

Server-Side Tracking



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The Agency Guide to a Fast and Successful Server-Side Setup.



Hi, and thank you for downloading this guide. I'm Hamza, the guy behind <u>ANALYGO</u>, a data marketing consultancy that works mainly with Ad and media agencies.

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If you are interested in working with me on a long-term project, scan the QR code below or head to the contact page.



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Introduction

This guide is not meant to be a technical manual (although it does mention some fundamental technical concepts), but it can serve as a solid introduction to the world of server-side tracking. If you are well-versed in the fundamentals, this book won't be of much help to you, <u>aside from the last chapter</u>, so feel free to skim ahead.

The first part revolves around a fundamental question: why is there an increasing demand for setting up server-side tracking? The goal is not to ramble about how this approach is the next best thing since sliced bread, but to separate the hype from the real potential of server-side tracking for your business.

Second, we will move behind the scenes to see how server-side tracking works in contrast to the regular way, client-side (browser-side) tracking. The goal is to understand how server-side tracking can remove some limitations of tracking on the browser, and what it cannot do.

Finally, we will address some common ways to set up server-side tracking. Using <u>Google Cloud</u> is not the only option. Vendors with more beginner-friendly solutions are popping up every day. This section will be useful to you if you are an agency and handle multiple implementations for clients.



Part 1: Why the Sudden Interest in Server-Side Tracking?

"Data is a precious thing and will last longer than the systems themselves."

Tim Berners-Lee



Server-side tracking is nothing new. As a matter of fact, **the technology is as old as digital analytics itself**. It started to become more mainstream because of the numerous issues related to tracking on the client side.

Worldwide 💌 2004 - present	▼ All categories ▼ Web Search ▼
Interest over time ⑦	र> <\$
100	N
50	e e e e e e e e e e e e e e e e e e e
25 - Jan 1, 2004	M M

Interest in server-side tracking has risen in the past few years

Let's talk about some of the main factors that are fueling interest in this technology.



(Very) rough estimate to how much data is lost due to client side tracking

- Ad/Tracking Blockers

<u>Around half of internet users use ad blockers</u>, if not more. While I'm not a huge fan of intrusive popups and non-relevant ads myself, this is a BIG problem for a business trying to understand where customers are coming from.

Even if some users are okay with ads, browsers, and extensions can easily block tracking scripts.



Simplified version of how ad and tracking blockers work.

- Cookie Banners and Compliance

On top of ad blockers, there is yet another barrier to getting accurate data: **cookie banners**.

While the percentage of people who agree to being tracked varies depending on the region, the average is somewhere around 30%. In regions like the EU, the percentage can be significantly higher. Saying that this number is significant would be an understatement.





Before data is sent to your server, a percentage of it is lost due to cookie banners.

- Failing JavaScript

Sometimes your tracking code will fire too late or won't fire at all. Network issues and small changes to your website, to name but a few, can interfere with your tracking. This is something that is rarely brought up and one of the reasons tracking on the web is somewhat unreliable if the goal is 100% accuracy.

What You Can Really Do with Server-Side Tracking

After we clarified that server-side tracking is not some miracle solution, we will discuss what you can really do with it. The focus here is more on the significant advantages of server-side tracking (aka the selling points).



- Share Data with Vendors on Your Terms

With transformations, you can remove data before it reaches tags.

The issue with using so-called pixels is that you have little to no power over what the tracking script can take from your website once you inject it. Even if you don't care about the kind of data you are sharing with big tech companies, sending personally identifiable information (PII), even by mistake, can cause you a lot of headaches.

The solution is to have a buffer between the vendor and your website: **your own server.** Once the data reaches your server, you can make any necessary changes before shipping the data to the vendors. Features like <u>transformations</u> (more on this later) enable you to control the amount of shared data easily within Google Tag Manager. - Track Using Your First-Party Domain

The script below is something anybody who has installed GTM before is well familiar

with.



The default way of setting up GTM by loading from googletagmanager.com

The part I highlighted in red is how tracking blockers can identify platforms like Google Tag Manager, GA4, etc. They will look for a pattern like 'googletagmanager.com' when your website's page is loading and easily block it.

If you want to avoid this, you can use your own domain (ssgtm.yourwebsite.com, for example) to load GTM.



The alternative way of setting up GTM by loading from your own domain to bypass ad blockers.

You might ask: "How will this solve my problem?"

When you use your own domain to load scripts, the extensions and browsers that block your tracking code can no longer spot the tracking script as accurately.

Main Takeaways

There are other advantages that people cite when talking about a server-side setup.

The two below are, in my opinion, what make the technology worth investing in:

 More control: Using your own domain to control what data you share with other vendors.



• Improved data quality: By finding a way around software that blocks ads and tracking scripts and loading GTM from your first-party domain.

As we saw earlier, getting all your data back is simply not possible with server-side tracking. However, you will see some improvement in accuracy because Ad blockers and tracking blockers can't detect your GTM script.

Finally, think of this technology as a simple enhancement to your setup. Should you implement it? Not necessarily. It all depends on your specific circumstances and business needs (more on this later).

Part 2: moving from client to server-side tracking

"Data is the new oil, and the ability to store, process, and analyze data is the engine of

modern business. Servers are the infrastructure that makes this possible."

Eric Schmidt, Former CEO of Google

After explaining what you can do with server-side tracking, the next part will be about the changes in tracking approach once you move to a server environment.



How tracking on browser (aka client-side tracking) works?

Tracking on the web is straightforward: add a script, and you are good to go.

The nice thing about a client-side approach to tracking is it's quite straightforward. Let's take the example of Google Analytics.

1. Add JavaScript code

It doesn't matter whether you are using Google Analytics code (gtag.js) or working with Google Tag Manager, a code links Google Analytics with your website and listens to interactions.

2. Data collection

The script will then gather all kinds of data from the browser language to the number of products bought.

3. Process and display data

Each interaction is sent as an event to Google's servers. It will be processed, then displayed in the UI reports.

		SEVER	
1. Add tracking code to website	2. User interacts with a page	3. server container	4. Event is sent to GA4
Original data		Modified data	
Cliant "Montholevelt/100hueStartur S25554* S25554* content "S25554* content "frantpage" content "frantpage"	Transformation	"BBMOTING1+eIHIT/GRUe65Rc1F/EpLfyCU/yf2+s3dWPH+.171 9215584" "frontpage" 4035 "user_engagement" "1721827215"	
ion_num 14 ber ip_over "197,145.128.232"		14 "197.145.128.232"	

How server-side tracking works?

Simplified version of the server-side tracking process.

The keyword here is 'server'. Using the previous example of Google Analytics, once the data is collected, instead of sending it directly to Google's servers, it will go through our own server for extra processing (removing sensitive data for example).

1. Add your server's URL to tracking script

Here we simply redirect the data collected to our server. This can be done using Google Tag Manager by adding the URL as a parameter ('server_container_url'). Alternatively, you can modify the gtag script you are not using GTM.

Modified in this workspace			View changes	Abandon change
Variable Configuration				
Variable Type				
Google Tag: Configuration Se	ettings			
Config Parameter		Value		
send_page_view	\checkmark	false		
server_container_url	\checkmark	https://stracking.analygo.co		
		7 1		

Example of server URL added to a client Google tag configuration settings

2. A request is sent to server

You can think of a request as a **message** you send to the server. The message

contains the data collected in the browser.

	Request Example GA4
Request U	IRL
GET	/g/collect?v=2&tid=G- 13EJ9NN6SS>m=45je4710v9178375894z89174164227za200zb9174164227&_p=1719993039575&_dbg=1&gcs=6111&gc d=13737375&npa=0&dma=0&tag_exp=0&cid=1331471494.1719215584&ecid=1294821846&ul=en- us&sr=1440x900&ur=MA- 0&Guaa=arm&uab=6&Guafvl=Not%252FA)Brand%3B8.0.0.0%7CChromium%3B126.0.6478.127%7CGoogle%2520Chrome%3 B126.0.6478.127&umb=0&uam=0&Suap=macOS&uapv=14.5.0&uaw=0&are=1&frm=0&pscdl=&sst.rnd=1824822486.17199 93047&sst.etld=google.co.ma&sst.gcd=13737375&sst.adr=1&sst.tft=1719993039575&sst.ude=0&s=1&dt=An alygo%20%7C%20Data%20Marketing%20Consultancy&sid=171992295&sct=2&seg=1&dl=https%3A%2F%2Fanaly g0.co%2f%3FGtm_debug%3D171999303507&Sf%2F%2Fanaly g0.co%2f%3FGtm_debug%3D171999303507&f%2F%2Fanaly g0.co%2f%3FGtm_debug%3D171999303507&f%2F%2Ftagassistant.google.com%2F&en=page_view&ep.co ntent_type=frontpage&ep.post_date=December%2027%2C%202023&_et=9&tfd=23905&richsstsse

3. Clients claim request

The client is a concept specific to server-side tracking. I like to think of it as a translator

or decoder. It will take the request and turn it into an event. Here we are in a familiar



territory. Events like a page view can be used as triggers for our tags.

4. Server tags transfer data to vendor's server

Once events are available to our server container, we can use triggers, variables to set up our tags. The only thing that will stand out to you at this step is <u>transformations</u>.

