How many of you have heard about server-side tracking, or have implemented it in your organization already?

The Slido app must be installed on every computer you're presenting from

slido

# Always Look on the Server-Side

Leveraging server-side tracking for minimizing data loss and providing cleaner, more actionable insights
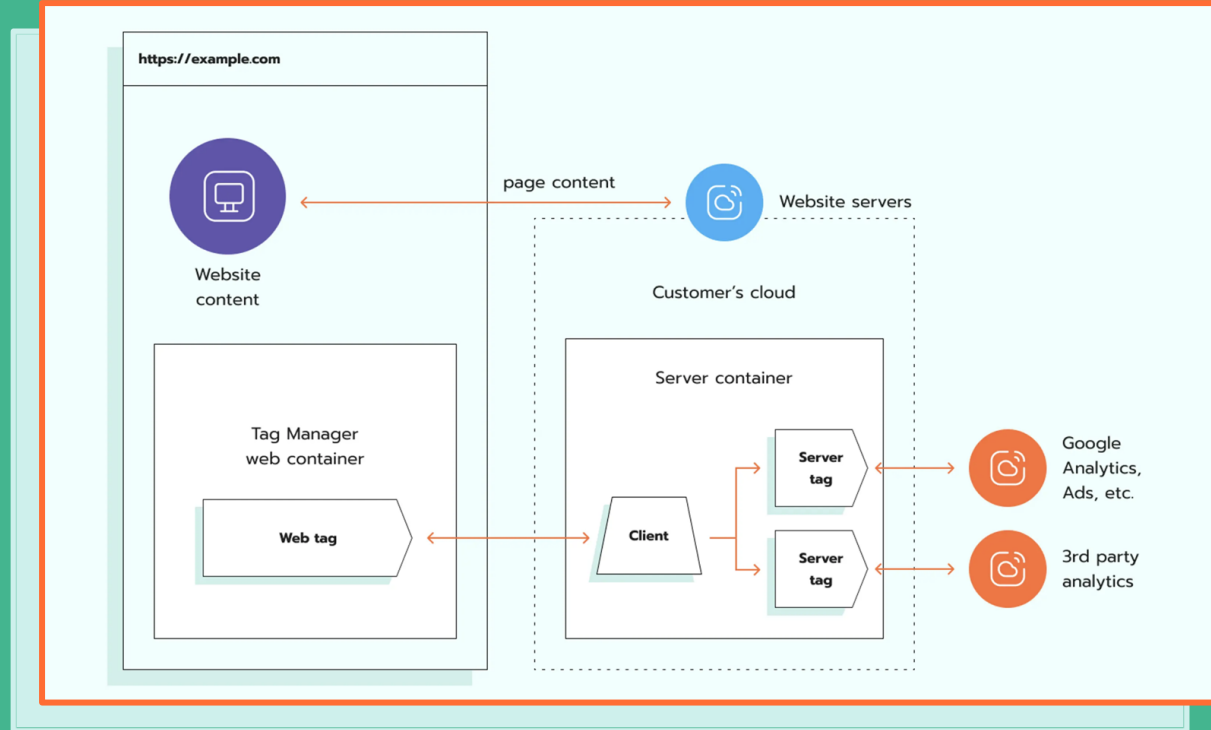
**Stape**

stape.io

# Denis Golubovskyi

- Server-side Google Tag Manager expert

- Founder @ Stape

follow me on LinkedIn

The best tracking = Server-side 🤫

# What is Server-side GTM?

# Main benefits 🏆

# Reduce the impact of Ad Blockers

Almost 33% of users use ad blockers. It can block advertising, tracking, and other content using different methods. One of the methods is by targeting the URL from where this content originated.

