

ANALYTICS CASE STUDY

GYMSHARK

UNWRAPPING SWEET WINS WITH GA4 AND CUSTOMER BEHAVIOR



THE BITTER BITE OF GROWTH PAINS

Gymshark grew from one sewing machine into a billion-dollar fitnesswear company. But with 15,000 daily orders and an international customer base, the team realized something wasn't flexing quite right, their data infrastructure. They had outgrown their old analytics setup, and it showed, leading to a not-so-sweet Black Friday website crash.

So, the team made a decision and committed to a fresh, data-driven strategy built for scale.

SWEET DATA STRATEGY

To keep pace with demand, Gymshark upgraded its entire data setup, starting with a move to Google Analytics 4.

They prioritized first-party data, reworked KPIs to focus on users over sessions, and committed to making data, not instinct, the backbone of decision-making. They also restructured how they viewed customer journeys, looking at behavior across web and app to find better opportunities for engagement and growth.

AT A GLANCE

CHALLENGES

- Outgrew legacy analytics system
- Fragmented customer journeys
- Need for first-party data focus

BENEFITS



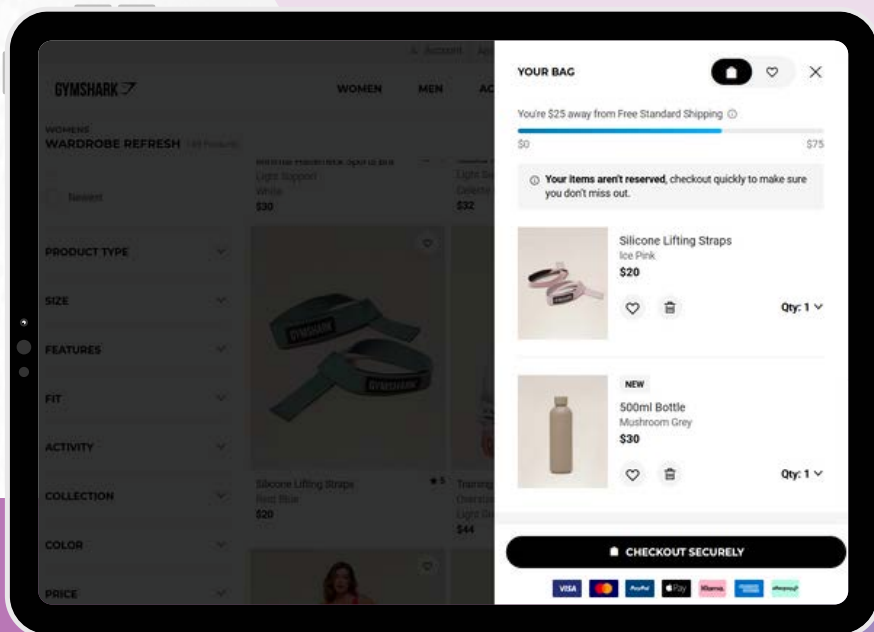
5%
INCREASE

in product
listing click-
through rate



9%
REDUCTION

in drop-off
rate at
checkout



We now look at the bigger picture, understand more complex customer behaviours...

CRUNCHING NUMBERS, SERVING RESULTS

With their new data strategy in place, Gymshark started seeing results that were anything but ordinary. Product listing **click-through rates jumped by 5%**, and a fresh checkout experience for first-time app users led to a **9% drop in drop-off rates**. Analysis of user journeys became 30% faster, giving the team more time to act on insights instead of looking for them. As they put it, “We now look at the bigger picture, understand more complex customer behaviours, and optimise accordingly.”

DATA GAINS, NO PAINS

Gymshark didn't scale on hype alone, they let smarter data lead. By focusing on first-party insights, tracking real user behavior, and adjusting strategy, they turned pain points into conversion candy.

From checkout flows to content strategy, they built a system that works smarter. So, what could you unlock with better data and a clearer view of your customers?

LET'S BUILD YOUR DATA SWEET SPOT

STRONGER DATA.
SMARTER DECISIONS.
SWEETER RESULTS.

Inspired by Gymshark's sweet data gains? Smarter tracking and first-party insights can turn pain points into conversions.

cyberlicious® helps you build a strategy that flexes with your growth, and your goals.

CONSULT & FLEX MY
STRATEGY

* Fit for purpose: How Gymshark continues to build its empire with a fresh approach to data