autodoc basket

event_parameters:

- event_action
- event_label
- value





Mijnautoonderdelen google_tag_configuration

event_parameters:

- s
- send_page_view



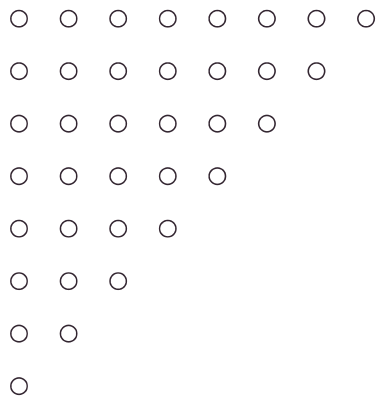


Mijnautoonderdelen purchase

event_parameters:

- currency
- items
- s
- shipping
- tax
- transaction_id
- value





Thank you!

