



E-CARE SHOP

SERVER-SIDE TRACKING

CASE STUDY

Connecting shopping behavior
with backend order outcomes.

2

GTM containers

Web + server

3

Status mappings

Completed, cancelled,
refunded

56

GA4 debug events

Displayed 30-minute window

A measurement foundation for funnel visibility,
order-status analysis and behavioral review.

Prepared by Shahin Alam Robin

Server-Side Tracking & Web Analytics Specialist

Highlights represent configuration and debug validation milestones, not sales or revenue uplift.

PROJECT AND EXECUTION

From storefront actions to order outcomes

The goal was to connect E-Care Shop's shopping journey with later order outcomes, creating a clearer foundation for marketing measurement beyond the initial checkout.

ROLE AND SCOPE

Shahin Alam Robin • Server-Side Tracking & Web Analytics Specialist. Scope covers event architecture, GTM configuration, WooCommerce status mapping, debugging and measurement reporting.

STRATEGY AND EXECUTION

01 Capture the shopping journey

Organize product, cart, checkout, payment, purchase and engagement events in the web container.

02 Add a server processing layer

Use a dedicated server container for browser-event reception and WooCommerce order-webhook processing.

03 Translate backend statuses

Map completed, cancelled and refunded into distinct measurement labels through lookup logic.

04 Validate at multiple checkpoints

Review server preview values, GA4 DebugView activity and recorded Clarity page activity.

Evidence scope: GTM configuration and preview screens, a GA4 debug snapshot, and Microsoft Clarity's August 1–30, 2026 page list. Other screenshots are undated.

STEP 01 / WEB COLLECTION

One organized browser event layer

GA4, Meta Pixel, Google Ads and Microsoft Clarity tags appear in the web workspace. TikTok tags are present but paused in the captured configuration.