**Bypassing ad blockers and ITP systems is crucial to get more accurate user data.**
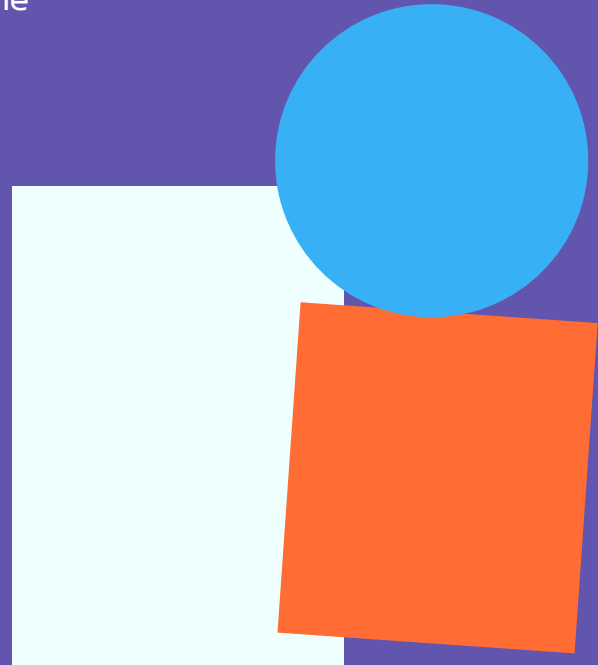
# Prolong cookie lifetime

Safari, Firefox, Brave limiting the lifetime of 3rd party cookies and in some cases even 1st party.

Increase cookies lifetime using one of the below methods:
- Configure same origin domain for sGTM (example.com/sst)
- Use Own CDN to proxy tagging URL from the same IP as the site IP
- Stape Cookie keeper to store/restore cookies

# Prepare advertising for IOS restrictions

After implementing server-side tracking, you can see an immediate improvement in the PPC campaign results:

- Google Ads PPC reduced by **24%**
- Meta PPC reduced by **13%**

## Why is it possible ?

It all happens because of a simple reason:
**Tracking of offline conversions**.
This allows you not to rely on pixel, but to send the event and conversion data **through webhooks** or other methods to reach the server container.

# Control your data

With the help of server-side tagging, you control what data you send to analytics platforms. They receive only the information you configure in the sGTM container.

You can also easily anonymize data to ensure that no sensitive information is passed to third-party vendors.

HIPAA Compliant

**Anonymizer**
Help to pseudo anonymize information before data export to server GTM. Learn more

Use

Google Analytics

Google Ads

Other tools

# Data privacy and security

Due to regulations like GDPR, HIPAA, etc, you should strictly control when you collect information about your site visitors and to whom you share it. However server-side tracking allows you to fully control data flow, and the data that you send to various platforms.



**AICPA** Service Organization Control Reports
**SOC 2**
Formerly SAS 70 Reports

**ISO** 27001 Information Security Management

**GDPR** 2018 / General Data Protection Regulation

**HIPAA** Compliant

**Anonymizer**
Help to pseudo anonymize information before data export to server GTM. Learn more

Use

Also, Stape makes it simple to anonymize data, ensuring that no sensitive information is shared with other vendors.

# Integration with third-party tools

The most popular implementation of server-side tracking so far has been server Google Tag Manager (GTM).

Stape is the biggest contributor to the tag library, with 80+ tags approved and added to the sGTM library.

Using the tags, you can easily manage the data processing and further distribution.

**Server-side Slack tag** — Free

Server-side Slack tag allows you to send any information about user actions on your site to a channel in Slack.

**GA4 Advanced Tag** — Free

Google Analytics 4 Advanced Tag for Google Tag Manager server-side will help you to improve tracking accuracy and optimize your campaigns.

**Google Ads (Adwords) Server-Side Tracking** — Free

Move your Google Ads conversion tracking tags from the webpage to the server.

**Data Tag/Data Client** — sGTM tags — Stape benefit

Data Tag and Data Client were created to send data from the Google Tag Manager web container to the server container.

**Hubspot Tag** — Free

Use the Google Tag Manager server container to add new Hubspot contacts, update existing and send behavioral events.

