



Klarna tracks third-party iframe with Universal Analytics' cookieless approach

About Klarna

- Online provider of payment solutions
- Permits customer to order without paying until item has been delivered
- www.klarna.com

Goals

- Get an easy complete global overview
- Analyze customer purchase flow
- Perform merchant segmentation

Approach

- A cookieless solution using Universal Analytics
- Goal flow visualization to analyze customer purchase flow using virtual pageviews
- Custom dimensions to see merchant data

Results

- All browsers tracked in spite of third-party iframe

Klarna is one of the biggest providers in Europe of in-store credit and invoice based payment solutions for the ecommerce sector. The company enables the end-consumer to order and receive products, then pay for them afterwards. Klarna assesses the credit and fraud risk for the merchant, allowing the merchant to have a zero-friction checkout process – a win-win for the merchant-customer relationship.

Third-party domains pose a problem

Merchants use Klarna's iframed checkout solution. The iframe is located on the merchant's domain, but the actual iframe contents are hosted on Klarna's own domain. Browsers such as Safari on iPhone and iPad, and later generation desktop browsers such as Internet Explorer 10 prevent third-party cookies by default. Many analytics solutions rely on the use of cookies though. In order to prevent the loss of nearly all iPhone visits and many desktop visits, Klarna wanted to address this problem.

A cookieless approach to the rescue

Klarna found exactly what it needed in Universal Analytics, which introduces a set of features that change the way data is collected and organized in Google Analytics accounts. In addition to standard Google Analytics features, Universal Analytics provides new data collection methods, simplified feature configuration, custom dimensions and metrics, and multi-platform tracking.

"Thanks to Universal Analytics we can track the iframe on our merchants' domains and be sure we get all traffic."

- David Fock, Vice President Commerce, Klarna

In Klarna's new cookieless approach, the "storage: none" option was selected in creating the account in Universal Analytics. The checkout iframe meanwhile uses a unique non-personally identifiable 'client ID'. These measures cause Universal Analytics to disable cookies and instead use the client ID as a session identifier. Because no cookies are in use, browsers that don't allow for third-party cookies aren't an issue at all.



About Outfox

- www.outfox.se
- Stockholm, Sweden
- Google Analytics Certified Partner
- Outfox provides a wide range of Google Analytics services, focusing on all aspects of the product; technology, business, analysis, and development.

Virtual pageviews are sent on checkout form interactions. Custom dimensions and metrics are used for tagging a visit, with a dimension indicating which merchant is hosting the iframe, and a metric showing what cart value the user brings to the checkout.

Complete tracking and assured analysis

With Universal Analytics features, Klarna ensures iframe tracking is complete across all browsers. By using the virtual pageviews as URL goals and funnel steps, goal flow visualizations are used to find bottlenecks in the checkout flow. The new custom dimensions and metrics together with ecommerce tracking mean that reports can now be set up to reveal how each merchant's cart value correlates to its final transaction value.



Above: In Klarna's checkout solution, the iframe is located on the merchant's domain, but the actual iframe contents are hosted on Klarna's own domain.

About Google Analytics

Google Analytics is the enterprise-class analytics solution that gives companies rich insights into their digital audiences and marketing effectiveness. With features that are powerful, flexible, and easy-to-use, companies large and small can measure engagement to create more effective marketing initiatives, improve user experience, and optimize their digital strategies. Sophisticated conversion attribution and experimentation tools help savvy marketers determine the best allocation of media and resources to drive results. For more information, visit google.com/analytics.



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