



DoYouSpain drives 11.7% conversions with Google Tag Gateway

Do you Spain .com

Online travel agency
EMEA - Spain • doyouspain.com



The Challenge

Founded in Spain and now operating in more than 50 countries, DoYouSpain is an online travel agency mainly focused on rental car comparisons. As its digital environment evolved, the company needed a robust and accurate measurement foundation. Like many digital advertisers, it faced issues with data collection reliability and ensuring campaign performance due to increasing browser privacy restrictions and third-party cookie deprecation. DoyouSpain sought a solution to recover lost conversions and guarantee data quality to feed AI-powered campaigns like Performance Max and Demand Gen.

The Approach

DoYouSpain implemented Google Tag Gateway (GTG) via Server-side Google Tag Manager (sGTM) to streamline its tagging infrastructure, reduce reliance on third-party domains, and ensure greater data governance and control. By adopting this privacy-centric solution, the company was able to maintain robust data integrity and future-proof its measurement. It validated the results using a Causal Impact Analysis to accurately quantify business impact.

Partnering with TRKKN: Through TRKKN's technical consulting and implementation support, DoyouSpain executed a seamless project.

The Results

The Causal Impact analysis revealed that implementing GTG and sGTM allowed DoYouSpain to observe 11.7% more conversions in Google Ads. This was critical for feeding AI with high-quality data for better campaign optimization and ROI. Deploying GTG with sGTM strengthened the company's digital maturity towards advanced machine learning bidding and targeting.

“Implementing Google Tag Gateway was critical for steering our business. We didn't just recover lost conversions, we secured the high-quality data necessary to fuel our AI campaigns. We've moved from uncertainty to a strategy based on reality.”

David González, Chief Marketing Officer, DoYouSpain

11.7%

Increase in observed
Google Ads
conversions

11%

Increase in paid Safari &
Firefox sessions
(Google Analytics)

Primary Marketing Objective

- [Grow Online sales](#)

Featured Product Area

- [Measurement: Google Tag Gateway](#)

TRKKN  **Google Ads**