Events from the browser come with a lot of baggage. Information about the user's browser, location will be sent along with the tag unless you decide not to. That's where transformations can be quite handy.



Summary of the server-side tracking process.

Main Takeaway

There are more technical nuances that were omitted in this chapter for the sake of providing a picture of how server-side tracking is different from the browser approach. If you retain one word, it should be **"buffer**".

It's all about introducing an extra filter between your website and your vendor. This gives you leverage over the kind of data you share.

Part 3: Setting up server-side tracking

"Efficiency is doing things right; effectiveness is doing the right things. There are

countless ways to be effective, and the best method depends on the specific

circumstances and objectives."

Peter Drucker, management consultant



There are many ways to set up server-side tracking, some rely on Google cloud to host the tracking server, others delegate the complex task of maintaining the server to dedicated vendors like Stape, Addingwell, taggers, etc.

There is of course a right way to go about it. Which one? **The one that fit your circumstances**. Ultimately the decision will boil down to a combination of costs, expertise, and convenience.

	Expertise / Resources
Simplified pricing models	More versatility and control
Support from the service provider	Can be great if you have in-house expertise.
Simpler deployment process	Scalability and customization
Stape	Google Cloud Run
	NALYG

Cloud run

Cloud run is the default way to set up server-side tracking, if you choose to host your tracking server with Google. Previously, we had a different technology called app engine, which was less ideal for smaller websites due to costs (although it can be great in some cases).

Cloud run is comparatively cheaper depending on your set-up. But money is only a part of the issue: **you still need someone who understand how to keep things running smoothly,** which leads us to the second option.

Other hosting options

You can deploy server-side tracking in whatever environment that fits your needs.

For instance, <u>I work with a lot of agencies</u> that don't necessarily have the time, nor the expertise to maintain a server-side tracking implementation for their clients over the long term. I usually recommend using one of the hosting solutions below, unless their client is a large business with an internal team to maintain the set-up.

• Stape

Stape is definitely one of the top options for deploying server-side tracking. If you are an agency with the goal of streamlining your server-side implementation for clients, then you should absolutely check them out.

• TAGGRS

If you want to quickly set up server-side tracking, TAGGRS is undoubtedly one of my top recommendations. They have a ton of templates available for download to your container, which is what makes them really standout from similar solutions.



• Addingwell

Addingwell are great as well, and more popular in the EU as the go-to solution for deploying serve-side tracking. I've done a few implementations with Addingwell, and what I like about them in particular is their great support team

Which hosting option to use?

There are no strict rules on when to choose either option, but consider the following If you are a:

- Large business seeking maximum control and flexibility
- Frequent user of Google Cloud Platform
- Team or agency available to maintain your tracking

In this case, deploy your tracking server using **Cloud Run**. It is the most versatile solution we discussed.

On the other hand, if your primary concern is cost, and you don't want to spend a lot of time managing your setup, a solution like Stape is probably more suited for you.

In the next section, we will explore some ways you can implement server-side tracking. I will start with the standard way using Cloud run before moving to other hosting options like Addingwell and Stape.

Server-side tracking with Cloud run

Step 1: create server-Side container

There are many types of containers in GTM. Up until now, you probably used only the web container.

< Create Cont	tainer	Create
	Container Settings	
	Container name	
	e.g. www.mysite.com	
	Target platform	
	Web For use on desktop and mobile web pages	
	65 For use in IOS apps	
	S Android For use in Android apps	
	AMP For use in Accelerated Mobile Pages	
	Server For server-side instrumentation and measurement	

It's time to create a server container. Go to your GTM account > Admin > Create

Container > Server.

Croata C	entrinor	Create
Create C	ontainer	Create
	Container Settings	
	Container name	
	denio analygo - server aude	
	Target platform	
	For use on desktop and mobile web pages	
	iOS For use in IOS apps	
	Android	
	AMP	
	For use in Accelerated Mobile Pages	
	Server For server-side instrumentation and measurement	
Create C	ontainer	Creat
	Container Settings	
	Container name demo analyzo - server side	
	Container name demo analygo - server side	
	Container name demo analygo - server side Target platform	
	Container name demo analygo - server side Target platform Web For use on desktop and mobile web pages	
	Container name demo analygo - server side Target platform	
	Container name demo analygo - server side Target platform	
	Container name demo analygo - server side Target platform	

Step 2: provision the Tagging Server

Server For serv

The tagging server will forward the data you collect to platforms like Facebook. Before, you sent this data directly using a tracking pixel.



Select the Automatic provisioning option. Make sure to add your billing account as well.

≡ Google Cloud	Search (/) for resources, docs, products, and more	Q Search	B L A Ø : 🌒
Create a new billing account			
Name * My Billing Account 2 The name of this billing account is only used to help you remember what it is Country * Montserrat			
Currency USD CONTINUE CANCEL			

Note: This configuration is free until you increase the number of servers to handle production level traffic.

Step 3: Test Your Deployment

You will see a window with your server's information. The URL of your tagging server will look like this:

https://server-side-tagging-[XXXXXX]-uc.a.run.app



Test the tagging server by adding "/healthy" to your tagging server URL. You will see an "OK" if everything is working as expected.



https://server-side-tagging-[XXXXXX]-uc.a.run.app/healthy



Note:

- Google will set up a server for you in the 'us-central1' region. You can change this setting later on.
- This configuration is for testing purposes only. You will not be charged until you increase the number of servers (more on this later on).

Step 4: Set Up A Custom Domain

The next step is to replace the default URL with our own custom domain. The data you will collect after this process is considered first-party. As long as you keep using the URL provided by Google, the tracking will be done in a third-party context.

Go to your Google cloud project by clicking on the icon next to your **Project ID**.



In the search bar, look for "cloud run". You will land on a page containing your tagging and preview server.

> Cloud R	Run Services							× Q Search) B	d d	0	. 🧕
	Services	CREAT	E SERVICE	CREATE JOB	ANAGE CUSTOM DO	OMAINS				c	RELEAS	E NOTES
SERVICES	JOBS											
Services												
👻 Filter - Filter si	ervices										0	
Name	↑	Req/sec	Region	Authentication	Ingress 🚱	Recommendation	Last deployed	Deployed by				
🗆 🥝 server-t	side-tagging	0	us-central1	Allow unauthenticated	All		1 hour ago	hamzaaelkharraz@gmail.com				
Server-1	side-tagging-preview	0	us-central1	Allow unauthenticated	All		1 hour ago	hamzaaelkharraz@gmail.com				

Select "server-side-tagging" and browse to integrations.

≡ Google Clou	d 🚺 GTM-P7DTMKT3 👻	Cloud run	× Q Search	E L 4 Ø : 🌒
) Cloud Run	← Service details <	DEPLOY NEW REVISION SET UP CONTINUOUS DEPLOYMENT		S LEARN C
Server-side	e-tagging Region: us-central1 URL: http	://servei-side-tagging-5n63fr2mma-uc a.run app		
METRICS SLOS	LOGS REVISIONS NETWORKIN	G SECURITY TRIGGERS INTEGRATIONS PREVIEW	YAML	
Integrations	ADD INTEGRATION			
		•		
			n.	

Click on add integration.

≡ Google Cloud S• GTM-P7DTMKT3 ▼	Cloud run	× Q Search	🖻 🖬 🎝 🗇 I 🤬
I) Cloud Run - Service details	PEDIT& DEPLOY NEW REVISION		SI LEARN C
Server-side-tagging Region: us-central1	URL: https://servei-side-tagging-Br63fr2nma-uc.a.run.app.		
METRICS SLOS LOGS REVISIONS NE	TWORKING SECURITY TRIGGERS INTEGRATIONS PREVIEW YAM	AL.	
Integrations ADD INTEGRATION			
Integrations			

≡ Google Cloud St GTM-P7DTMKT3 -Cloud run Add integration ×) Cloud Run 🗧 ← Service details FEDIT & DEPLOY NEW REVISION end the capabilities of your service through integrations with other Google Cloud service, such Vemorystore and custom domain routing with Google Load Balancing. Learn more 🖾 Extend as Me 0 server-side-tagging Region us-central1 URL: https://server-side.tagging.5n53fr2nma-uc.a.run.app 😕 Firebase Hosting Expose your service with a Firebase Hosting site. Get a 'web.app' domain or configure a free custorn domain. Leverage the rest of firebase ecosystem with your Cloud Run service. SECURITY TRIGGERS INTEGRATIONS PREVIEW METRICS SI.05 LOGS REVISIONS NETWORKING YAML Integrations Redis - Google Cloud Memorystore Fully managed in-memory data store service to build application caches that provides sub-millisecond data access. This integration uses services and manages resources for you. 🚠 Custom domains - Google Cloud Load Balancing Host your service(s) behind a custom domain with Google Cloud Load Balancers across multiple regions. When this integration is deployed, it will enable services and manage resources for you. ntegrations Cloud services, such as Me ore and custom domain routing with Go Cloud Load Balancing Learn more + ADD INTEGRATION

Select Custom domains - Google Cloud Load Balancing

Add a new domain in our case we use <u>ssgtm.analygo.co</u>. make sure you are using a new subdomain just for the purposes of server side tagging (you can use this format: **ssgmt.yourdomain**)

