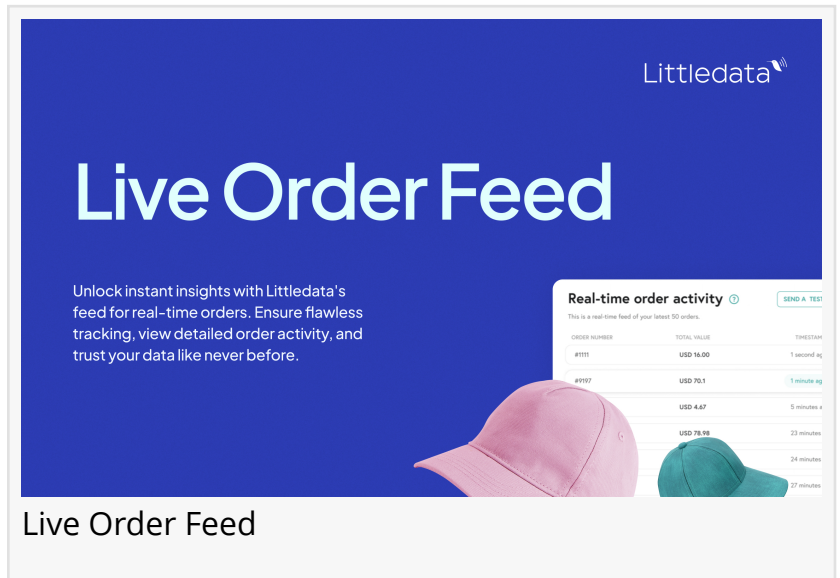


Littledata Launches Live Order Feed for Shopify Stores

LONDON, UNITED KINGDOM,
September 25, 2023 /

EINPresswire.com/ -- [Littledata](#), the ecommerce data platform for modern DTC brands, has launched a real-time order feed for Shopify merchants to test orders passing to data destinations and validate their data integrity. The new feed ensures flawless tracking so merchants can trust their data like never before, automating processes for DTC brands.



The image shows a promotional graphic for Littledata's Live Order Feed. It features a dark blue background with the Littledata logo in the top right corner. The main heading is "Live Order Feed" in large white text. Below the heading, there is a sub-headline: "Unlock instant insights with Littledata's feed for real-time orders. Ensure flawless tracking, view detailed order activity, and trust your data like never before." To the right, there is a screenshot of the "Real-time order activity" interface, which includes a table with columns for "ORDER NUMBER", "TOTAL VALUE", and "TIMESTAMP". The table shows three rows of data: #1111 with a value of USD 16.00 (1 second ago), #9907 with a value of USD 70.1 (1 minute ago), and another row with a value of USD 4.87 (5 minutes ago). Below the table, there are two baseball caps, one pink and one green, partially visible. At the bottom of the graphic, the text "Live Order Feed" is written in white.

Littledata was first to launch [Google Analytics 4](#) tracking for Shopify after the depreciation of Universal Analytics. Brands are updating their data layers across the board and building new marketing funnels for both paid and organic channels. So brands need to confirm their data quality across platforms like Google Analytics 4, Meta and TikTok - and Littledata moved swiftly to automate this validation process and simplify data pipelines for merchants.

“

With the Live Order Feed they can check which orders are tracked where and build 100% confidence in their marketing reporting and retargeting.”

*Edward Upton, Founder &
CEO of Littledata*

“The average brand loses visibility on 20% of their online orders” says Littledata founder and CEO, Edward Upton. “With the [Live Order Feed](#) they can check which orders are tracked where and build 100% confidence in their marketing reporting and retargeting.”

Littledata makes it ridiculously easy for ecommerce stores to connect sales, marketing and customer data to understand performance and accelerate growth. Purchase tracking and attribution is top of mind for brands looking to optimize their current funnels and build new ones. From first page view to checkout conversion Littledata is humming in the background — giving Founders, Data Analytics, and Growth Marketers the data they need to make real-time decisions. Accurate marketing data is essential for a modern brand to scale and beat the

competition.

“Littledata continues to build incredible ecommerce data solutions like the Live Order Feed for our customers and integrated partners” says Blake Wisz, Littledata’s Head of Marketing. “We want our customers to have a single source of truth they can rely on to make better decisions for their Shopify store backed by accurate data.”

Learn more:

<https://www.littledata.io/live-order-feed>

About Littledata

Littledata (www.littledata.io) is an ecommerce data platform, headquartered in London, UK. Littledata was named “High Performer and Ecommerce Analytics Leader” by G2 for the Fall of 2023.

Littledata connects Shopify & BigCommerce stores with the most popular marketing channels: Google Analytics, Google Ads, Facebook Ads, Instagram, TikTok, and Pinterest.

Blake Wisz

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The advertisement is divided into two main sections. The top section, titled "Monitor real-time attribution", features a teal background. On the left, a white card displays "Order #9197" with a list of items: "\$999 Processed", "5 Items Products", "New subscription Order type", and "Shopify Source". To the right of the card are icons for Google Analytics, Facebook, an infinity symbol, Pinterest, and TikTok. The text explains that Littledata has expanded integrations to Google Ads, Facebook Ads, TikTok, and Pinterest, and that users can confirm tracking IDs in their live feed. The bottom section, titled "No more missing conversions in GA4", has a light blue background. It includes a screenshot of an "Orders" table with columns for amount, source, items, and time. The table lists four orders: \$999 from Shopify (5 items, 2 mins ago), \$37 from Shopify (2 items, 30 mins ago), \$68 from Instagram (7 items, 2 hours ago), and \$21 from Shopify (2 items, yesterday). A cartoon character is pointing at the table. The text below the table states that Littledata guarantees tracking event data such as Order Value, Shipping Cost, and Order Affiliation, and provides a quick snapshot of items, price, and quantity for each order. The bottom of the ad says "Validate your data connections".

Littledata

Monitor real-time attribution

Littledata has expanded our integrations to the top ecommerce marketing channels like Google Ads, Facebook Ads, TikTok, and Pinterest. Confirm these are properly set up on each order by reviewing the tracking IDs in your live feed.

Connect to the tools you use

Littledata

No more missing conversions in GA4

A quick snapshot to guarantee Littledata is tracking event data such as Order Value, Shipping Cost, and Order Affiliation. We've made it easy for you to see the breakdown of items, price, and quantity in each order.

Orders	Source	Items	Time
\$999	Shopify	5 Items	2 mins ago
\$37	Shopify	2 Items	30 mins ago
\$68	Instagram	7 Items	2 hours ago
\$21	Shopify	2 Items	Yesterday

Validate your data connections

This press release can be viewed online at: <https://www.einpresswire.com/article/656887088>

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