Stape

Why you need to implement server-side tracking?

Client-side is not enough in 2024 🤫

What is Client-side?

https://example.com

Website content

page content → Website servers

Tag Manager web container

Analytics tag → analytics data → Google Analytics

Conversion tag → conversion data → Google Ads

3rd party tag → 3rd party data → 3rd party analytics
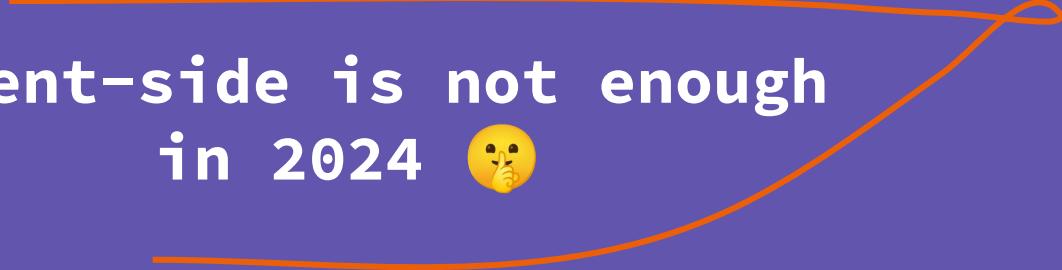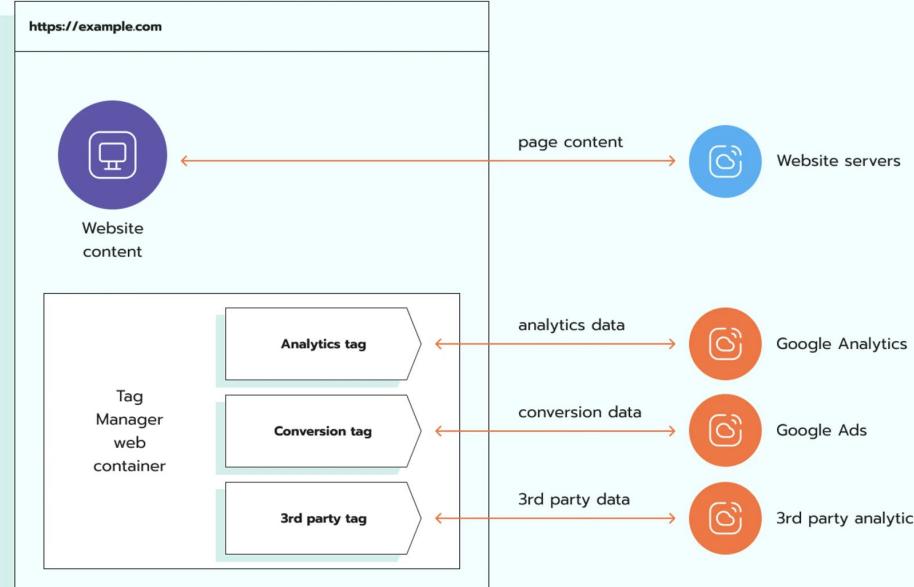
What is Server-side?
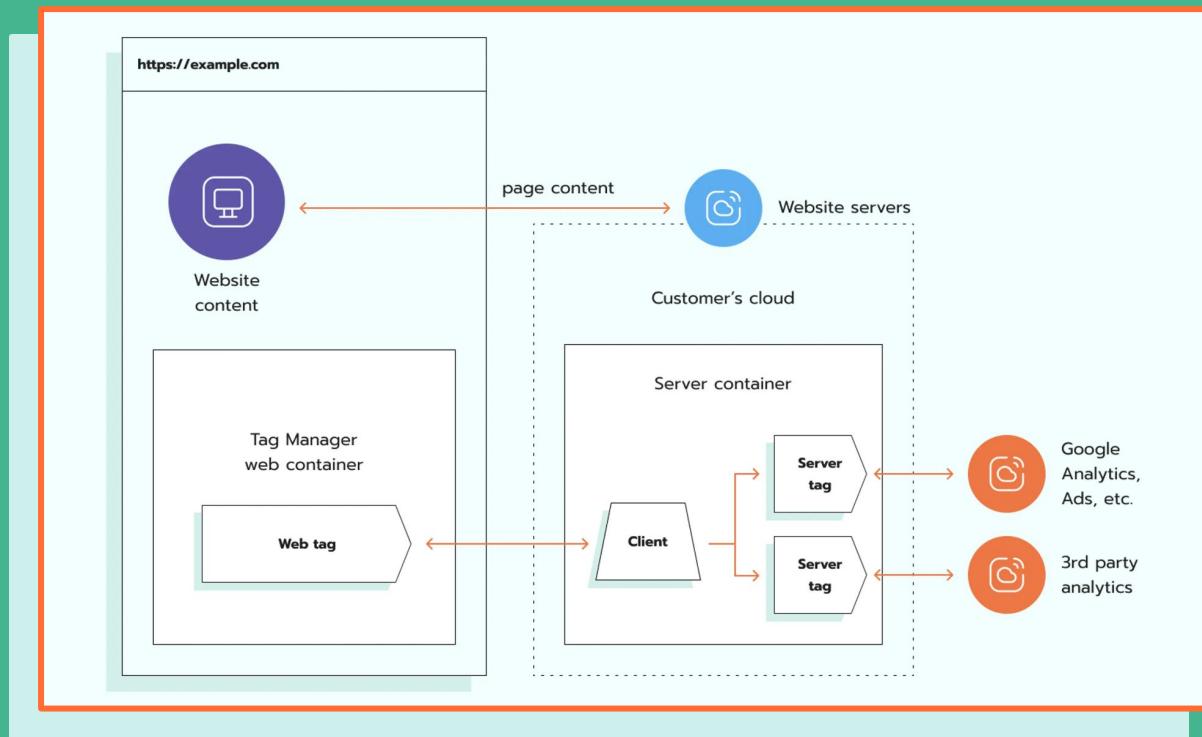
Benefits of
Server-side tagging

