



GA4 TRACKING AUDIT · FIX LIST

Why GA4 revenue doesn't match Shopify, and what to fix first

DTC skincare brand · 15 people · Shopify store · audited by Raquel Mercado

Illustrative example. The brand and every number below were invented to show the format of the fix list.

Last 30 days	Orders or purchases	Revenue
Shopify	1,240	\$71,300
GA4	1,118	\$59,870
Gap	122 fewer	\$11,430 less (about 16%)

The gap is several small problems, and some push in opposite directions. Duplicate purchases inflate GA4 on some days. Blocked and broken tracking undercount it on others. That is why the gap moves week to week. Fixes are ranked by how much each one distorts revenue.

The fix list

Priority	Issue	Evidence	Why it matters	Fix	Effort
High	Purchase is sent twice on some orders	Test orders sent two purchase events, from the built-in Google connection and a Tag Manager tag, with different transaction IDs.	GA4 counts both, inflating revenue and hiding the true gap.	Keep one purchase source, remove the other, and confirm one event per test order in DebugView.	Low
High	Missing transaction_id on some purchases	An Exploration of purchases by transaction ID shows "(not set)" rows.	Orders can't be matched to Shopify, and duplicates can't be caught.	Send the Shopify order number as transaction_id on every purchase event.	Low
High	Payment pages take credit for sales	Purchases credited to payment and wallet domains as session source.	Shoppers who return from payment start a new session, so the ad or email that sent them loses the sale.	Add those domains to "List unwanted referrals" in the web stream's tag settings. Not retroactive.	Low
Medium	Consent banner blocks more than intended	Tag Assistant showed no GA4 hits before a visitor touched the banner.	Undercounts purchases by a different amount each week.	Match the banner default and consent mode settings to what your attorney approved. Some undercount is expected.	Medium

Priority	Issue	Evidence	Why it matters	Fix	Effort
Medium	Some purchases have no value or currency	Purchases with \$0 revenue in GA4 match real orders in Shopify.	Without value and currency, the sale counts but the dollars don't.	Send value, currency, and the items array on every purchase event.	Low
Medium	Session breaks between storefront and checkout	The brand's own domain shows as a referral. A test order restarted the session at checkout.	One visit becomes two, and the brand's own site gets the credit.	Add every domain in the checkout path to cross-domain settings. Retest a full order.	Medium
Medium	Internal and test traffic counted	No internal traffic rule. Staff test orders appear in purchases.	Blurs conversion rate and adds fake revenue.	Define internal traffic by IP, activate the filter (it starts in Testing), and exclude test orders.	Low
Low	Refunds never reach GA4	No refund events in GA4. Shopify shows refunds in the period.	GA4 stays at gross while Shopify nets out returns.	Send refund events with the original transaction_id, or report refunds as a known gap.	Medium
Low	Data retention left at 2 months	Admin, Data retention: 2 months.	Explorations stop at 2 months. Standard reports are not affected.	Set it to 14 months. Applies from the change forward.	Low

Effort: Low means under a few hours for a developer. Medium means testing across several pages or a decision from you first.

What was checked

- Every tag, trigger, and event in Tag Manager and the store's built-in tracking, including leftovers from old apps
- Test orders placed end to end and watched in DebugView
- Stream settings: unwanted referrals, cross-domain, internal traffic, retention
- Consent banner and consent mode, before and after a visitor's choice
- 30 days of GA4 purchases reconciled against Shopify orders, by day and by transaction ID
- Which actions are key events today, and which should be

Will GA4 and Shopify match after the fixes?

No, and nobody should promise that. The gap should end up smaller, steadier, and explained. These differences stay:

- **Refunds.** Shopify subtracts refunds later. GA4 keeps the original sale unless a refund event is sent.
- **Timing.** Time zone settings and GA4 processing delays can shift some orders to a different day.
- **What counts as revenue.** Tax, shipping, and discounts may sit in one total and not the other.
- **Consent and blockers.** Visitors who decline cookies or block scripts are partly or fully missing from GA4.
- **Attribution.** Totals can agree while credit by channel differs, because each tool uses its own rules.