≡ Google Cloud Start Cloud run	Add integration	×
Cloud Run Service details PEDIT & DEPLOY NEW REVIsion Ser UP CONTINUOUS DEPLOYN Server-side-tagging Region: us-central1 URL: <u>https://server.side.tagging_Endb///remuic.a.run.app</u> 0 0	Custom domains - Google Cloud Load Balancing Host your service(s) behind a custom domain with Google Cloud Load Balancers across multiple regions. When this integration is deployed, it will enable services and manage resources for you. Lean more (2)	
	B	
Integrations ADD INTEGRATION	HOUTES The domain to configure for your Cloud Run service. This must be a domain you can configure DNS for	
	Domain 1 * /* Service 1 * service 1 * service side tagg *	
T	+ ADD ITEM	
* 📣 24	Enable required APIs	
	Serverless Integrations API 22 Compute Engine API 22 Kontenabled Compute Engine API 22 Kontenabled	
Integrati	ENABLE SEND FEEDBACK	
Extend the capabilities of your service this Cloud services, such as Memorystore and Cloud Load Balancing	Resources ^	
+ ADDINITED	Resource type Status Description	
	III URL Map OPending Routes requests to the correct backend service.	
	SSL Certificate SSL Certificate	
	Target HTTPS Proxy Pending Routes incoming requests to correct URL map	
	III Global Forwarding Rule Pending Specifies IP address and frontend configuration	
	😵 Serverless Network Endpoint Group 🛛 🚳 Pending 🛛 A network endpoint that resolves to a serverless t	service

Enable the two APIs.

≡ Google Cloud Str.P7DTMKT3	Add integration	×
Cloud Run Service details PEDIT & DEPLOY NEW REVIsion Server-side-tagging Region: us-central URL: <u>https://server.side.tagging.fort.ht/breauc.a.run.app</u> 0 0 0	Custom domains - Google Cloud Load Balancing Host your service(s) behind a custom domain with Google Cloud Load Balancers across multiple regions. When this integration displayed, it will enable services and manage resources for you. Learn more C	
METRICS 9LOS LOGS REVISIONS NETWORKING SECURITY TRIGGERS INTEGRATIONS	Routes The domain to configure for your Cloud Run service. This must be a domain you can configure DNS for Domain 1* Path 1* Service 1* Serv	
Integratu Extend the capabilities of your service this Cloud services, such as Memorystore and Cloud Load Balancing	Resources The missing resources will be deployed with this integration.	
+ ADD INTEG	Resource type Status Description	
	III URL Map Pending Routes requests to the correct backend service.	
	SSL Certificate Google-managed SSL certificate	
	III Target HTTPS Proxy Pending Routes incoming requests to correct URL map	
	III Global Forwarding Rule . Pending Specifies IP address and frontend configuration	
	😤 Serverless Network Endpoint Group 🚳 Pending 🛛 A network endpoint that resolves to a serverless ser	vice

You need to go to your hosting provider and add the A records.

Note: the SSL certificate will stay on pending until your domain is verified. This might take up to 24 hours or more.

	GTM-P7DTMKT3 *	cloud run	Integration details			
Cloud Run 🗧 🗧	Service details	OY NEW REVISION	Resource type	Status	Name	Description
a nonver side taggir			Compute Global Address	Deployed	custom-domains-49a4-ip 12	12
server-side-taggi	IQ Region us-central URL https://sen	er alde ragging-sox strovma-us asur app	Global Forwarding Rule	Deployed	custom domains 49a4 fe http 12	Specifies IP address and frontend configuration
ETRICS SLOS LOG	S REVISIONS NETWORKING	SECURITY TRIGGERS INTEGRATIONS	Compute Target Http Proxy	Deployed	custom domains 49a4 proxy: http://	8
	NTEGRATION		IIII URL Map	Deployed	custom domains 49a4-http 🖄	Routes requests to the correct backend service.
A Custom domains	1.		IIII Global Forwarding Rule	Deployed	custom domains 49a4-fe 12	Specifies IP address and frontend configuration
Name	custom-domains		I Target HTTPS Proxy	Deployed	custom-domains-49a4-proxy C	Routes incoming requests to correct URL map
Status Domain	ending ssgtm analygo.co		i≡ URL Map	Deployed	custom-domains-49a4125	Routes requests to the correct backend service.
VIEW DETAILS			O SSL Certificate	 Provisioning 	custom-domains-ssgtm-analygo- co-49a4-cert	Google-managed SSL certificate
			Serverless Network Endpoint Group	Deployed	custom-domains-ssotm-analyoo- co-server-side-tagging-49a4-neg (2)	A network endpoint that resolves to a serverless service
			👗 Backend Service	Deployed	custom domains ssotm analyzo- co. server-side tagging 49a4 be [2]	Defines how traffic is distributed
			Connect to Cust	om Domain		
			To complete the process, please ensure the DNS records are configured for the domain. It can take up to an hour for the certificate to be provisioned.			
			NAME	TTL TYPE	DATA	
			seatm analysis co.	9600 A	25 186 246 221 5	

Finally, browse to your **server container > Administration > Container settings**.

Replace the old URL with the new custom domain (i.e., https://ssgtm.analygo.co/)

× Google Ta	ag 🗅 🛛 🗙 Unti	led Variable 🗅 Save 🗄
	Tag Configuration	Variable Configuration
	Тад Туре	Variable Type
	Google Ti Google	3 Google Tag: Configuration Settings
	Tag ID 🕥	Config Parameter Value
	((GA4 ID - G-13EJ9)	servier.container_url
	 Configuration r 	Add parameter
	Set configuration	
	Configuration Set	
	New Variable	
	Configuration Pan	
	Add param	
	 Shared event a 	
	Set default event ;	
	Event Settings Va	
	None	
	Event Parameter	
	Add param	

	Client Configuration	
CURRENT WORKSPACE Clients	Client Type	
Overview	Geogle Analytics: GA4 (Web) Geogle Marketing Platform	
Clients	Priority (2)	
2. Transformations	0	
Togs	Activation Criteria	
Triggers Variables	Default gtag is paths for specific IDs ③	
Folders	 More Settings 	
D Templates	Gookles and Elsent Identification	
	JavaScript Managed 👻	

Step 6: Adding Your First Server-Side Tag

Tags receive the processed data from the client and fire according to the trigger. They work the same way web tags do.

		Added in this workspace	Abandon changes
RRENT WORKSPACE			
ault Workspace >	Tags	Tag Configuration	
	□ Name ↑		
Overview	Google A	Tag Type	
Clients		Google Analytics: GA4 Google Marketing Platform	1
Transformations			
Tags		Measurement (D (2)	
Triggers			
Variables		Redact visitor IP address 🕲	
Folders		false 👻	
Templates		Event Name 🕥	
		Defaults to event_name	
		Include user-provided data from your website.	
		Event Parameters	
		User Properties	
		Advanced Settings	

Add a new GA4 tag and leave all fields with default values.

Add a new trigger and click on '+'.

× Untitled Tag □	2	×	Choose a trigger			Q +
	Tag Configuration		Name 1	Туре	Filter	
	Tag Type	0	All Pages	Page View	*	
	Google A Google Ma					
	Event Parameters					
	Default Parameters to b All					
	User Properties					
	All					
	Triggering					
	Transformations					
	This tag has no attac					

Select Some events, and Choose Built-In Variable from the drop-down. Add the Client name variable.

× Google Analytics GA4 🗅 🛛	Client - GA4 🗀	Save
Added in this work	Added in this workspace Abandon changes	
Tag Configuration Tag Type Google A	Trigger Configuration Trigger Type	-
Event Parameters Default Parameters to b All	Custom	
User Properties Default Properties to be All	Fire that trigger when an Event accurs and all of these conditions are true Client Name Client Name Contains GA4 -+ References to this Trigger	
Triggering Fining Triggers Client - G Custon	Google Analytics GA4	
Transformations		

Step 7: Configure Your Web Tag Container
We need to add the URL of our server to the GA4 configuration tag. Open your GA4 configuration tag and select New variable under Configuration Settings Variable.

Note: we are now going to switch to the web container, so make sure you are not using server GTM

× Google Tag	⊐ × Googl	Tag Configuration Settings 🗀	Save
	Added in this work	Added in this workspace Abandon changes	
	Tag Configuration Tag Type Coogle T Tag ID (*) ((GA4 ID - G-13E.99) (Configuration a Set configuration a Configuration a	Variable Configuration variable Type Image: Configuration Settings Config Parameter Value server_container_url value	
	Configuration Par Add param > Shared event a > Advanced Sets Triggering		

Step 8: Test Your Deployment

Now it's time to test if everything is working as expected. Open preview mode in **both server and client containers**. As you can see, the GA4 tag is working as expected.

🔷 Tag Manager				Version:	QUICK_PREVIEW GTM-P7DTMKT3
Summary	Event: page_view				
<pre>> collect?v=2stid=G=13EJ9N</pre>	Output of GTM-P7DTMKT3 @ Request	Tags	Variables	Event Data	Console (0)
1 . user_engagement	Tags Fired Google Analytics GAA Google Analytics: GA4-Succeeded Tags Not Fired None				

Step 9: Increase The Number Of Servers

The last thing we need to do is to make our set ready to hand handle more traffic.