Impact of third-party cookie depreciation on analytics and advertising

Data collection limitations

Accuracy and depth of user insights

Privacy-centric analytics

Changes in attribution modeling

Innovation in analytics methods

Enrichment capabilities

For marketing platforms (Facebook, Google ADS, TikTok, Snapchat, etc.) it is extremely important to have user data along with events.

Server-side tracking enables you to do this in a data-secure way.

Prepare advertising for IOS restrictions

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

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

Why is it possible ?

It all happens for two reasons: Stape custom loader that helps to make Google Tag Manager and Google Analytics resistant to ad blockers and ability to share event and user data with advertising platform through server connection (using Meta Conversion API, server-side Google Ads, TikTok events API, etc.)

Custom loader `Recommended`   [Use]

Custom loader helps make Google Tag Manager and Google Analytics 4 scripts more resistant to ad blockers and ITPs. Learn more

`Free`   `Free`   `Free`   `sGTM tags`

Snapchat CAPI Tag

Snapchat conversion API tag for server Google Tag Manager that uses sGTM and Firestore integration.

TikTok Events API

Learn what TikTok events API is and how to set it up using Stape tag for the server Google Tag Manager container.

Facebook CAPI Tag

Stape created tag for the server Google Tag Manager container that helps to set up the Facebook conversion API.

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. Stape Custom Loader is the easiest and fastest way to achieve this.

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.

You can also easily anonymize data inside Stape 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
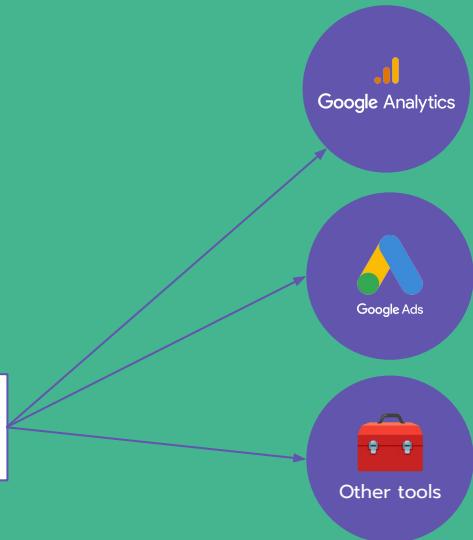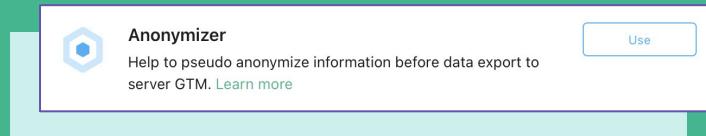
Tracking offline events

