

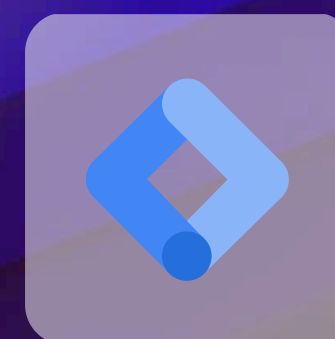
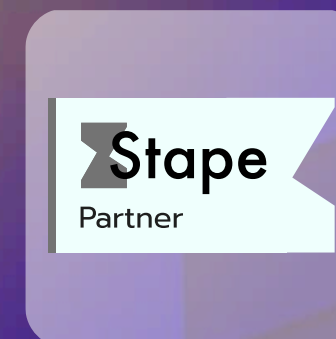
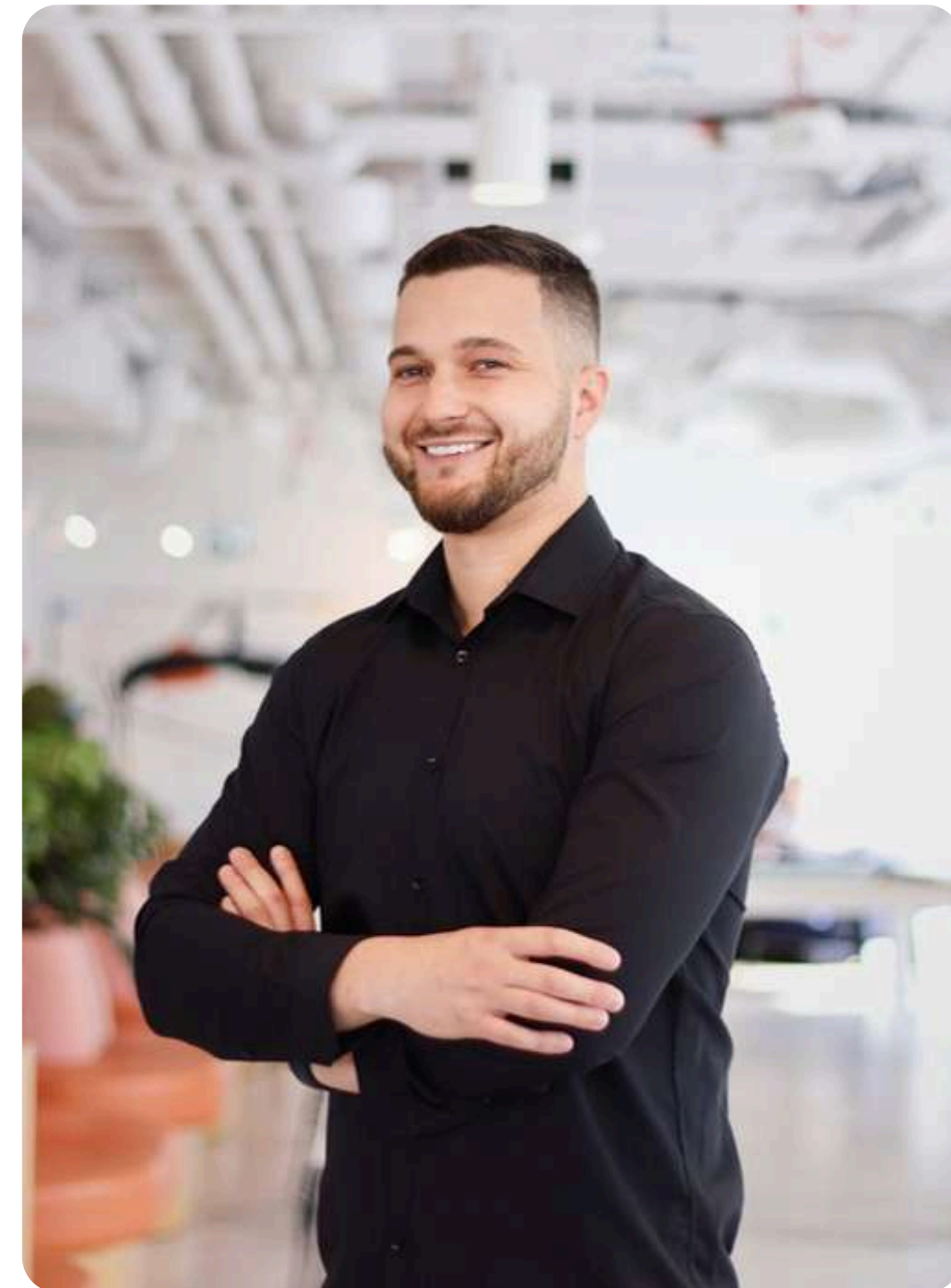


