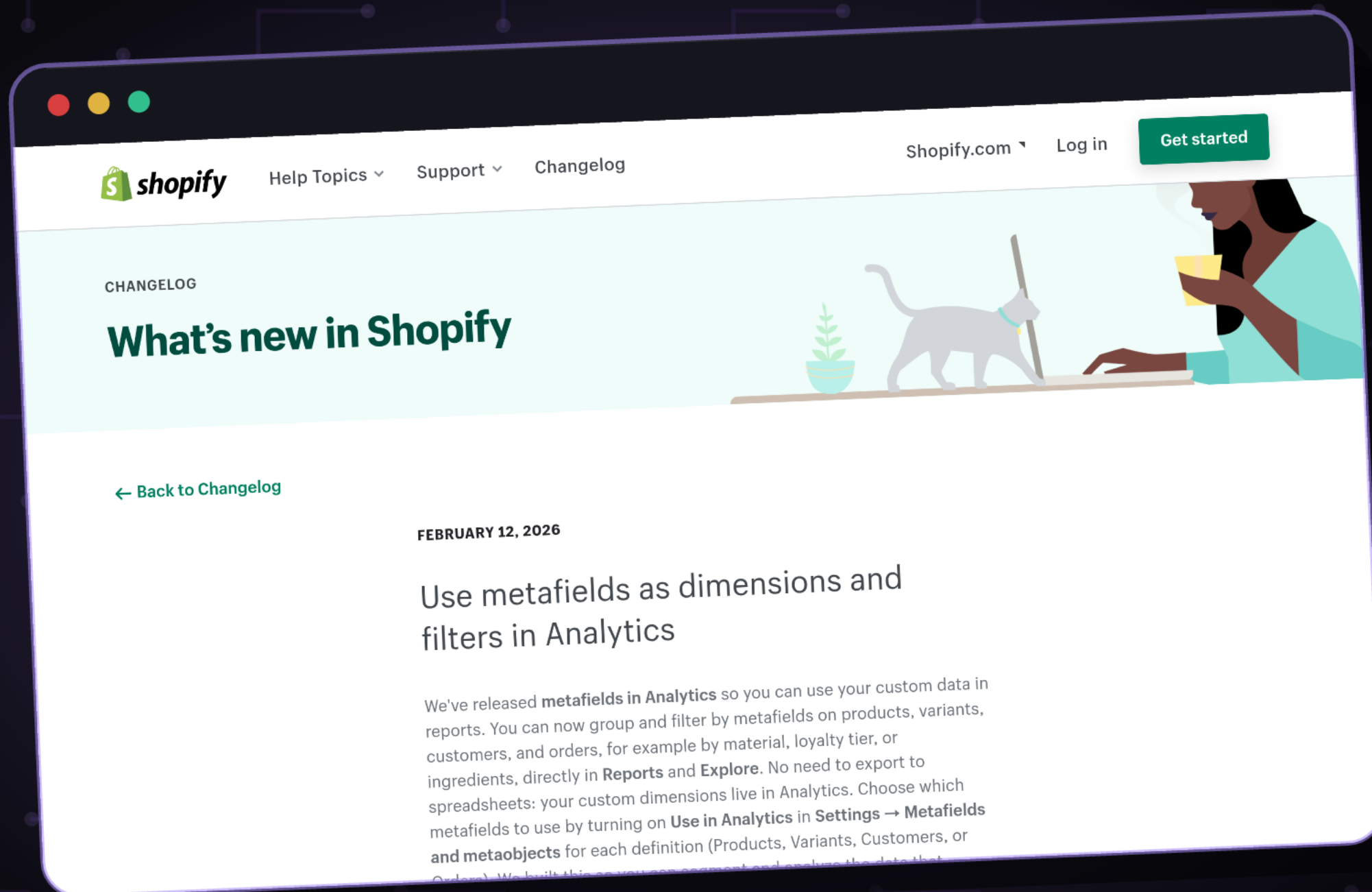




Your analytics have a **hidden** dimension since Feb 2026

Metafields work as live filters in any report.
Almost nobody has turned it on.