←

Tag Manager

All accounts > Ecareshop

ecareshopbd - Web

Search workspace

Workspace

Versions

Admin

GTM-5K6LSMQB

Workspace Changes: 0

Preview

Submit

1 template update available

Overview

Tags

Triggers

Variables

Folders

Templates

Show less

Tags

Name ↑

Type

Firing Triggers

Last Edited

Conversion Linker

Conversion Linker

All Pages

a month ago

FB - 15 sec on page

Meta Pixel

15 sec on page Trigger

a month ago

FB - add_to_cart- Tag

Meta Pixel

CE - add_to_cart

a month ago

FB - begin_check_out - Tag

Meta Pixel

CE - begin_checkout

a month ago

FB - Purchase - Tag

Meta Pixel

CE - purchase

a month ago

FB - view_item- Tag

Meta Pixel

CE - view_item

a month ago

FB Pixel - page_view - Tag

Meta Pixel

All Pages

a month ago

GA4 - add_payment_info

Google Analytics: GA4 Event

CE - add_payment_info

a month ago

GA4 - add_to_cart

Google Analytics: GA4 Event

CE - add_to_cart

a month ago

GA4 - begin_checkout

Google Analytics: GA4 Event

CE - begin_checkout

a month ago

GA4 - page_view

Google Analytics: GA4 Event

All Pages

a month ago

GA4 - purchase

Google Analytics: GA4 Event

CE - purchase

a month ago

GA4 - view_cart

Google Analytics: GA4 Event

CE - view_cart

a month ago

GA4 - view_item

Google Analytics: GA4 Event

CE - view_item

a month ago

GA4- scroll_depth

Google Analytics: GA4 Event

Scroll Depth Trigger

a month ago

Ga4-FB-TK-SS- 15 sec on page- Tag

Google Analytics: GA4 Event

15 sec on page Trigger

a month ago

Ga4-FB-TK-SS- add_to_cart Tag

Google Analytics: GA4 Event

CE - add_to_cart

a month ago

Ga4-FB-TK-SS- begin_checkout Tag

Google Analytics: GA4 Event

CE - begin_checkout

a month ago

Ga4-FB-TK-SS- purchase Tag

Google Analytics: GA4 Event

CE - purchase

a month ago

Ga4-FB-TK-SS- view item

Google Analytics: GA4 Event

CE - view_item

a month ago

Ga4-FB-TK-SS- view_cart Tag

Google Analytics: GA4 Event

CE - view_cart

a month ago

GAds - add_to_cart

Google Ads Conversion Tracking

CE - add_to_cart

a month ago

GAds - purchase

Google Ads Conversion Tracking

CE - purchase

a month ago

Gads -remarketing

Google Ads Remarketing

All Pages

a month ago

GAds- begain_check_out

Google Ads Conversion Tracking

CE - begin_checkout

a month ago

Google Tag - GA4 Code

Google Tag

Initialization - All Pages

a month ago

Google Tag AW-18317569253

Google Tag

Initialization - All Pages

a month ago

Microsoft Clarity - Official

Microsoft Clarity - Official

All Pages

a month ago

SS - page_view-Base Code

Google Tag

All Pages

a month ago

I iktok - add_to_cart

I iktok Pixel

CE - add_to_cart

a month ago

Tiktok - begain_checkout

TikTok Pixel

CE - begin_checkout

a month ago

Tiktok - purchase

TikTok Pixel

CE - purchase

a month ago

Tiktok - view_item

TikTok Pixel

CE - view_item

a month ago

Tiktok -Pixel - Page view

Custom HTML

Initialization - All Pages

a month ago

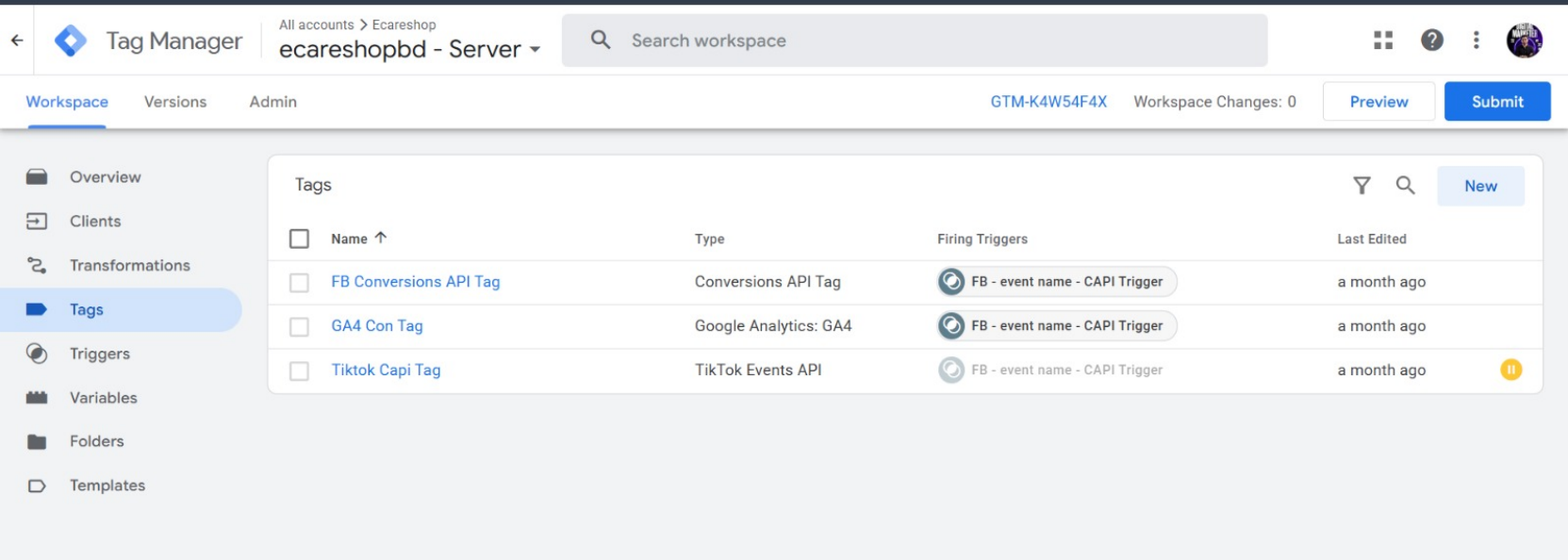
FIGURE 1 • Full web-container tag inventory