# GTM Server-Side Tracking Implementation

Boost Data Collection for Better Marketing Results..

Find out more

★★★★★ 100+ reviews

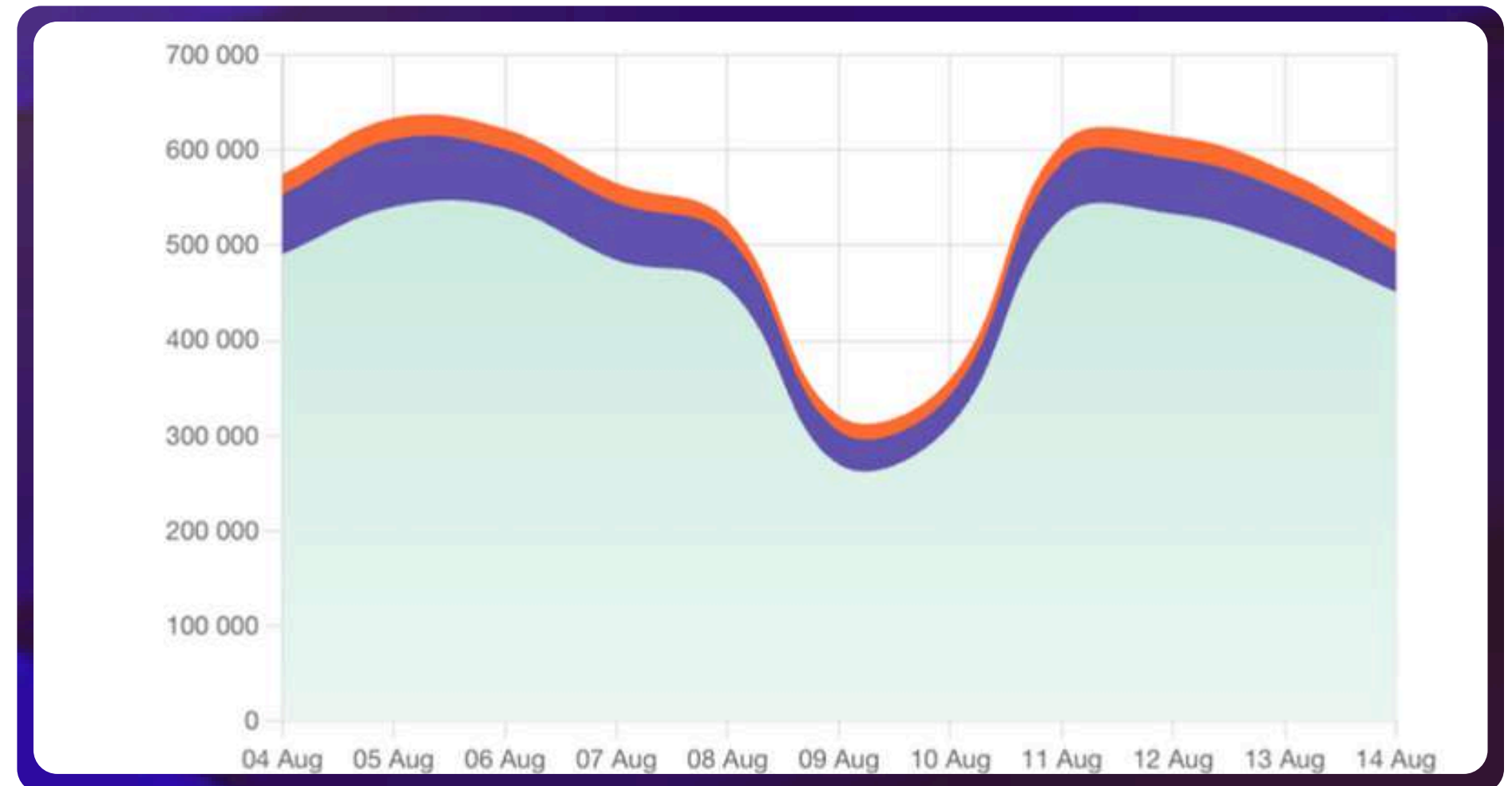


Gain up to 30% more actionable data with Server-Side Tracking, turning lost events into measurable growth.



## +30% data

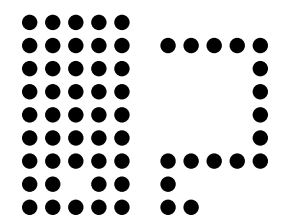
Analytics implementation for an online store.



Total requests: 26 835

- Recovered from ad blockers: 720 (2,68%)
- Recovered from tracking prevention: 7726 (28,79%)

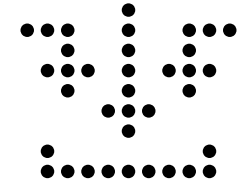
# Standard cooperation process



## Step 1

### Free audit of current implementation

If you already have Server-side implemented, we start with a full audit of your existing setup to identify data gaps, compliance issues, and optimization opportunities.

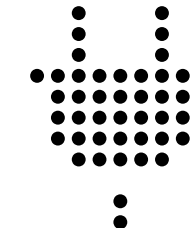


## Step 2

### Defining implementation scope

The next step (or the first one if no tools have been set up previously) is to analyze and assess your business's development directions and key objectives.

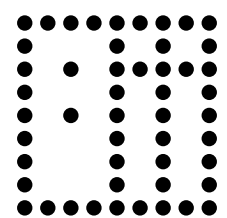
Based on this, we prepare a complete implementation plan along with a cost estimate



## Step 3

### Implementation

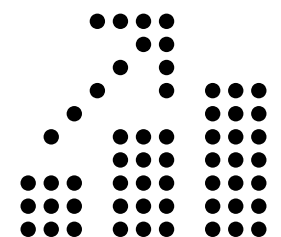
We then proceed with the actual implementation work, aimed at delivering reliable data.



## Step 4

### Documentation

After evaluating the data quality collected in your tools, we send you complete analytics documentation. If needed, we also schedule a training session on how to use the tool.



## Step 5

### Ongoing analytics support

If any questions or concerns arise, we're here to help. We're at your service!

# Defining implementation scope

| website.com   Analytics implementation scope |                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                |          |          |          |
|----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------|----------|
| Area                                         | Implementation elements                                                                                                                                                                                                                                                                                | Business value                                                                                                                                                                                                                                                                                                                                                                                 | Priority | Decision | Comments |
| User identification                          | User ID                                                                                                                                                                                                                                                                                                | Realization of data. More accurate verification of users who are on the website on multiple platforms and devices.<br><a href="https://support.google.com/analytics/answer/1211290">https://support.google.com/analytics/answer/1211290</a>                                                                                                                                                    | High     |          |          |
|                                              | User status (logged in/not logged in)                                                                                                                                                                                                                                                                  | To choose from. Example parameters allowing for segmentation of users on a website. Should be adjusted to business specifications. Parameters allow us to segment users depending on their individual characteristics. This can be used when creating groups of recipients in paid campaign or in data analysis.                                                                               | Medium   |          |          |