**Server-side Mailchimp tag** — Free

Server-side Mailchimp tag allows GTM containers to send events to your mailing list, create or update contacts

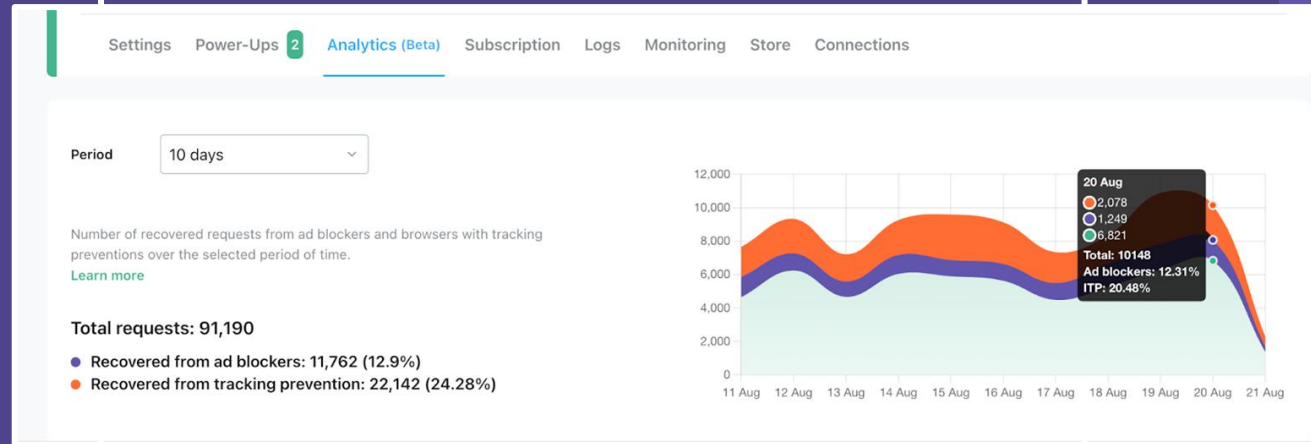*And many more...*

But how to measure the
effectiveness? 📈

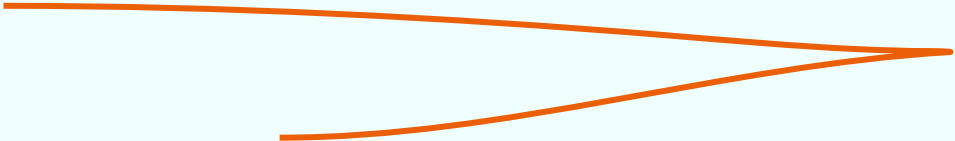Stape **Analytics**: Tracking Enhancements 🚀

# Stape Analytics

- Free, available for all users
- Uses **Custom loader** to detect the # of requests that were recovered from ITP and Ad blockers
- Helps businesses evaluate the effectiveness of server-side.



Settings    Power-Ups 2    **Analytics (Beta)**    Subscription    Logs    Monitoring    Store    Connections

Period    [ 10 days ⌄ ]

Number of recovered requests from ad blockers and browsers with tracking preventions over the selected period of time.
Learn more

**Total requests: 91,190**

● Recovered from ad blockers: 11,762 (12.9%)
● Recovered from tracking prevention: 22,142 (24.28%)