A server layer with observed event reception

2 incoming data sources observed

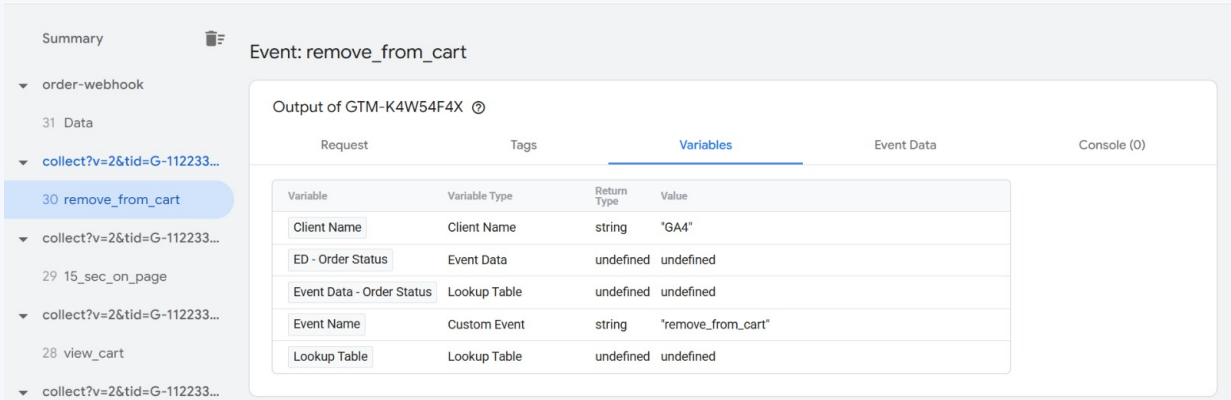
GA4 client events and WooCommerce order webhooks appear in server preview.

02 Server destination configuration



Meta Conversions API and GA4 tags are listed. TikTok Events API is configured but paused. Tag presence establishes configuration; outbound delivery needs separate verification.

03 Cart removal received by the server



The selected remove_from_cart event resolves to the GA4 client. This is direct evidence of reception in server preview.

3 backend order-status mappings

Each WooCommerce status resolves to a distinct lookup output in server preview.

completed → purchase

5 page_view

▼ order-webhook

4 Data

▼ order-webhook

3 Data

▼ order-webhook

2 Data

Request	Tags	Variables	Event Data
Variable	Variable Type	Return Type	Value
Client Name	Client Name	string	"WooCommerce Webhook"
ED - Order Status	Event Data	string	"completed"
Event Data - Order Status	Lookup Table	string	"purchase"
Event Name	Custom Event	string	"Data"
Lookup Table	Lookup Table	undefined	undefined

Completed status is extracted and translated into the purchase lookup output.

cancelled → cancel

5 page_view

▼ order-webhook

4 Data

▼ order-webhook

3 Data

▼ order-webhook

2 Data

▼ order-webhook

Request	Tags	Variables	Event Data
Variable	Variable Type	Return Type	Value
Client Name	Client Name	string	"WooCommerce Webhook"
ED - Order Status	Event Data	string	"cancelled"
Event Data - Order Status	Lookup Table	string	"cancel"
Event Name	Custom Event	string	"Data"
Lookup Table	Lookup Table	undefined	undefined

Cancellation receives a separate output for potential order-quality reporting.

refunded → refund

5 page_view

▼ order-webhook

4 Data

▼ order-webhook

3 Data

▼ order-webhook

2 Data

Request	Tags	Variables	Event Data
Variable	Variable Type	Return Type	Value
Client Name	Client Name	string	"WooCommerce Webhook"
ED - Order Status	Event Data	string	"refunded"
Event Data - Order Status	Lookup Table	string	"refund"
Event Name	Custom Event	string	"Data"
Lookup Table	Lookup Table	undefined	undefined

Refunded orders receive a distinct output for post-purchase measurement.

The raw Event Name remains Data in all three views. The screenshots validate lookup values, not destination receipt or automatic reversal of previously recorded conversions.