Go to the integrations section in <u>Cloud run</u> and select **server-side-tagging**. You need to click on **EDIT & DEPLOY NEW REVISION**.

Cloud Run Corrige details PEDIT & DEPLOY NEW REVISION SET UP CONTINUOUS DEPLOYMENT	SLEARN C
Server-side-tagging Region: us central URL: https://server.side-tagging.nfservgr.cs.nin.app. 0	
METRICS SLOS LOGS REVISIONS NETWORKING SECURITY TRIGGERS INTEGRATIONS PREVIEW YAML	
Dashboard Customized	C O Last 1 day + WET Q > 12 EDIT DASHBOARD
No errors found during this interval.	
→ See more in Error Reporting	

Scroll all the way down to Revision autoscaling. Change the minimum to 2 and up to 10 instances. Finally, you can click on Deploy.

Minimum number of instances * 2	Maximum number of instances * 10
7	
Startup CPU boost Start containers faster by allocating more	e CPU during startup time. Learn more 🔀
Startup CPU boost Start containers faster by allocating more	e CPU during startup time. Learn more 🛽
J Startup CPU boost Start containers faster by allocating more	e CPU during startup time. <u>Learn more</u> 🗹
Startup CPU boost Start containers faster by allocating more Cloud SQL connections ADD CONNECTION	e CPU during startup time. <u>Learn more</u> 🔀
Startup CPU boost Start containers faster by allocating more Cloud SQL connections	e CPU during startup time. <u>Learn more</u> [Z]



Server-side set up with TAGGRS

Step 1: manually provision server-container

Create a new server container. Select 'Manually provision tagging server'. Copy the link.

Workspace Versions Admin	GTM-TG6SXT3F O Workspace Changes: 0	Inject Inject Preview Submit		
Serve Google scripts from your tagging serve	Install Google Tag Manager	xt. Learn More. Start setup Dismiss		
CURRENT WORKSPACE Default Workspace Container qual	Set up your tagging server To get started follow one of the guides below to set up your tagging server.	Learn more		
Clients	Automatically provision tagging server Use a guided flow to provision a server on Google Cloud Platform. Learn More	ve Version sion 1		
 ₹ Transformations Tags Tolder 	Manually provision tagging server Follow the instructions in the User Guide to manually create a server. Your Container Config is:	lished a few seconds ago samzaaelkharraz@gmail.com		
 Triggers Variables 	aWQ9R1RNLVRHNINYVDNGJmVudj0xJmF1dGg9NEhxRnpsVzlkcm530XdJWno2eDA2Zw			
Folders	Clo Modified Added Deleted	un fiffied a few seconds ago by hamzaaelkharraz@gmail.com		
Edit description	Manage workspaces	Latest version >		
workspace of	langes			

Manually provision the server and keep this tab open.

Step 1: manually provision server-container

Serve Google scripts from your tagging s	rrv Install Google Tag Manager X	Start setup Dismiss
CURRENT WORKSPACE Container	Set up your tagging server To get started follow one of the guides below to set up your tagging server.	Learn more
Clients	Automatically provision tagging server Use a guided flow to provision a server on Google Cloud Platform. Learn More /e Version Sion 1	
Transformations Vari	able Follow the instructions in the User Guide to manually create a server. er Your Container Config is: aWQ9R1RNLVRHNINYVDNGJmVudj0xJmF1dGg9NEhxRnpsVzlkcm530XdJWno2eDA2Zw	im.
Variables Descri	Pt 1 Close sion 1 Iffied a few seconds ago Modified Added Deleted by hamzaelkharraz@gmail.co	m
Workspa	pption > Manage workspaces > Latest version	,

Create a new server container. Select 'Manually provision tagging server'. Copy the link.

Manually provision the server and keep this tab open.

Step 2: create a TAGGRS account

Register your account Start for free with Server Side Tracking	
G Register with Google	[°] TAGGRS
Or via email	
First Name Surname	
Email	1 Server
Select a country	side
Password 🔯	' ^{ca} yging
Use 8 or more characters with a mix of letters, numbers & symbols	
Repeat Password	
I accept the Terms and Conditions	
Register	

Browse to TAGGRS <u>sign-up page</u> and create a new account.

After signing up, you will land on this dashboard.

$\langle \rangle$	TAGGRS / dashboard			
		Oops! We are missing s	ome of your information. Fill it in here quickly!	
	GTM Containers View your recent GTM Containers here Name	Usage Package	Add container	Welcome to the world of TAGGRS!
*				We're glad you're here! Containers are the first step to start your Server Side Tracking. It's easier than you think, let's set up that first container together!
				A DE CONTRACTOR
→]				Add container View setup steps

Now, let's create a container with your GTM server container information. Click on Add container and start filling the form with your container's details.

\mathbf{O}	TAGGRS	Create container		×
U		1 Container Details	Company name *	
	GTM Container: View your recent C	2 GTM & Subdomain	Website * 🔍	ne to the world of TAGGRS! >>
	Name	3 Package	https://analygo.co/	4
۲		4 Billing information	France v	ir Server Side Tracking, it's easier than you et's set up that first container together!
iio		5 Overview		Solo Stand
		Help center How to create a container		Jet A
→]			Continue →	dd container View setup steps

Go back to GTM and copy the 'Container Config'.

Step 3: add a custom domain

← 🔷 Tag Manager	All accounts > DEMO ACCOUNT Demo server analygo +	Search workspace Click on ID			:: 0	: 😝
Workspace Versions Ad	min			GTM-M8H2DF77 Works	pace Changes: 19 Preview	Submit
CURRENT WORKSPACE	New Tag Install Google Tag Mana Choose a tag 1 Your tagging server has alre	ger ady been set up.		×	ve Version ^{sion 1}	
Clients Clients Transformations Tags Tags	Add a new tax Your server has been m Your Container Config i Descript	iging server anually provisioned. s: ERjc3JmVudj0xJmF1dGg9WFo	4WmJudTFTVUFuc	sS12d29scHotdw=	lished 7 months ago Iamzaaelkharraz@gmail.com est Version sion 1 tified 7 months ago	
Variables	Edit description	> Manage workspace	es	> La	test version	>
D Templates	Workspace Changes Name ↑	Туре	Change	Last Edited	User	
	All events	Tag	Added	24 days ago	hamzaaelkharraz@gmail.com	i
	Allow ga_session_id	Copy this nsformation	Added	17 days ago	hamzaaelkharraz@gmail.com	÷
	Client Name	Variable	Added	24 days ago	hamzaaelkharraz@gmail.com	:
	Country	Variable	Added	24 days ago	hamzaaelkharraz@gmail.com	:
	country	Variable	Added	17 days ago	hamzaaelkharraz@gmail.com	1

Paste it below 'Container Configuration'.

$\langle \rangle$	TAGGRS	Create container		
		Container Details	Container configuration * • You'll receive the container configuration code when creating a server container in Google Tag Manager. View more	
	GTM Container: View your recent G	2 GTM & Subdomain	aWQ9R1RNLU04SDJERjc3JmVudj0xJmF1dG	ne to the world of TAGGRS! >>
	Name	3 Package	Choose subdomain * • ssgtmlanalygo.co	ney begins here: Your first container.
\$		4 Billing information	Use a TAGGRS subdomain instead (not recommended).	I you're here! Containers are the first step ir Server Side Tracking. It's easier than you at's set up that first container together!
		5 Overview Help center How to create a container		
⇒]			← Back Continue →	dd container View setup steps

Λ

Step 4: select a subscription plan

If you have a tiny website, you can select the free tier. It can manage up to 10000 request (hits).

	TAGGRS	Create container	×	
v		 Container Details 	Choose your package	
	GTM Containers View your recent G	GTM & Subdomain	Monthly Yearly CALCULATE YOUR PACKAGE →	ne to the world of TAGGRS! 🖗
	Name	3 Package	Free 10.000 requests 1 cloud €0 ● Basic 750.0000 requests 3 Popular€22	ney begins here: Your first container.
		4 Billing information	Pro+ 3.000.000 requests 5 cloud €57	d you're here! Containers are the first step ir Server Side Tracking. It's easier than you et's set up that first container together!
		5 Overview	Ultimate 10.000.000 requests 7 cloud €127 Servers € €127 Custom requests €004act	A CONTRACTOR
		Help center How to create a container	Automatic uporade2	Jet A
			Partoniatio appraver	dd container View setup steps
÷]			← Back Continue →	

The set-up will autoscale automatically, so don't worry if you don't have an estimate for the number of requests.



Step 4: add DNS records

After clicking on "Create container," you will have an almost-ready production ready container.



	Oops! We are missing some of your information. Fill it in here quickly!		
$\mathbf{\mathbf{O}}$	ANALYGO From 06 Aug 2024	9 Upgrade	
	Aunning* DNS FAILURE FREE PACKAGE	Requests this month 0 / 10.000	
\$	Get started Settings Access		
()	Welcome, and let's get started!		
To	Start by adding the following DNS records at the hosting provider. This will route the data through the subdomain. Read more Name TTL Type Record sstggrs 300 A C TOTO STOR	СНЕСКЦІЯТ	
	Validate container		
)]			

Copy the DNS record information and share it with your developer, or add them yourself if you have the right access.