Server-side tracking allows you to track offline events like phone orders, website chats, in-store purchases and leads in the CRM. This provides more accurate tracking of your paid campaigns' results and helps create more precise custom and remarketing audiences.
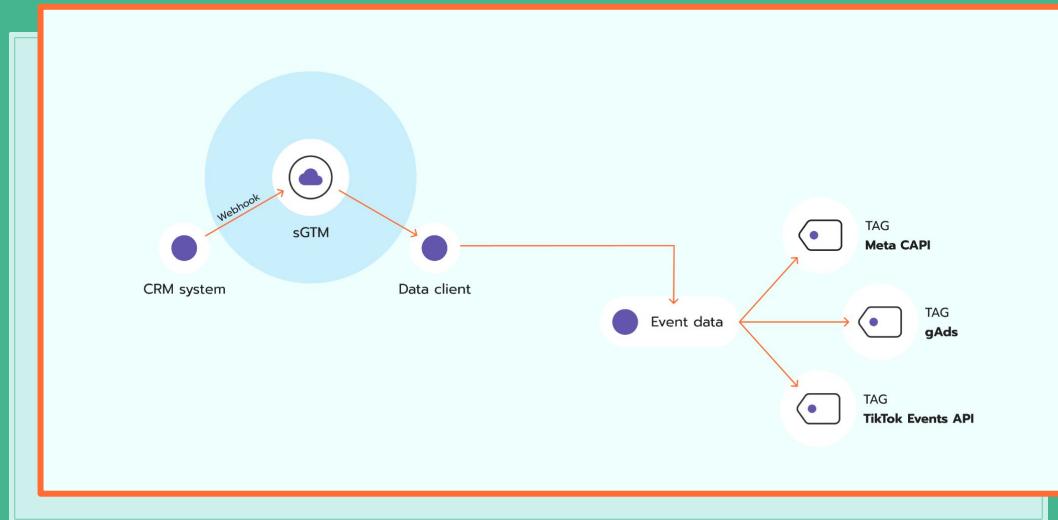
Data privacy and security

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 completely control data flow, and the data that you send to various platforms.

AICPA Service Organization Control Reports
AICPA
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 given to 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 in the world, 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…

Increase page load speed

Third-party tracking scripts can slow down your site, which leads to two negative effects:
- Lower organic position
- Worse user experience
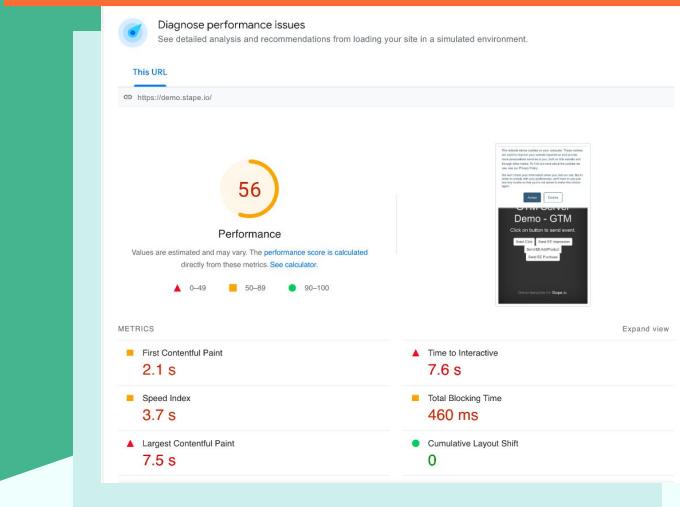
🥺 Just Client-side   🥰 Server-side
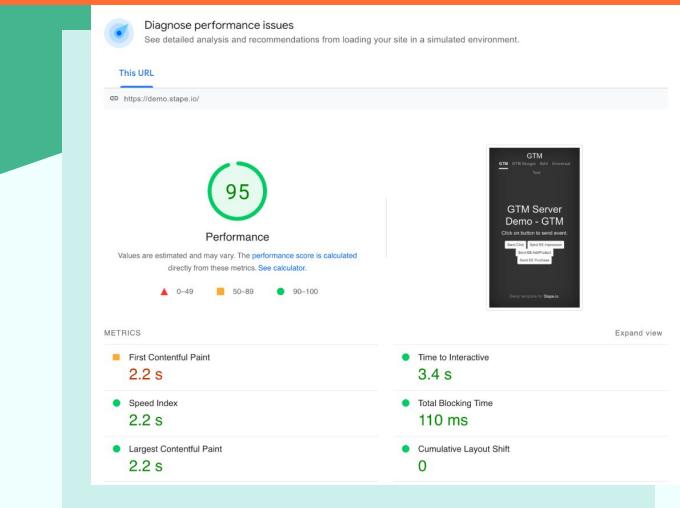
Client-side VS Server-side?

Benefit	Client-side tagging	Server-side tagging
Pagespeed	slow	fast
Data protection	low	high
Data control	low	high
Adblock resistance	low	high
Cost	free	chargeable
Set-up	easy	complicated

When it is time to switch to server-side tagging ?

🎯
You want to improve the accuracy of your data in analytics tools by tracking users with ad blockers and stop using 3rd party cookies.

📱
You want to improve paid social campaign attribution by fixing the issue of iOS tracking restrictions.

📟
You want to track offline events and enrich data.

👮
You want to control your data and adhere to security standards.

Thank you!