STEP 07 / ANALYTICS VALIDATION

GA4 event visibility during testing

56

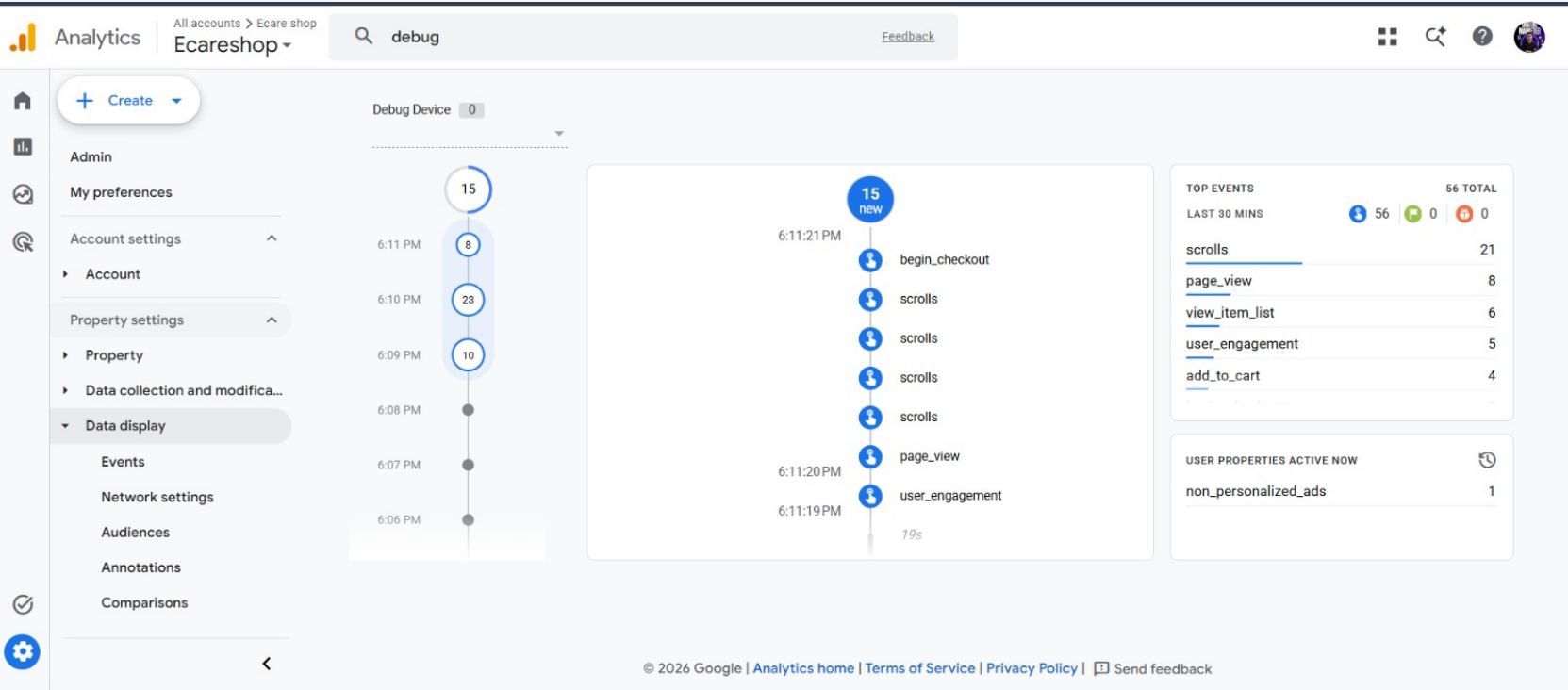
Total debug events

GA4's displayed last-30-minute window

4

add_to_cart events

Visible in the top-event list



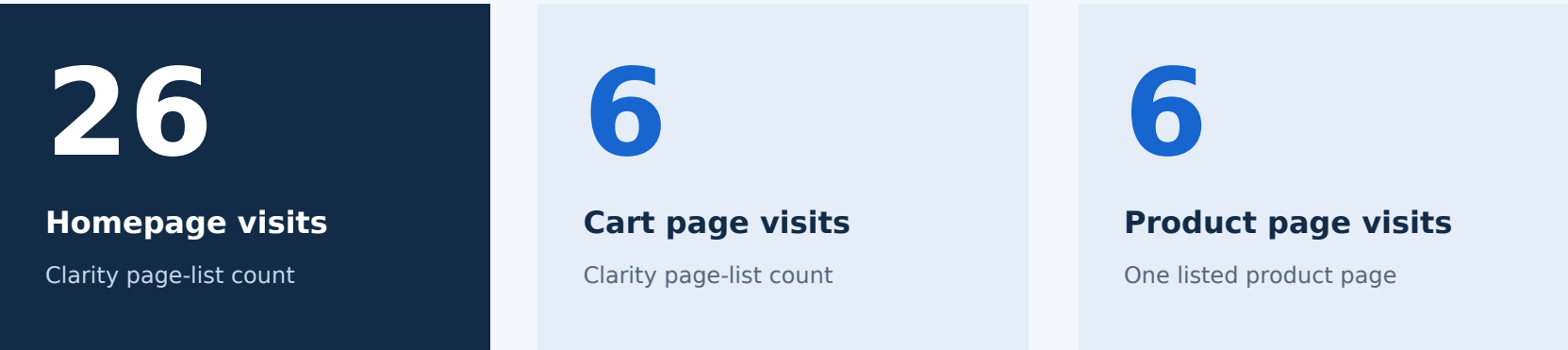
Shopping actions are visible

The timeline includes begin_checkout alongside page and engagement activity. The top-event list shows scrolls (21), page_view (8), view_item_list (6), user_engagement (5) and add_to_cart (4).

The five listed event counts sum to 44 and are not the complete 56-event breakdown. These are events, not customers or purchases. This view does not prove receipt of the purchase, cancel or refund webhook outputs.

STEP 08 / BEHAVIORAL ANALYTICS

Recorded activity across key store pages



Microsoft | Clarity Ecareshop

Dashboard Recordings Heatmaps Settings

Filters Segments 08/01/2026 00:00 - 08/30/2026 23:59 Save as segment

	Page title	URL	Page visits	
1	E Care Shop – Ecommerce Website	https://ecareshopbd.com/	26	
2	Cart – E Care Shop	https://ecareshopbd.com/cart/	6	
3	বিফ কিমা ঝালমুড়ি মসলা – ২ কেজি – E Care Shop	https://ecareshopbd.com/product/বিফ-কিমা-ঝালমুড়ি-মসলা-২/	6	
4	Elish Achar (ইলিশ আচার) – ২০০ গ্রাম – E Care Shop	https://ecareshopbd.com/product/elish-achar-ইলিশ-আচার-২০০-গ্রাম/	5	
5	Elish Achar – E Care Shop	https://ecareshopbd.com/step/elish-achar/?gad_source=5&gad_campaignid=24046785344&gclid=EAlaIqobChMlPze9MTolQMvQ8dM...	5	
6	My account – E Care Shop	https://ecareshopbd.com/my-account/	4	
7	E Care Shop – Ecommerce Website	https://ecareshopbd.com/?add-to-cart=4180	3	
8	E Care Shop – Ecommerce Website	https://ecareshopbd.com/?add-to-cart=4183	3	
9	Elish Achar (ইলিশ আচার) – ৩৫০ গ্রাম – E Care Shop	https://ecareshopbd.com/product/elish-achar-ইলিশ-আচার-৩৫০-গ্রাম/	3	
10	E Care Shop – Ecommerce Website	https://ecareshopbd.com/?add-to-cart=3286	2	