|                                              | User/Client Segment                                                                                                                                                                                                                                                                                    | Examples:<br>1. We want to create a paid campaign only for B2B customers. Having information in the data that the user belongs to such a group, we can create appropriate groups of recipients.<br>2. We want to analyse how logged in and logged out users use the website. By default, all users are in one group and we cannot create an appropriate segment for analysis.                  | Medium   |          |          |
|                                              | Customer type (B2B/B2C, loyalty card holder)                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                | Medium   |          |          |
|                                              | Customer Value (value of transactions)                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                | Medium   |          |          |
|                                              | Others, implemented based on business objectives and specifications.                                                                                                                                                                                                                                   | <a href="#">Example use in reports</a>                                                                                                                                                                                                                                                                                                                                                         | Medium   |          |          |
| Content grouping                             | Grouping content by page type. Example grouping:<br>Homepage - for the main page<br>Category page - for category pages<br>Product page - for product pages<br>User's Account - for pages related to the user's account<br>Blog - for blog pages<br>404 page - for 404 pages<br>Other - for other pages | By default, in Google Analytics reports we can analyse data based on individual urls. By implementing content grouping, we can analyse entire sets of content in an easy way. Example groups are listed next to it.<br><br><a href="https://support.google.com/analytics/answer/1623339">https://support.google.com/analytics/answer/1623339</a><br><br><a href="#">Example use in reports</a> | Low      |          |          |
|                                              | View internal promotion (view_promotion)                                                                                                                                                                                                                                                               | Possibility of analyzing internal promotions on the site.                                                                                                                                                                                                                                                                                                                                      | Low      |          |          |
|                                              | Clicking on internal promotion (select_promotion)                                                                                                                                                                                                                                                      | <a href="#">Example use in reports</a>                                                                                                                                                                                                                                                                                                                                                         | Low      |          |          |
|                                              | View product list                                                                                                                                                                                                                                                                                      | Analysis of individual product lists (categories, bestsellers, recently viewed). One product can be on several different product lists.                                                                                                                                                                                                                                                        | Low      |          |          |