Step 5: add the server URL to your GTM container

← 🔷 Tag Manager × Edit cont	tainer	Save
Workspace Versions Ar Account DEMO ACC Accoun 3 Accoun 3 Accoun 4 User M	Container Settings Container name Demo server analygo Target platform Server For server-side instrumentation and measurement Tagging Server Version Wour tagging server is up-to-date.	
	Current tagging server version: 2.3.0 Latest tagging server version: 2.3.0 Server container URLs ⑦ https://sstgrskanalygo.co Add URL Tagging server Manually Configured Container Configuration	

	Oops! We are missing some of your information. Fill it in here quickly!		
$\mathbf{\mathbf{O}}$	ANALYGO From 06 Aug 2024	y Upgrade	
	Running* DNS FAILURE FREE PACKAGE	Requests this month	
1	Get started Settings Access		
*	Welcome, and let's get started!		
	Start by adding the following DNS records at the hosting provider. This will route the data through the subdomain. Read more Name TTL Type Record	CHECKLIST	
	sstggrs 300 A @ 79.137.84.76 VALIDATED		
-			
7]			

Wait a few hours for the mapping to be finished.

Once all is done, you can paste the server URL in your server GTM container by going to *admin > Container settings > Add URL*.

Workspace Versions A: Contain	ner Settings	
Container n		
ACCOUNT DEMO ACC Target platf Accoun Accoun Accoun Tagging Ser User M:	ame vrver analygo om Server For server-side instrumentation and measurement ver Version Your tagging server is up-to-date.	
Current tag Latest tag Server cont https://s Add U Tagging :	iging server version: 2.3.0 ing server version: 2.3.0 siner URLs ③ stesting.analygo.co	

Server-side set up with Addingwell

Setting up your tracking server using Addingwell is pretty straightforward. We will start first by setting a GTM server container.

Step 1: manually provision server-container

Create a new server container. Select 'Manually provision tagging server'. Copy the link.

Serve Google scripts from your tagging server Default Workspace Container qui New Container qui New Container qui New Container qui New Callents Transformations Folder Nauaulty provision tagging server Eolder to provision in the User Guide to manually create a server. Your Container Config is: avQoR1RNLVRHNINYVDNG.JmVudj0x.JmF1dGg9NEhxRnpsVzikcm530Xd.JWno2eDA22x Kondined Addeed Description Manage workspaces Vorkspace Changes	Workspace Versions Admin	GTM-TG65XT3F 🕥 Workspace Changes: 0 Inject Inject Preview Submit
UNRELENT WORKSPACE Default Workspace Container qual Set up your tagging server To get started follow one of the guides below to set up your tagging server Use a guided flow to provision tagging server Use a guided flow to provision tagging server Gollow the instructions in the User Guide to manually create a server. Your Container Config is: Transformations Folders Variables Folders Folders Folders Folders Folders Modified Modified Added Descript Modified Manage workspaces Latest version Ket version Latest version 	Serve Google scripts from your tagging serve	xt. Learn More. Start setup Dismiss
Overview Automatically provision tagging server Use a guided flow to provision a server on Google Cloud Platform. Learn More Tags Transformations Tags Netw Tags Folder Variables Folders Oescript Monutled Added Deleted to failed a few seconds ago tion 1 States tersion tion 1 tinted a few seconds ago tion 1 time aekharraz@gmail.com to failed to failed Added Descript Templates Edit description Monthed Added Deteted Workspace Changes	CURRENT WORKSPACE	Set up your tagging server To get started follow one of the guides below to set up your tagging server.
 Clients Tag Trinsformations Tags Folder Folder Folder Variables Folders Folders Folders Secript Modified Modified Manage workspaces Latest version Latest version Secript 	Overview New	Automatically provision tagging server Use a guided flow to provision a server on Google Cloud Platform. Learn More //e Version
 Transformations Tags Folder Folders Folders Folders Folders Edit description Manage workspaces Latest version Workspace Changes 	Clients Tag Trigger	Manually provision tagging server
 Tags Your Container Config is: aWQ9RTRNLVRHNINYVDNGJmVudj0xJmF1dGg9NEhxRnpsVzlkcm530XdJWno2eDA2Zw Wariables Folders Templates Edit description Manage workspaces Latest version Latest version 	2. Transformations	Follow the instructions in the User Guide to manually create a server.
Triggers Wariables Folders Edit description Manage workspaces Workspace Changes	Tags	Your Container Config is:
Variables Description Folders Modified Added Deleted by fismzaaelkharraz@gmail.com Variables Edit description Workspace Changes	Triggers Descript	aWQ9R1RNLVRHNINYVDNGJmVudj0xJmF1dGg9NEhxRnpsVzlkcm530XdJWno2eDA2Zw I
Folders Modified Added Deleted oy framzaelkharraz@gmail.com D Templates Edit description Manage workspaces Latest version >	Variables	Close sion 1
Templates Edit description Manage workspaces Latest version > Workspace Changes Version Version </th <th>Folders</th> <th>Modified Added Deleted by hamzaaelkharraz@gmail.com</th>	Folders	Modified Added Deleted by hamzaaelkharraz@gmail.com
Workspace Changes	D Templates Edit description	h Manage workspaces > Latest version >
	Workspace C	hanges

Manually provision the server and keep this tab open.

Addingwell	Sandbox Partner Plan 💬 HB Hamza EL KHARRAZ 🗸
Workspace \$	Create your tagging server You've just started, right? The first thing to do is send us your container configuration and add an entry in your DNS. Once these two steps are done on your side, it will be up to us.
Tagging Server CDN Monitoring	1 Setup your container First, you need to create a server container in Google Tag Manager and copy-paste your container config. Container config Container config Container config Next Next I Video Instructions on the video below and don't hesitate to contact us for any help. I Video Instructions I Video Instructions
 Support Team Settings 	2 Create your custom domain

Step 2: create an Addingwell account

Go to Addingwell's sign-up page and create a new account.



After signing up, you will land on this dashboard. Paste from your GTM below 'Container config'.

Addingwell	Sandbox Partner Plan 💬 HE Hamza EL KHARRAZ 🗸
Workspace \$	Create your tagging server You've just started, right? The first thing to do is send us your container configuration and add an entry in your DNS. Once these two steps are done on your side, it will be up to us.
CDN	1 Setup your container 1 Setup your container First, you need to create a server container in Google Tag Manager and copy-paste your container config. Container config Container config Container config Next Next Container config Container config
 Support Team Settings 	2 Create your custom domain

Step 3: add a custom domain

Next, add a custom domain like the one you see below.

of Addingwell	Sandbox Plan 🤤 HE Hamza EL KHARRAZ 🗸
Workspace	Create your tagging server You've just started, right? The first thing to do is send us your container configuration and add an entry in your DNS. Once these two steps are done on your side, it will be up to us.
Tagging Server CDN	✓ Your container ID: GTM-TG6SXT3F
Monitoring	2 Create your custom domain
	Custom domains allow you to proxy gtm.js and gtag.js and proxy all tracking event requests through your domain.
	demo.analygo.co Subdomain * Subdomain * sextm demo analyzo co
🛞 Support	Next Next Section Analyge of Weed help? don't hesitate to contact us.
TeamSettings	

Step 4: add DNS records

Either ask a developer or add the 'A' records yourself.

👼 Addingwell	Sandbox Plan 🤛 🕀 Hamza EL KHARRAZ 🗸
Workspace \$	Create your tagging server You've just started, right? The first thing to do is send us your container configuration and add an entry in your DNS. Once these two steps are done on your side, it will be up to us.
Cetting Started Tagging Server CDN	Vour container ID: GTM-TG6SXT3F
Monitoring	2 Create your custom domain Awaiting DNS configuration
	Now you need to update A records for your custom domain, and you can do that on your domain provider's website. A DNS change requires time to propagate worldwide. Most often, this happens in a matter of hours. The AAAA record can also be set but is optional. Setting it will allow to have better tracking on some tag, such as with Facebook CAPI.
	RECORD TYPE HOST VALUE Domain management We know that sometimes you can't edit your DNS records yourself
	A ssgtm.demo.analygo.co 34.95.104.220 C within your organization. In this case, you must ask the person in charge of domain management to add this record. To help you in this process, we have created a darth for the email you see below.
🛞 Support	① AAAA ssgtm.demo.analygo.co 2600:1901:0:faf2::
🔗 Team	Modify my custom domain
Settings	

Step 5: add the server URL to your GTM container

Wait a few hours for the mapping to be finished. Once all is done, you can paste the server URL in your server GTM container by going to admin > Container settings > Add URL.