A foundation for behavior review

Microsoft Clarity records activity across the homepage, cart, product and landing pages. The Heatmaps page list identifies pages available for deeper interaction analysis.

Date range: August 1–30, 2026. Counts represent page visits, not unique users or a sequential funnel. The screenshot shows a page list; it does not establish abandonment rates, rage clicks or specific checkout friction.

RESULTS, IMPACT AND CAPABILITIES

A connected measurement foundation

WHAT THE PROJECT DEMONSTRATES

An organized browser tracking configuration, a dedicated server container, observed cart-event reception, three backend status lookup outputs, GA4 debug visibility and recorded Clarity page activity.

BUSINESS VALUE

The setup creates a basis for separating shopping activity from later order outcomes. Once order identifiers and destination delivery are validated, this can support funnel analysis and reporting on completed, cancelled and refunded orders.

SKILLS AND TOOLS

Event architecture and tag configuration GTM web, GA4, Meta Pixel, Google Ads
Server processing and status mapping GTM server, WooCommerce webhooks, lookup tables
Debugging and measurement validation Server preview, GA4 DebugView
Behavioral analytics implementation Microsoft Clarity
Server destination configuration Meta Conversions API, GA4; TikTok paused

NEXT VALIDATION PRIORITIES

Verify outgoing event names and destination responses; check transaction identifiers and purchase payloads; reconcile browser and webhook purchases; test duplicate webhook deliveries and refund handling.

Source: supplied E-Care Shop Server-Side Tracking Case Study and its eight screenshots. These establish implementation milestones; sales uplift, tracking recovery and duplicate-free production delivery are not demonstrated.