# Implementation of Google Tag Manager

Workspace

Versions

Admin

Workspace Changes: 0

Preview

Submit

Current Workspace

Default Workspace

Overview

Tags

Triggers

Variables

Folders

Templates

Tags

ga4

New

| Name                          | Type                        | Firing Triggers                | Folder | Last Edited  |
|-------------------------------|-----------------------------|--------------------------------|--------|--------------|
| GA4 Config                    | Google Tag                  | Initialization - All Pages     | GA4    | 9 days ago   |
| GA4 Event - add_payment_info  | Google Analytics: GA4 Event | Event equals add_payment_info  | GA4    | 2 months ago |
| GA4 Event - add_shipping_info | Google Analytics: GA4 Event | Event equals add_shipping_info | GA4    | 2 months ago |
| GA4 Event - add_to_cart       | Google Analytics: GA4 Event | Event equals add_to_cart       | GA4    | 2 months ago |
| GA4 Event - add_to_wishlist   | Google Analytics: GA4 Event | Event equals add_to_wishlist   | GA4    | 2 months ago |
| GA4 Event - begin_checkout    | Google Analytics: GA4 Event | Event equals begin_checkout    | GA4    | 2 months ago |
| GA4 Event - generate_lead     | Google Analytics: GA4 Event | generate_lead                  | GA4    | 2 months ago |
| GA4 Event - purchase          | Google Analytics: GA4 Event | Event equals purchase          | GA4    | 2 months ago |
| GA4 Event - purchase_test     | Google Analytics: GA4 Event | Event equals purchase_test     | GA4    | 2 months ago |
| GA4 Event - remove_from_cart  | Google Analytics: GA4 Event | Event equals remove_from_cart  | GA4    | 2 months ago |
| GA4 Event - select_item       | Google Analytics: GA4 Event | Event equals select_item       | GA4    | 2 months ago |
| GA4 Event - view_cart         | Google Analytics: GA4 Event | Event equals view_cart         | GA4    | 2 months ago |
| GA4 Event - view_item         | Google Analytics: GA4 Event | Event equals view_item         | GA4    | 2 months ago |
| GA4 Event - view_item_list    | Google Analytics: GA4 Event | Event equals view_item_list    | GA4    | 2 months ago |

An example of tag implementation and rules for configuring GA4 for a standard online store.

