

Server-Side Tracking: Cost and Setup Sheet

Elevar vs Littledata vs Analyzify, priced at real order volumes. Built by Kaspian Fuad, Shopify CRO consultant.

Elevar (monthly)

Core \$225/mo

Up to 2,000 orders, 2 destinations, \$0.50 per extra order.

Advanced \$650/mo

Up to 10,000 orders, 4 destinations, \$0.15 per extra.

Premium \$1,250/mo

Up to 30,000 orders, 10 destinations, \$0.10 per extra.

Littledata (monthly)

Flex \$0.35/order

No minimum. All 9 destinations.

Scale \$199/mo

1,500 orders incl. \$0.15 to 3,000, then \$0.06.

Plus \$990/mo

10,000 orders incl. \$0.03, then \$0.02 above 50,000.

Analyzify (monthly)

Standard \$145/mo

Up to 5,000 orders. Server-side included.

Standard \$175 / \$225

Up to 10,000 / 20,000 orders.

Yearly \$1,305/yr

First tier. \$295 implementation included.

Cost at your volume

1,000 orders

Elevar \$650 . Littledata \$199 . Analyzify \$145

2,500 orders

Elevar \$650 . Littledata \$349 . Analyzify \$145

5,000 orders

Elevar \$650 . Littledata \$544 . Analyzify \$145

10,000 orders

Elevar \$650 . Littledata \$844 . Analyzify \$175

20,000 orders

Elevar \$1,250 . Littledata \$1,290 . Analyzify \$225

Count destinations first

Meta + Google Ads + GA4

= 3 destinations. Elevar Core stops at 2.

Add TikTok or Klaviyo

= 4+. Elevar Advanced or Premium.

Only Meta?

Try Shopify's free Conversions API setting first.

Free option: Meta CAPI

Facebook & Instagram app

Settings > Data sharing.

Enhanced / Maximum

Both send Conversions API data server to server.

Standard

Pixel only. Ad blockers can stop it.

Measured speed cost

Littledata Tracker

~60ms blocking time.

Meta Pixel

~60ms per copy loaded.

TikTok Pixel

~70ms.

GTM / GA4 / Pinterest

~50ms each.

Duplicate pixel check

DevTools > Network

Filter fbevents, reload the page.

2+ Meta Pixels

Theme code + app + GTM tag = triple count.

Keep one path

App OR GTM OR theme. Never all three.

When to pay for an app

GA4 vs Shopify gap

Over ~10% after duplicates are removed.

4+ platforms

Meta, Google Ads, GA4, TikTok, Klaviyo.

Session stitching

Click IDs + UTMs across visits.

Pick in one line

Analyzify

Lowest cost, flat pricing, GTM-based.

Littledata

No GTM, fastest setup, usage-based.

Elevar

Many destinations, fullest pipeline, \$650 floor.

Setup order

1. Remove duplicates

One Meta Pixel, one GA4 tag, one Google Ads tag.

2. Maximum data sharing

Free Meta CAPI in Shopify's app.

3. Compare 30 days

GA4 revenue vs Shopify sales report.

4. Then buy

The cheapest app that covers your destinations.

5. Dedupe events

Shared event ID so Meta drops the copy.