20 Aug
● 2,078
● 1,249
● 6,821
Total: 10148
Ad blockers: 12.31%
ITP: 20.48%

**Things to note while using Stape Analytics**

- You must use Custom loader to enable Analytics
- It may take up to 2 days to collect data to display it in your container
- If any issues are detected – an email notification will be sent to your acc
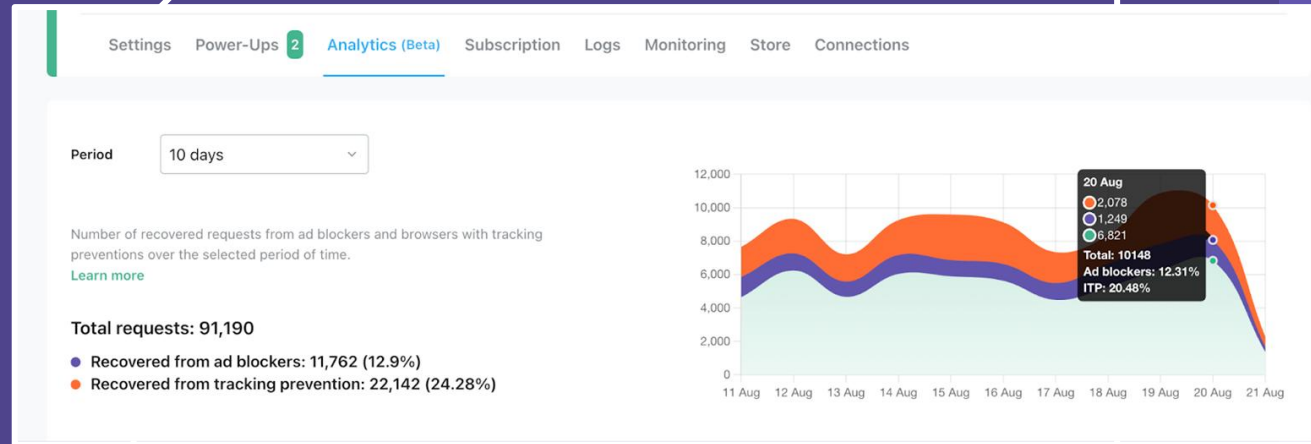- Analytics data is only available from the day of activation

# Analytics features for data accuracy 🎯

# Overall statistics for 10 / 30 / 90 days

It shows the total number of requests for **the selected period** and separately the requests from users with ad blockers and users with tracking prevention.

Here, you can generally estimate the % of requests that would be **lost without using the server side approach.**



Settings    Power-Ups 2    **Analytics (Beta)**    Subscription    Logs    Monitoring    Store    Connections

**Period**    [ 10 days ⌄ ]

Number of recovered requests from ad blockers and browsers with tracking preventions over the selected period of time.
Learn more

**Total requests: 91,190**

● Recovered from ad blockers: 11,762 (12.9%)
● Recovered from tracking prevention: 22,142 (24.28%)

**20 Aug**
● 2,078
● 1,249
● 6,821
**Total: 10148**
**Ad blockers: 12.31%**
**ITP: 20.48%**

## Division by event type and client

You can see separately the statistics for each client that processes incoming requests on your sGTM and a breakdown of the **selected events for this client.**

You can also select the event you are interested in, and **the graph will display data only for that event.**
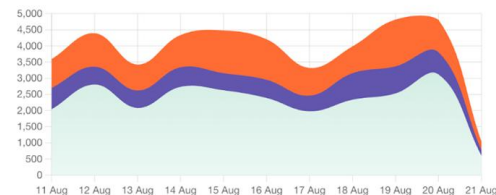


### Requests by client

#### GA4 requests

The breakdown of total requests and the percentage of requests impacted by ad blockers and tracking preventions (TP), categorized by event type, that were claimed by GA4 Client in server Google Tag Manager.
Learn more

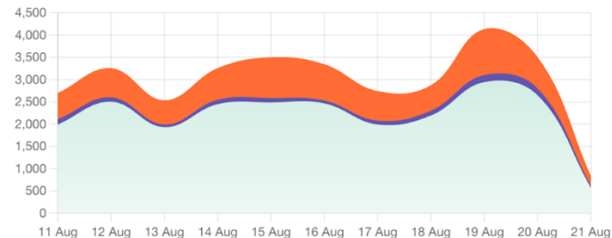| Requests | Total | ● Ad blockers | ● TP |
|---|---|---|---|
| AddToCart | 82 | 17.07% | 23.17% |
| BeginCheckout | 25 | 16% | 0% |
| Other | 22890 | 15% | 25.05% |
| PageView | 6853 | 13.57% | 24.91% |
| Purchase | 22 | 22.73% | 22.73% |
| ScriptLoad | 4109 | 22.58% | 23.41% |
| SetCookie | 7168 | 13.59% | 28.7% |
| ViewCart | 81 | 30.86% | 3.7% |
| ViewItem | 1196 | 12.88% | 20.32% |

# Other requests statistics

This shows stats for **other** requests or **unknown** clients, including Cookie Keeper **power-up** and GTM loading via Custom Loader.

