

Server-Side Tracking

Recover lost signal. Measure what's actually happening.



Analytics Partner for Agencies & Brands

Investment: \$12,927 Fixed Price

Timeline: 12 weeks Implementation + Handoff

What's Included:

✓ Server-side tag management

container setup & configuration

✓ Server-side implementations

for Meta (CAPI), Google Ads, TikTok, and GA4

✓ Deduplication logic

to prevent double-counting of browser & server events

✓ First-party data collection pipeline

data sent from your server, not the browser

✓ Extended first-party cookie configuration

for improved user identification

✓ CRM integration

with Salesforce or HubSpot

Cleaner signals. Lower CPAs. Your ad platforms get accurate conversion data to bid against. Audience sizes grow. Reported ROAS moves closer to reality. The conversion data your spend depends on stops disappearing into a black box.

For Brands: Recover the conversion signal you've been losing.

Stop optimizing campaigns against data that misses a quarter of your actual conversions. Get clean signals into Meta, TikTok, and Google so smart bidding can do its job.

For Agencies: Add server-side without building the capability.

Differentiate in new business pitches and protect retention with a measurement story your competitors can't match — without staffing up an analytics team to do it.

The Measurement Gap Up to 25% of conversions go unrecorded on a typical campaign day. Between iOS privacy settings, ad blockers, and third-party cookie restrictions, a growing share of user actions never make it back to your ad platforms. The result is a trifecta of flaws: reported ROAS looks worse than reality, client confidence erodes, and bidding algorithms optimize against undersampled signals.

Process at a Glance

Weeks 1–2 Audit & plan:
Review current tracking, data layer, & ad-platform setup.
Map gaps and dedup rules.

Weeks 3–6 Build infrastructure: Stand up server-side container in GCP. Configure first-party data pipeline & cookies.

Weeks 7–10 Implement APIs: Meta CAPI, TikTok Events, Google Enhanced Conversions. CRM integration with HubSpot or Salesforce.

Weeks 11–12 Validate & Hand Off: Verify event parity, confirm de-duplication, document setup, & transition ongoing monitoring.

Note: Server-side tracking requires a Google Cloud Platform account. Infrastructure runs approximately \$100/month, billed directly to you by Google. Every analyst on our team holds the Google Analytics Certification.

Close the measurement gap.

Fixed price. Fixed timeline. No surprises.

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Server-Side Integration Strategy

Modernize your data collection. Improve accuracy. Reduce risk.



Executive Summary

Google Tag Manager Server-Side (sgTM) is a modern data architecture that shifts tracking logic from the user's browser to a secure, first-party server environment. By routing event data through a controlled pipeline before distributing it to analytics and marketing platforms, organizations dramatically improve data quality, unlock scalable growth, and establish a future-ready, cookie-less tracking strategy.

Why Confidence Interval?

We help businesses of all sizes increase efficiency with meaningful data, because close isn't good enough for decision-making. Our powerful systems are built for AI, automation, and humans who want to reach new audiences. Our Colorado-based analysts have decades of expertise to understand the capabilities of your data and answer questions quickly.

The Measurement Crisis

- **Loss of Signal:** Ad blockers, ITP/ETP restrictions block up to 30% of tracking.
- **Inconsistent Data:** Disconnected conversion tracking across platforms.
- **Poor Performance:** Multiple 3rd-party tags destroy page load speeds.
- **Compliance Risks:** Gaps in GDPR/CCPA enforcement and data ownership.

Result: Marketing teams make costly decisions based upon incomplete data.

The Transformation

Organizations that delay modernization face declining attribution accuracy and rising acquisition costs.

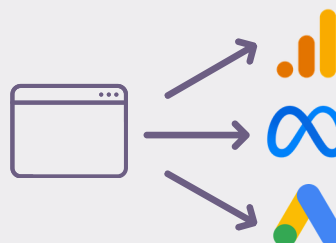
The Outcome: A modern sgTM architecture that transforms fragmented tracking into a governed data platform.

The Server-Side Shift

A single controlled data pipeline replaces fragmented vendor tags. Data is securely enriched, scrubbed, and routed with precision.

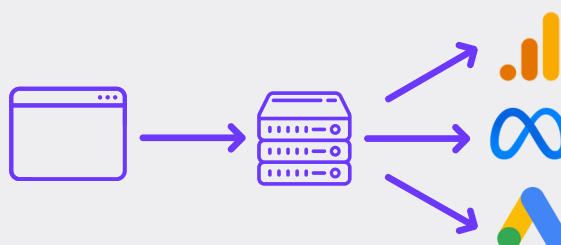
Traditional Tagging

Browser → Platforms



Server-Side Tagging

Browser → Your 1st-Party Server → Platforms



Business Impact & Platform ROI

Improved Attribution

Recover lost conversions. Higher fidelity measurement improves ROAS calculations.

Reduced Media Waste

Feed cleaner, deduplicated signals to Ad platforms to dramatically improve bidding.

Faster Site Speed

Remove heavy 3rd-party JS. Improve UX and SEO through elevated Core Web Vitals.

Future-Proof Privacy

Establish a cookieless-ready setup. Centralize consent and prevent data skimming.

Transform your analytics infrastructure with Confidence Interval.

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