← 🔷 Tag Manager × Edit con	tainer	Save
Workspace Versions A Account Analygo Account Account Account Account Account Account Account User Ma	Container Settings Container name Addingwell x ANALYGO Target platform Correct results Targing server version: Unknown Latest tagging server version: 2.3.0 Server container URLs @ Inter://ssgtm.demo.analygo.com Cad URL Tagging server	

Step 6: load GTM using your first-party domain

Workspace \$	Current Network Submarine Cable Investments	Junor (Ro. Switch Tennet (RI, UY, AR) Indigo-West (SG, AU) Indigo-Centr	2GA-S (GU, AU) (AU)
Dashboard	Files		
Tagging Server			
CDN	Google Tag Manager Web	Global Tag	
🚫 Tag health	Use a first-party address and a custom path to upload your gtm.js file. Doing so will make your site ad-blocker resistant, resulting in 15% more	Use a first-party address and a custom path to upload your gtag/js file. This method is ad- blocker proof and will give you about 10% more	æ
Data monitoring	hits on desktop and 5% more on mobile.	hits.	Add another file
Cookie monitoring	If you use Google 1ag Manager web as your tag management system, this implementation is a must-have.	rts a must-nave ir you don't use Googie Tag Manager Web but the global live tag.	Add another file
	How to setup?	How to setup?	
	Dynamic Ad-Block Bypass		
	Activate the "Dynamic Ad-Block Bypass" to ensure feature dynamically alters the path of gtag/js reque effectively evades ad-blockers, guaranteeing accura	uninterrupted data collection, even when facing the most string ests, switching from the standard /g/collect to unique, random p ate data capture by the tagging server.	gent ad-blockers. This advanced baths on each call. This strategy
Support	Important: This feature is specifically designed for u transporter tag to the server, Ideal for experienced	use when there is a single gtag/js on the client-side, with no oth d users looking to maximize tracking efficiency without disrupt	ner Google web tags besides the ion, while keeping a streamlined
👸 Team	configuration.		terra fra Stade Later Contra Contra Conseguior - California (1998) (1998)
Settings			

Browse to the "CDN" section. Click on the link under "Google Tag Manager Web". A

new pop-up with appear with detailed instruction how to modify your GTM script

addingwell	Sandbox Partner Plan 💬 (HE) Hamza EL KHARRAZ 🗸
	Google Tag Manager Web
Workspace ANALYGO	Description
Dashboard	Below is a method for getting around ad blockers. In practice, it allows you to load your GTM file from a first party address and with a custom path. Moreover, this new GTM file will initiate the global tag (gtag/js) via a first party url and a specific path. Thus, you will benefit from an optimal implementation for ad-block bypass.
Tagging Server	Integration
CDN	Don't forget to replace GTM-XXXXXXX with your own GTM ID on both files.
S Tag health	Copy the code below and paste it onto every page of your website. Paste this code as high in the <head> as possible on the page</head>
Data monitoring Cookie monitoring	<pre></pre> <pre></pre> <pre> </pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> <pre> </pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre></pre>
	Additionally, paste this code immediately after the opening <body> tag:</body>
 Support Team 	<pre><!-- Google Tag Manager (noscript)--> <noscript><iframe <="" src="https://sgtm.analygo.co/ns.html?id=GTM-XXXXXXX" th=""></iframe></noscript></pre>
(Cottings	

Replace your GTM script with the one specified in your dashboard. Make sure to

change the 'GTM-XXX' with your actual ID.

Server-side set up with Stape

Browse to Stape's <u>signup page</u> and start by creating an account. If you are based in the EU region, make sure to check the EU option when creating an account.

Stape			
	S. Already	ign Up 1 have an account? Sign Int	
	Email		
	Wher	e will you use Stape?	
	● Global	O EU	
		Stape's Terms of Use and Privacy Notice	June 27th
		Sign Up	
	Running an agenc	y? Here's the sign up link for you.	

Step 1: manually provision server-container

Select 'Manually provision tagging server' and copy the container configuration link.





Step 2: Create a new container

In the dashboard section, click on create a container and fill the form to create a new

one. Make sure to paste the configuration string in 'Container Configuration'.

HOW TO SET UP	New Container	
	Container name *	Stape ANALYGO
		How you want to call your container?
1 1/1 /	Container configuration	aWQ9R1RNLVRHNINYVDNGJmVudj0xJmF1dGg9NEF
Helpful articles • Get started with server-side tracking • Set up server GTM • Custom domain in server GTM		This config is provided by Google when you are setting up your tagging server. If you really really want, you can leave this blank to create a dummy container. Just don't forget to add a real ID when you're ready. Learn more
Set up GA in server GTM	Servers location *	EU Center (France)
Anonymize user data in GA4		Choose your server location based on the location of most of your clients. Location can not be changed later. Learn more

Step 3: select a subscription plan

Select a plan based on the number of your monthly hits (aka requests). Don't worry if you don't have a clear estimate. There is an option below to autoscale your set-up if the plan you selected is not sufficient.

Subscriptio Choose a plan for Stape AN tonthly Annual ← Annual know th	N plan IALYGO container plans are always the best. But you nat already. Don't you?		×
Free 10,000 requests	€0 ^{/month}	What's in the box?	
A Pro	€20 /month	Up to 10,000 requests/month per container	۲
500,000 requests		Logs	\otimes
.		Cookie keeper	×
Pro+ 2,000,000 requests	€50 ^{/month}	Store	×
		Support	×
		Multi-Domains	\otimes
BUSILIESS Popular	€100 /month		
5,000,000 requests		File proxy	×

If you have a (very) tiny website, the free tier, which can handle up to 10,000 requests, can cover your needs. Complete the set-up by adding your billing information.

Step 4: add a custom domain

Next we will need to map a custom domain. Look for and click on 'Add custom domain'. Make sure to add unique URL for your tagging server. Wait for a few hours until the domain verification is completed. Step 5: load GTM using your first-party domain



Under the "Power-ups" section. Click on "Configure" next to "Custom loader". Scroll to the bottom and take the time to fill the data about your container. Once you are done, click on 'Generate'.

You will get a new GTM installation code that you should replace with the older one.



Domain *	ssgtm.analygo.co v	Add the following code onto every page of your website. If you have previously added a web GTM code, please replace it with the code provided below.
Web GTM ID *	GTM-XXXX	Make sure to insert this code as close as possible to the top of the <head> </head> section of each page. Learn more
Platform * Data Layer variable name	Other ~	Google Tag Manager <script>(function(w,d,s,i,j){W[]=w[[]],push{('gtm.start':new Date().getTime().event:'gtm.js'});var f=d.getElementsByTagName(s) [0],j=d.createElement(s),dl=l='dataLayer'?'&l='+!.'';async=true;j.src='https:/ /ssgtm.analygo.co/pdvreavg.js?st='+i+dl+'';f,parentNode.insertBefore(j,f);})</td></tr><tr><td></td><td>Use original GTM code</td><td>(window,document,'script','dataLayer','XXXX');</script> End Google Tag Manager
	Use original GTM code	(window,document,'script','dataLayer','XXXX'); End Google Tag Manager
	Use original GTM code	(window,document,'script','dataLayer',XXXX'); End Google Tag Manager Copy code Additionally, paste this code immediately after the opening <body> tag: <!-- Google Tag Manager (noscript)--> <noscript><iframe <br="" src="https://ssgtm.analygo.co/ns.html?id=GTM-XXXX">height="0" width="0" style="display:none;visibility:hidden"></iframe> </noscript><iframe <br="" src="https://ssgtm.analygo.co/ns.html?id=GTM-XXXX">height="0" width="0" style="display:none;visibility:hidden"></iframe> <iframe <br="" src="https://ssgtm.analygo.co/ns.html?id=GTM-XXXX">height="0" width="0" style="display:none;visibility:hidden"></iframe> </body>

Replace your GTM script with the one specified in your dashboard. Make sure to

change the 'GTM-XXX' with your actual ID.

					Add custom domain
Domain name		ssgtm.analygo.o	:0		We highly recommend to add a custom subdomain the correct performance of first-party cookies, and use Stape subdomain for testing purpouses only. Learn more
CDN		Disable CDN		~	
		CDN lets you optim of the server Googl	ize the load of js files or add e Tag Manager.	your own CDN on top	
		Use CNAME r	ecord instead of A records		
		This can be useful	when DNS providers restrict	dding duplicate	
		Learn more	situation is with domains ho	ited on Shopity.	
TYPE	HOST		VALUE		
A	ssgtm.analyg	0.00			

Main takeaways

Choosing the right method to deploy your tracking server will depend on a mix of your budget and expertise:

• Maintenance costs

What you will end up paying will ultimately depend on which solution you choose. Using Cloud Run, the costs will vary, deploying a single instance can cost around \$45 as a rough estimate.

On the other hand, using Stape or Addingwell, the costs are very straightforward: you pay for what you use.

• Hiring expertise

If you use Cloud Run, you need someone who knows how to work with Google Cloud Platform. On the other hand, vendors like Addingwell or Stape can help you get started and provide assistance when you get stuck.

☐Note for agency owners:

As an agency owner doing multiple server-side implementations per month, I find that using vendors like Stape or Addingwell is much more convenient, as it reduces the time I have to spend on each individual project.

If you are an agency or a freelancer assisting a client, then going with a vendor instead of Cloud Run might make more sense, unless the client is a large business with a team that understands the Google Cloud Platform.

Part 4: Setting up your first tags

"What gets measured gets managed."

Peter Drucker



After all the talk about servers, requests and other server jargon, it's time to get back to familiar territory. **Tags**, **triggers**, and **variables** are all familiar concepts to anyone who's done any kind of tracking using Google Tag Manager.



