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Pixel Perfect

SHOP ANALYTICS · DASHBOARDS · AI ACCESS

Shop controlling without a controller.

Your figures sit in the shop, in Google Analytics and in your email tool. I bring them together every night, pseudonymised, and you ask them questions in plain language.

Refreshed every night

A pseudonymised extract of your shop database moves into a separate analytics database overnight. In the morning yesterday's figures are there.

Six dashboards

Sales, year over year, repurchase and retention, abandoned carts, traffic and email, promotions and margin. In English or German.

Google Analytics alongside

Sessions, users, funnel and purchases from GA4, next to the actual orders instead of in a second browser tab.

Email next to revenue

Contacts, lists, automations and campaigns from your email platform, joined to the orders. ActiveCampaign today, other providers on demand.

Ask instead of click

Through the open MCP standard you ask your figures questions in plain language, in Claude or ChatGPT for example. Each person with their own login and permissions.

What the data says

A written review from me at onboarding. A dashboard shows numbers; this tells you what is in them.

Running and updates

I keep Metabase and the server current, watch the nightly run and deal with it when one does not complete. Included in the monthly rate.

Connect more sources

An ERP cost feed, a second email platform, marketplace revenue. €450 for an existing connector, €900 for a new one, plus €50 a month each.

What it costs

A fixed price for setup, then a monthly rate that is the same for every shop. Nothing here is tiered by revenue: a shop turning over three million needs the same pipeline as one turning over four hundred thousand.

In production since 2026 for an Austrian natural-products retailer, with around 190,000 pseudonymised addresses in the nightly run.

Call
€0

Free, 30 minutes, no commitment. I look at what your shop runs on and which sources exist, and tell you honestly whether this is worth it.

Setup
€3,900 fixed

About a week. At the end the dashboards run on your figures and you have the first written review. €3,120 with a 12-month commitment

Running it
€299 / month

Hosting, the nightly run, all six dashboards, all users, the AI access, updates and monitoring. The same price for every shop.

If you want more than the figures

What separates the steps is my time, and nothing else.

With quarterly reviews
€499 / month

Running it, plus four written reviews a year: what stands out, what it means and what I would look at next.

With monthly guidance
€699 / month

Plus a call about the figures every month. Custom dashboards are available and quoted separately, because their size cannot be estimated honestly in advance.

A fixed price stays fixed.

The €3,900 covers the standard setup: Magento, Google Analytics 4, one email platform, the dashboard set, the AI access and the first written review. Further data sources are €450 with an existing connector and €900 with a new one, plus €50 a month each.

It assumes an ordinary shop database. Where extensions bring their own tables holding personal data, I look at those before quoting: that is the one step nobody can estimate honestly in advance.

Personal data never leaves your server.

Pseudonymisation runs on your shop server before the export leaves it. A check on both ends scans the finished export for email addresses; an export that fails it is never loaded.

Applies to shops running on a server of their own. And pseudonymised is not anonymous: the hash is attributable to whoever holds the salt. The salt sits on your shop server and on the analytics server, and in no repository.

Book a call

Scan the QR code and pick a free slot. 30 minutes, free of charge.

Or online: pixelperfect.at/en/shop-analytics