Swipe →

What's blocked by default

- ✗ material type invisible
- ✗ supplier data untracked
- ✗ loyalty tier not reportable
- ✓ metafields fix all three
- ✓ no export required

Swipe →

How to enable it

1

Settings > Custom data

Open each metafield definition

2

Enable Use in Analytics

Toggle on per field you want

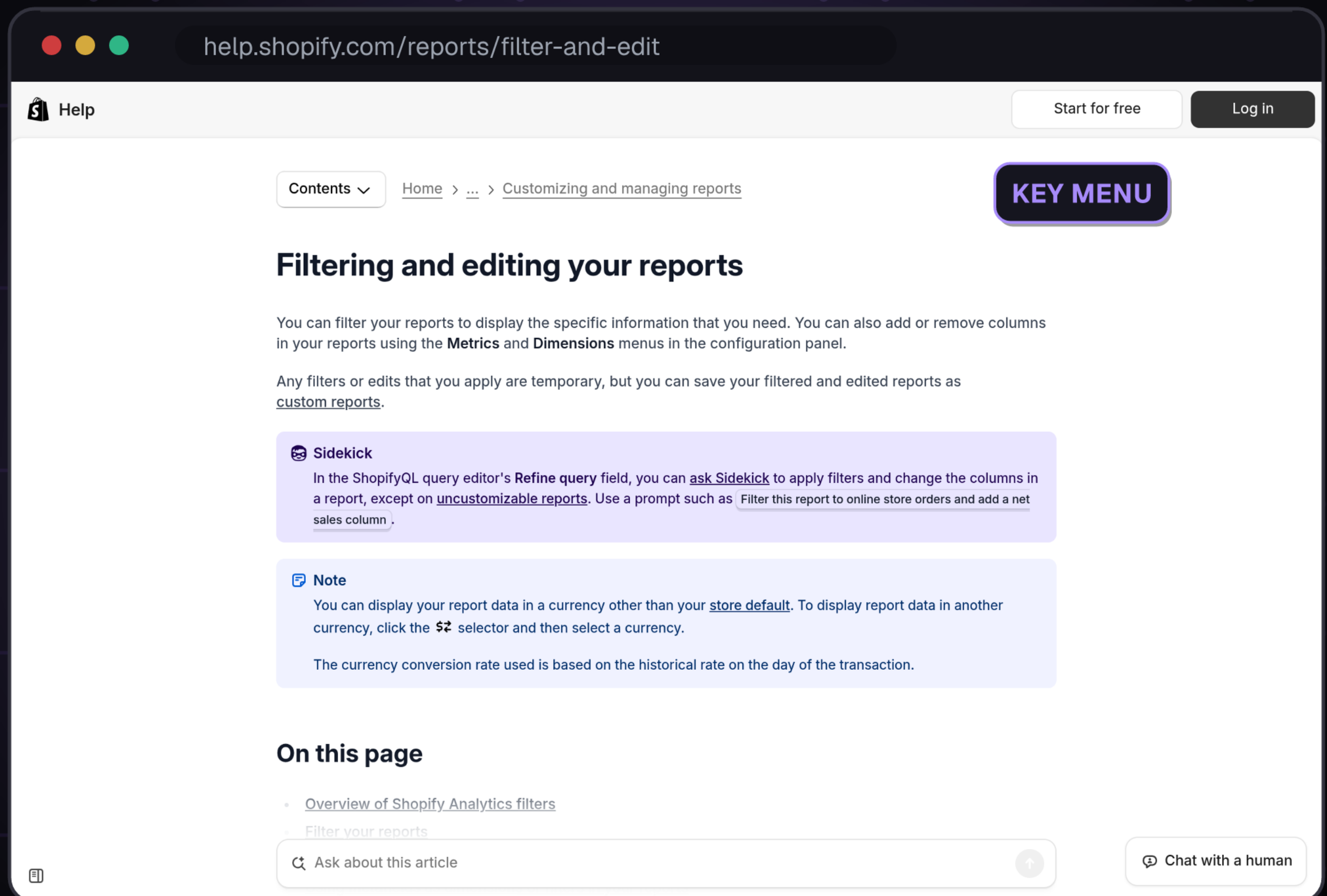
3

Analytics > Reports

Add as dimension or filter

Swipe →

The official docs



Metrics and Dimensions menus appear in the config panel of any report

Swipe →

Default vs enabled

DEFAULT ONLY

✗ Product title

✗ Vendor

✗ Product type

METAFIELDS ON

✓ Material

✓ Supplier

✓ Loyalty tier

✓ Season tag

Swipe →

What to do



Enable one field first

low risk



Save as custom report

reusable



Enable every metafield

useless



Expect history backfill

won't work



Test on collections

not supported

Swipe →

The gotcha

It only tracks from the day you **enable** it. Turn it on now and let it run.

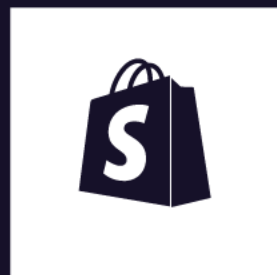
Pick the one or two fields your buying decisions depend on. Don't enable everything you have.

Swipe →

Want the setup checklist?

COMMENT METAREPORT

I'll send it over. No forms, no spam.



SHOPIFY
SELECT
PARTNER

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