The building blocks of a GTM server container

Transformations are the only part you may not be familiar with. Remember when we talked about how server-side tracking will give you more control? Transformation is what really makes this possible.

Using the example in the image above, suppose you've got a scroll tag, but you don't want to send the IP address because your legal team told you it may not be a good idea. Using transformations, you can explicitly block the IP address from being sent to the vendors.

Example of setting up a GA4 tag

In the web container, make sure that your server tracking URL is added to GTM's

configuration tag.

Tag Config	Modified in this workspace	View changes
Тад Туре		
A	Variable Configuration	
G	Variable Type	
Tag ID ⑦ {{GA4 ID - C	Geogle Tag: Configuration Settings	
Configurati	Config Parameter Value	
Configurati	send_page_view	
Configuration	server_container_url \checkmark https://ssgtm.analygo.co	
{{Google 1a		
	References to this Variable	
Shared eve		
Event Setting	Google Tag	
{{shared ev	109	
Consent Se		
Built-In Cone		
ad_storage		
Additional Or		
No addition		

Repeat the process in the shared event settings.

× Google Tag 🗅 × shared	event settings				Save	:
 Confi Set cor 	Variable Configuration					
Configu	Variable Type					
Configu	Google Tag: Event Settings				/	
Ac	Event Parameter		Value			
∽ Share	content_type	~ 101	{{pagePostType}}	628	Θ	
Set def	content_group	~ 101	{{Page Category}}	628	Θ	
{{sh:	post_date	121	{{pagePostDate}}	121	Θ	
Event F	page_title	628	{{dlv - pageTitle}}	628	Θ	
	server_container_url	~ 101	{{website url - analygo.co}}	828	Θ	
✓ Advar Tag firi	Add parameter					
	> Google Analytics User Properties					

Web event tag set up

Do not pay attention to the other parameters for now.

Now let's let's move to our first event. I want to track the number of file downloads. The e-book you are reading now is one of the files I'm tracking on my website using the tag below.

Workspace Versions	Admin	Google Analytics: GA4 Event Google Analytics				/
CURRENT WORKSPACE	Tags	Measurement ID				
Default Workspace >		{{GA4 ID -	Google tag	found in this container		
Overview	click contact us					
Tags		file.download				
Triggers	file download					
Wariables	Google Tag	Include user-provided data from you	website (7)			
Folders	offer page impression	✓ Event Parameters				
Templates	Page view	Event Settings Variable	- 0			
	piwik pro - select package	(formed over accurga)	•			
	Piwik pro - Sign up	Event Parameter		Value		
	post completed	server_container_url	~	{{website url - analygo.co}}		
	Post impression	page_title		{{dlv - pageTitle}}		/
	Pricing plan DL	post date		{(pagePostDate)}		
	see plans			((-9))		,
	select email	content_group	~	{{Page Category}}		
	select number	content_type	~	{{pagePostType}}		/
	select plan	fia nama		Ilois - filonomol)		0
	sign up	nie_name	× 1101	{{c]s = mename}}	101	Θ
	Tracking Plan - Configuration	link_text	~ mm	{{Click Text}}	828	Θ
	View landing page	link_url	~ 101	{{Click URL}}	828	Θ
	View ressources					0

Server tag set up

On my server GTM container, I will create a new tag.

← 🔷 Tag Manager × Untitled	Tag 🗖	Save
Workspace Versions Ac C 1 template update availab	Tag Configuration	
CURRENT WORKSPACE		
Overview Clients	Choose a tag type to begin setup Learn More	
*2, Transformations	Triggering	
 Triggers Variables 		
 Folders Templates 	Choose a trigger to make this tag fire Learn More	
	Transformations This tag has no attached transformations.	

Next, select GA4 event tag template and add things like your GA4 ID. Notice that I

named my tag 'All events GA4'.

← 🔷 Tag Manager	× All events GA4	Save	*
Workspace Versions Action C 1 template update availab CURRENT WORKSPACE Default Workspace > Overview Clients Transformations Tags Variables Folders Folders Templates	Tag Configuration Tag Type Image: Coople Analytics: GA4 Coople Analytics Measurement ID (GA4 ID) Event Name () ((Event Name)) Event Parameters Default Parameters to include () All		
	Triggering		

Since the server container acts as a middleman between GTM in the browser and a vendor, it merely receives events, modifies them, and then forwards them to the vendor.

Why am I telling you this? **Because we only need one tag**. The "{{Event name}}" variable I placed under the name of the event in the screenshot will take care of collecting all events dynamically as long as I add the events I want in the trigger.

× Untitled Trigger	×	Choose trigger type	Q
Trigger Configuration	0	Custom	
	0	Custom Event	
	0	Page View	
Choose a trigger type to begin setup Learn More			

Now, let's add a new trigger and add a **custom trigger**.

Make sure to select the tag fires on 'Some events'. Add, a new 'Built-in variable' and search for 'Client Name'.

× GA4 🗅 × Untitleo	Variable 🗖	Save	:
Added in t	Variable Configuration		
Trigger Co	Variable Type		
Trigger Type	No configuration required.	_	
This trigger f	> Format Value ③		
Fire this trigg			
Reference			
0			

We only want events that can be claimed by GA4 client. In the empty condition field,



× All events		× GA			Save	:
	Event Paran Default Paran All		Added in this workspace	Abandon changes		
	User Prope		Trigger Configuration			
	All		Trigger Type	1 2		
	Triggering	7	This way a fires on			
	Firing Trigger		All Events Some Events			
	Add Exce		Client Name Client Name GA4	- +		
	Transform		References to this Trigger			
			All events			

Test the set-up

Now all we need to do is to preview our server container and see the changes we

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made. You need to open the debug mode of your client container at the same time.

Make sure to enable the preview mode in your browser's GTM.

Now, let's take a look at what we get on the server side.

	Summary	j:	Event: page_view				
*	collect?v=2&tid=G-1234&g		Output of G				
	2 page_view		Request	Tag	is Variables	Event Dat	a Console (0)
•	collect?v=26tid=G-12346g	ļ	HTTP Request /g/collect?v=2&tid=G-1234>m Client ③ GA4 Google Analytics: GA4 (Web) - Claimed Outgoing HTTP Requests from Serv https://www.google-analytics.com % POST - 204 Incoming HTTP Request /g/collect?v=2&tid=G-1234>m GET - 200	45je4790289189 er ⑦ 1/g/c	2883620za200zb91898836204_p=17207675485014_d	bg+18g >	- • • • • • • • • • • • • • • • • • • •

As you can see, we already receive some events from our client container. Now, don't let this screen scare you. It has some familiar tabs like tags from our web container along with some few new tabs:

- Request tab

By far, this tab is the most critical to understand the data transfer happening in your server container. By looking at this tab, you will understand:

- Who claimed the request: a client will make the event available after claiming the

	Summary IF	Event: page_view				
*	collect?v=2&tid=G-1234&g 2 page_view	Output of G				
*	collect?v=2&tid=G-1234&g 1 user_engagement	Request HTTP Request /g/collect?v=2&lid=0-1234>m=41 Client ⑦ GA4 Google Analytics: 0A4 (Web) - Claimed Outgoing HTTP Requests from Serve https://www.google-analytics.com @ POST - 204 Incoming HTTP Request /g/collect?v=2&lid=G-1234>m=4 GET - 200	Tags 5(e47902891898836202a2002 r ⑦ /g/C 5je	Variables	Event Data	Console (0)

request (remember the translator analogy?)

- Outgoing request

This section will display the final destination of your data, in other words, which vendors are receiving the event. In the screenshot below, the GA4 tag 'all events' sends the data to GA4, for example.

Summary 🖀 🗐	HTTP Request Details
- collect?v=2&tid=G-1234&g	Tag That Sent This Request
2 page view	
	All events
 collect?v=2&tid=G-1234&g 	Google Analytics: GA4
1 user_engagement	Request
	Request URL
	<pre>https://www.goolle-mailytics.com/g/collect7w=25tid=G- GGKLSFR4M5dr=15j1et47a5281898853029189855432208cb189885432208cb1898836286_p=17207675465016_dbg=15.npa=06dm a=06cid=MRHT10f1%2be1819888562091898854322082b189855432208cb189885432208cb189856432208cb189856432208cb18985643 06Giuaa=arm6uab=64uaiVt=14074be358ci17521ch3818.00.0%7C1ronium%31226.06478.127%7C60001e%2520Frome%3 B126.0.0478.1276uab=064uaWt=14074087c521ch3818.00.0%7C1ronium%31226.06478.127%7C6001e%2520Frome%3 B126.0.0478.1276uab=064uaWt=140740Warketing%2C0nsultanc%51c8217207867c500145728745762086455430414574287483474287438543427428748545742874843445454542874287485454474656543541453434287428748545454454454545445445454545454545454</pre>
	Request Headers
	Content-Type text/plain;charset=UTF-8
	User-Agent Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/126.0.0.0 Safari/537.36
	Request Body.
	None
	Response
	Status Code
	204

- Incoming request

Here you will know more about the request sent to us by the client container. All the information about the event - from user's IP address to the page URL - can be found here.