## Other requests

The breakdown of total requests and the percentage of requests impacted by ad blockers and tracking preventions (TP), categorized by event type, that were claimed by clients other than GA4 and Data Client . These other clients may include, but are not limited to, Cookie Keeper, JS events, GTM script loads, etc.

Learn more

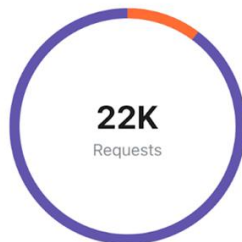| Requests | Total | ● Ad blockers | ● TP |
|----------|-------|---------------|------|
| CookieKeeper | 3551 | 12.67% | 100% |
| CustomScriptLoad | 6099 | 0% | 47.68% |
| Other | 23064 | 2.8% | 4.24% |

# Browser statistics 🌍

It displays statistics on browsers **used by your users** and % of requests from these browsers that were **restored**, i.e., when ad blockers were used.
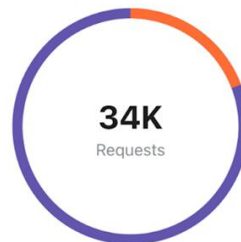
## Requests by browser

### Safari
Mobile and desktop

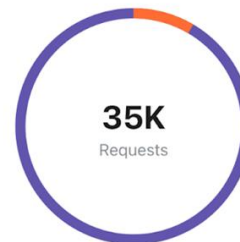**22K**
Requests

● Total requests
● 10.22% - Recovered

### Chrome
Mobile and desktop

**34K**
Requests

● Total requests
● 19.24% - Recovered

### Other
Brave, Edge, Firefox, etc...

**35K**
Requests

● Total requests
● 8.44% - Recovered

💼

# Case study

Client: Computer Hardware store
Industry: Ecommerce

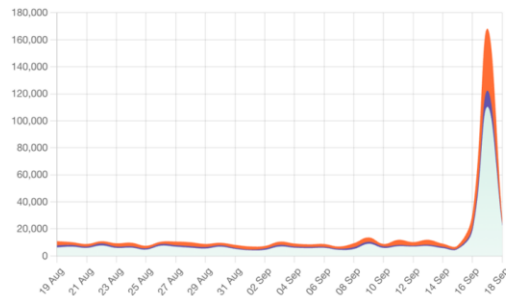- **9%** recovered from Ad Blockers
- **26%** recovered from ITP systems

| Period | 30 days ⌄ |

Number of recovered requests from ad blockers and browsers with tracking
preventions over the selected period of time.
Learn more

**Total requests: 493,490**

● Recovered from ad blockers: 44,510 (9.02%)
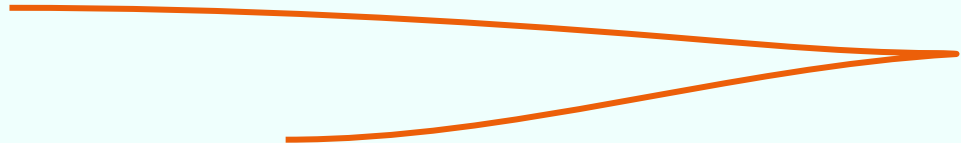● Recovered from tracking prevention: 126,638 (25.66%)

**Main reasons why you should try**

**Stape Analytics**

- Review everything under one dashboard.

- Discover the number of requests handled by the server container.

- Identify the percentage of requests from users with ad blockers or tracking prevention tools.

# Stape

stape.io

# Questions?