Jaxxon sees a 75% boost in Meta Ad performance after tracking accurate conversions

LONDON, UNITED KINGDOM, November 21, 2023 / EINPresswire.com/ -- In a remarkable success story, Jaxxon, the esteemed luxury men's jewelry brand, has seen a dramatic surge in business growth, attributing this success to Littledata's advanced server-side tracking. Jaxxon, known for its premium products seen in GQ and Men's Journal, faced significant challenges in tracking multi-channel marketing conversions and understanding revenue drivers, including SMS, email, affiliates, and customer service platforms.

The introduction of Littledata's Shopify app marked a turning point for Jaxxon. The app's seamless data integration provided Jaxxon with invaluable insights into their Shopify store's conversions, enhancing their Meta campaign performance. Littledata's solution not only saved substantial development time but also ensured a flawless flow of data, empowering Jaxxon to optimize its campaigns across a vast social media following and affiliate networks.

> " Littledata's server-side tracking has resulted in much cleaner data."
>
> *Peter Bacon, VP of Marketing at Jaxxon*

Peter Bacon, Jaxxon's VP of Marketing, lauds the impact of Littledata: "Littledata's app and their team have been great to work with. Their support has been really hands-on, and they have gone above and beyond. Littledata's server-side tracking has resulted in much cleaner data."

This enhanced data accuracy has led to remarkable growth figures for Jaxxon:

67% increase in total revenue
75% increase in revenue from Meta's Instagram ads
89% increase in purchase conversions reported in Meta's Facebook Ad Manager

The success of Jaxxon, facilitated by Littledata's server-side tracking, is a testament to the transformative power of accurate, comprehensive ecommerce data. This collaboration not only elevated Jaxxon's multi-channel marketing strategy but also set new benchmarks in the industry for data-driven decision-making.

For further information, please read the full [case study](#).

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