Summary 🖀 🗐	HTTP Request Details	
collect?v=2&tid=G-1234&g	Request	
2 page_view	Request URL	
 collect?v=2&tid=G-1234&g user_engagement 	/g/collect?v=2 12345gtm=45je4 065uam=06tag_ex 065uam=m6uam= 1256.0.6478.12 6175.0.6478.12 6175.0.6478.12 6175.0.6478.12 0.2400.01 0.0000200 0.0000200000000000000000	Stid=G- 19028948983620222002b91898836206_p=17207675485015_dbg=l6gcs=G1116gcd=13r3r3r3r56npa= =08c1d=1331471494.1719215584&cc1d=1821288487ku1=en-us6sr=1440x9006kur=MA- =08c1d=1331471494.1719215584&cc1d=1821288487ku1=en-us6sr=1440x9006kur=MA- =08kuath=0kuath=0kus40kur=145.50kus40=6are=1614m=06pcd1es6st.rmt=2811660310.17207 google.co.ma6sst.gcd=13r3r3r556st.adr=16sst.tft=1720765483016sst.rmt=2811660310.17207 ry2000ks47204m+ettingstont120 ry2000ks472%2Ftagassistant.google.com%2Fsen=page_view6ep.content_type=frontpage6ep.post t2027%2C%202023&ep.server_url_container=https%3A%2F%2Fssgtm.analygo.cokfd=4298&richs
	Request Headers	
	Accept	*/*
	Accept-Encoding	gzip, deflate, br, zstd
	Accept-Language	en-US,en;q=0.9,fr-FR;q=0.8,fr;q=0.7
	Attribution-Reporting-Eligible	not-event-source, trigger
	Attribution-Reporting-Support	web=os
	Cookie	<pre>qa=GA1.1.1331471494.1719215584; FPID=FPID2.2.RMRTn6f%2BelM17GMbe9SRc1FJEpLfyCU%2Fyfz%2BsJdWPM%3D.1719215584; FPAU=1.2.997014008.1719993048; </pre>

Tags tab

Here you will find all the tags that fired for a specific event like 'page_view'.

Summary 🖀 🗐	Event: page_view				
 collect?v=2&tid=G-1234&g 2 page_view collect2v=2&tid=G-1234&g. 	Output of Request	⑦ Tags	Variables	Event Data	Console (0)
 collect/vis2ktl=iG-12346g user_engagement 	Tags Fired All events Google Analytics: GA4 - Succe Tags Not Fired None	eded	-		

Variables tab

	Summary	ŧ۴	Event: page_view						
•	collect?v=2&tid=G-1234 2 page_view	4&g	Output of GTM-KCHDW	/RFK @					
	collect?v=2&tid=G-1234	1&g	Request		Tags	_	Variables	Event Data	Console (0)
	1 user_engagement		Variable	Variable Type	Return Type	Value			
			Client Name	Client Name	string	"GA4"			
			Event Name	Custom Event	string	"page_view"			
			GA4 (ANALYGO SERVER)	Constant	string	"G-			

All the variables I create in the server container will be in this section.

Event data tab

This table will give you all the detail for the event claimed by your tag. It answers the

questions "what kind of information I'm sending in with this event?"

	Client @	
Summary	Client @	
✓ collect?v=2&tid=G-1234&g	GA4	
2 page_view	Google Analytics: GA4	(Web) - Claimed
✓ collect?v=2&tid=G-1234&g	Event Data	
1 user_engagement	Name	Value
	client_hints	<pre>{ architecture: "arm", bitness: "64", furand: "Not/AlBrand", version: "8.0,0.0"}, { fbrand: "Not/AlBrand", version: "126.0.6478.127"}, {brand: "Chromium, version: "126.0.6478.127"}, fbrand: "Google Chrome", version: "126.0.6478.127"}, platform: "macOS", platform: "macOS", platform: "imacOS", fbrand: "Not/AlBrand", version: "8"}, {brands: [/brand: "Chromium, version: "126"}, {brands: "Chromium, version: "126"} } }</pre>
	client_id	"RWRnTn6t+e1Ml7GMbe9SRciFJEpLfyCU/yfz+sJdWPM=.1719215584"
	content_type	"frontpage"
	event_location	<pre>{country: "MA", region: "06"}</pre>
	event_name	"page_view"
	ga_session_id	"1720764746"

Console tab

Finally, the errors tab will highlight anything that went off the rails with your tracking. When there is an error, you will see 'Console (1)' which means 1 error was found.

Modify events using transformations

Transformations allow you to exclude, include, or modify the variable before shipping them to vendors. With this feature, you can prevent Google Analytics from accessing certain data or add more parameters ('enrich') to your events.

Transformation example 1: excluding country parameter

Let's say we don't want Google to access country level location. We can do this by heading to transformations section.
CURRI	ENT WORKSPACE	Transformations @	New
_			
	Overview	This container has no transformations, click the "New" button to create one.	
°2,	Transformations		
-	Tags		
۲	Triggers		
-	Variables		
	Folders		
	Templates		

Next, we will add a new transformation:

× Untitled Transformation	×	Choose transformation type	Q
Transformation Configuration	0 0 0	Allow parameters Define which event data values are available for tags Augment event Add or modify event data values Exclude parameters Define which event data values are excluded from tags	

We've got three options to choose from. Since we want to exclude a variable, we will

select 'Exclude parameters'.

÷	🔷 🛛 Tag Mana	iger × Exclude	event_location		Save	:
Wor	kspace Versions	s Ac				
CUR	RENT WORKSPACE		Transformation Configuration	/	•	
Def	ault Workspace	>	Transformation Type			
	Quartient		Exclude parameters Define which event data values are excluded from tags			
Ð	Clients		Parameters to Exclude ⑦ event_location			
°2,	Transformations				J	
-	Tags		Matching Conditions			
۲	Triggers		This transformation always applies.			
-	Variables	Apply to GA4 event tag			5	
	Folders		Affected Tags	Exclude event_location		
D	Templates		All (Some			
			Include Tag Types			
			acluded Tags	+		
			Google Analytics: GA4	٥		

When you preview your server-side and open the tag where the transformation was

applied, you will notice that the 'event_location' is excluded from the event we will send

to GA4.

event_l ocation	{country: "MA" region: "04"}		
event_n ame	"page_view"	"page_view"	Modified event
ga_sess ion_id	"1721197272"	(with event location)1721197272"	(no event location)

Transformation example 2: including country parameter

But what if we wanted to include only the event_location and ditch all the other parameters. Although this unlikely to be a real life situation, it will help you grasp the concept of allow parameters.



Next will add the event location.

← 🔷 Tag Manager X Include -	event_location	Save	
Workspace Versions Ac	Transformation Type		
CURRENT WORKSPACE	Allow parameters Define which event data values are available for tags	/	
	The event data will include only the parameters listed below. All other parameters will be removed, even parameters required by Google tags. Let	im more	
Clients	event_location	Θ	
ද, Transformations	Add Row		
Tags	> Advanced Cattings		
Triggers	 Auvanceu setungs 		
Wariables	Matching Conditions		
Folders	This transformation always applies.		
D Templates			
	Affected Tags		
	Allow transformation to affect All Tags		
	Excluded Tag Types		
	Google Analytics: GA4 Google Analytics		

Let's preview and see what happens:

1	Include - even	t_location	
Allov	v parameters		
odif	ed Event Data		Show Original
odif Nam	ed Event Data	Value	Show Original

All other parameters are deleted from the new version of the event, except the 'event_location'.

Transformation example 3: enriching events



Let's say we wanted to label visitors incoming from our country as 'local'. We can do

this by adding a new augment event transformation.

← 🔷 Tag Manager 🛛 × local vis	itor 🗖		Save
Workspace Versions Ac	Added in this workspace	Abandon changes	
CURRENT WORKSPACE	Transformation Configuration		
Overview Clients	Transformation Type Augment event Add or modify event data values	ľ	
°, Transformations	Parameters to Augment (2)		
Tags	Name Value		
Triggers Variables	Add Row		
Folders	> Advanced Settings		
	Matching Conditions Condition applicable only if country is Moroco This transformation applies when all conditions are met event_location.country contains MA	co	
	Affected Tags		

- In the parameter to augment section

You add the field you want to change. In this case, I added a new field called visitor type. The user will be labeled as 'local' if the visit is occurring in my country.

- Matching conditions

The 'Matching Condition' is like the trigger section in the web GTM container. It will evaluate the user's country origin. If there is a match, we will get the label 'local'.

visitor_type	"local"
x-ga-are	"1"
x-ga-dma	"0"
x-ga-ecid	"2039453666"
x-ga-gcd	"13r3r3r3r5"

When I debug the set-up, you can see in the screenshot above that the new parameter was added.



Final words: where to go from here?

"Information is not knowledge. The only source of knowledge is experience. You need experience to gain wisdom."

Albert Einstein

My hope with this relatively short guide is not to teach you everything. I frankly get sometimes lost in what is supposed to be 'my field'. What I tried to do through this guide is to go straight to the fundamental concepts that will allow you to dig deeper and learn as you go.

If you like to know more about server-side tracking and other digital analytics topics, I write frequently about these topics in <u>my consultancy's website</u>. 99% of my content is public and free.

If you happen to be an ad/creative agency, and you are looking for a digital analytics partner to help your clients create and implement tailored Marctech/Adtech implementation, please apply here, or scan QR code below.









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