Tag Type

 **Google Tag**  
Google

Tag ID ⓘ

GA4-XXXX-XXXX-XXXX-XXXX

Configuration settings

| Configuration parameter |   | Value                  |
|-------------------------|---|------------------------|
| traffic_type            |   | {{Internal GA4}}       |
| client_type             |   | {{DLV - client_type}}  |
| send_page_view          | ✓ | true                   |
| loyalty cart            |   | {{DLV - loyalty cart}} |
| server_container_url    | ✓ | {{Tagging Server URL}} |

Shared event settings

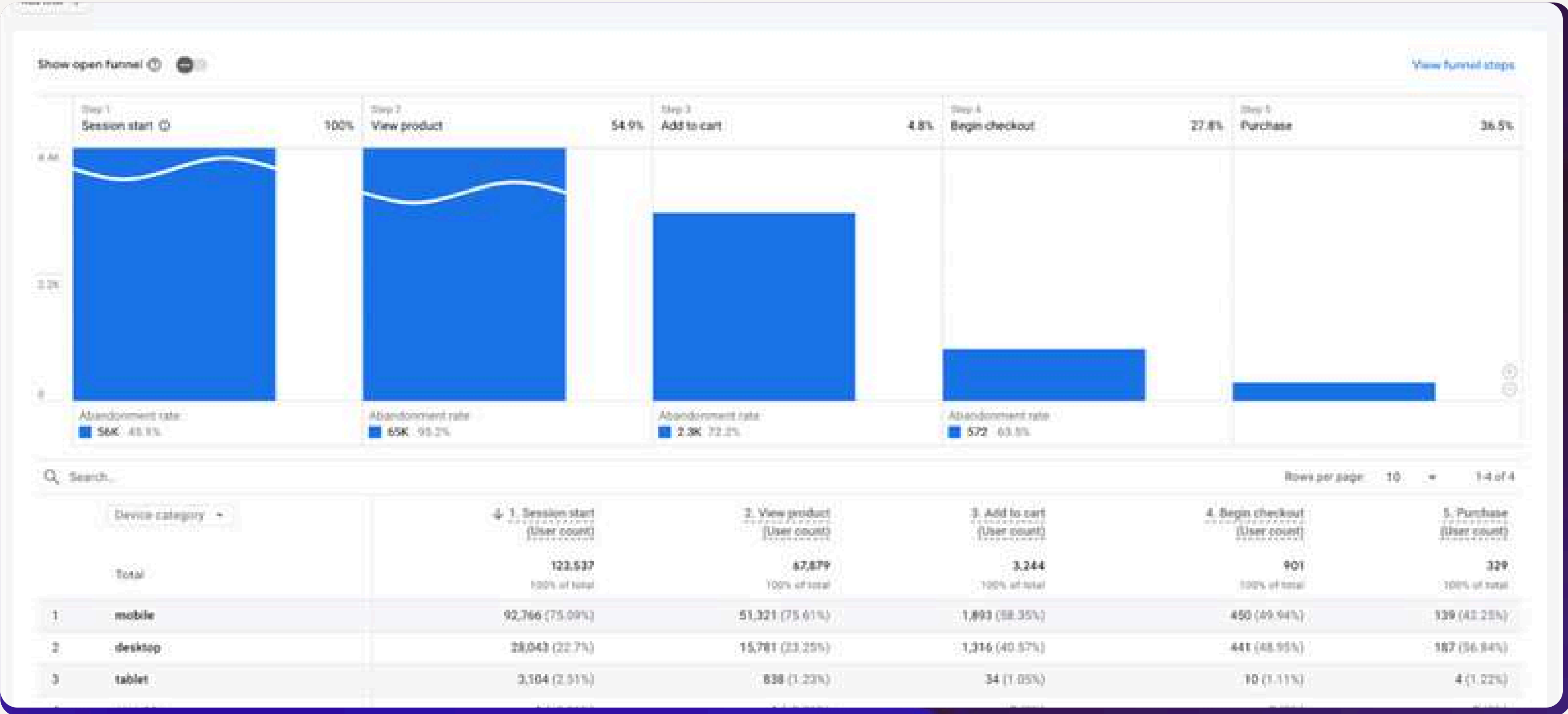
User properties

| Property name | Value             |
|---------------|-------------------|
| user_id       | {{DLV - user_id}} |

Consent Settings (BETA) ⓘ

GTM Server Side tag implementation aligned with the approved tracking scope.

# Useful Reports in GA4



# Useful Reports in GA4

