



TRKKRecap

## Episode Two Summary: Enhance Security and Control with Server-Side Tagging

TRKKRecaps provide introductions to, and summaries of, key developments in Google digital marketing and cloud technology, and their wider context.

## TRKKRecap

# Enhance Security and Control With Server-Side Tagging

## Introduction

TRKKN have partnered with Google to deliver an educational webinar series taking you on a journey through Google's ecosystem; demystify the buzz around AI and sharing practical examples on how to develop maturity in a world of AI-powered marketing.

In the second episode we explored how server-side tagging is a key stepping stone from foundations towards AI maturity. If you missed it you can watch a recording [here](#) and below is a summary of the key points.

## Why care about Artificial Intelligence (AI)?

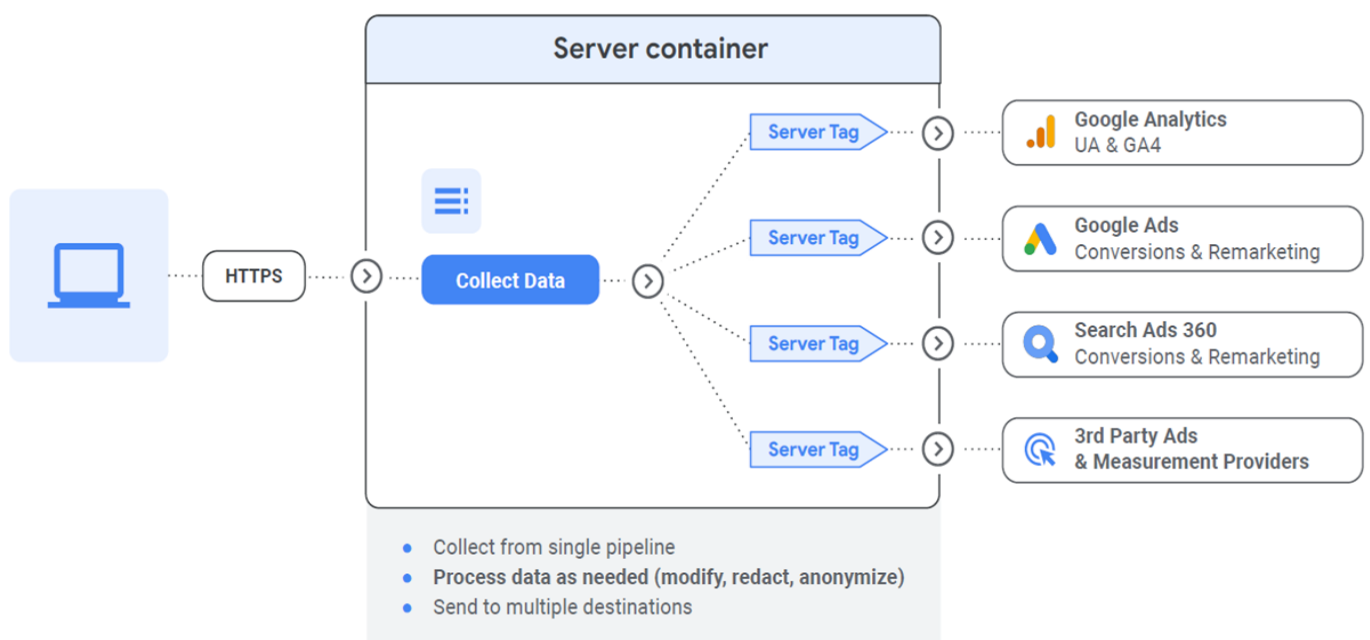
Artificial Intelligence is rapidly becoming the top disruptor of the media and marketing industries, and all brands will need a plan to effectively react. However, due to pace of change, research from the Boston Consulting Group shows that average marketing maturity actually decreased 8% over the last three years.

At the same time, their research reinforces the value in investing in developing marketing maturity, with high maturity organisations reporting almost 2x the profitability growth of their lesser maturity peers.

## What is Server Side Tagging?

Server-side tracking is a more advanced form of tag management. Instead of downloading multiple tags to the visitor's browser, information is collected via a single tag.

The website owner's own cloud server then runs any partner tags using the collected information and issues data on to those end points. Google's server-side tagging solution is called sGTM:



This delivers multiple benefits:

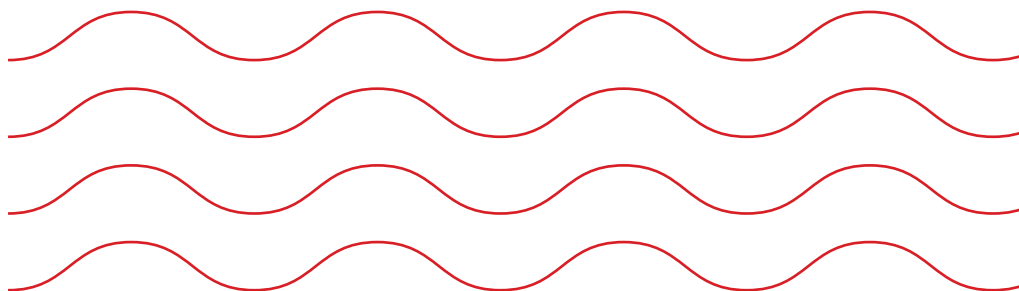
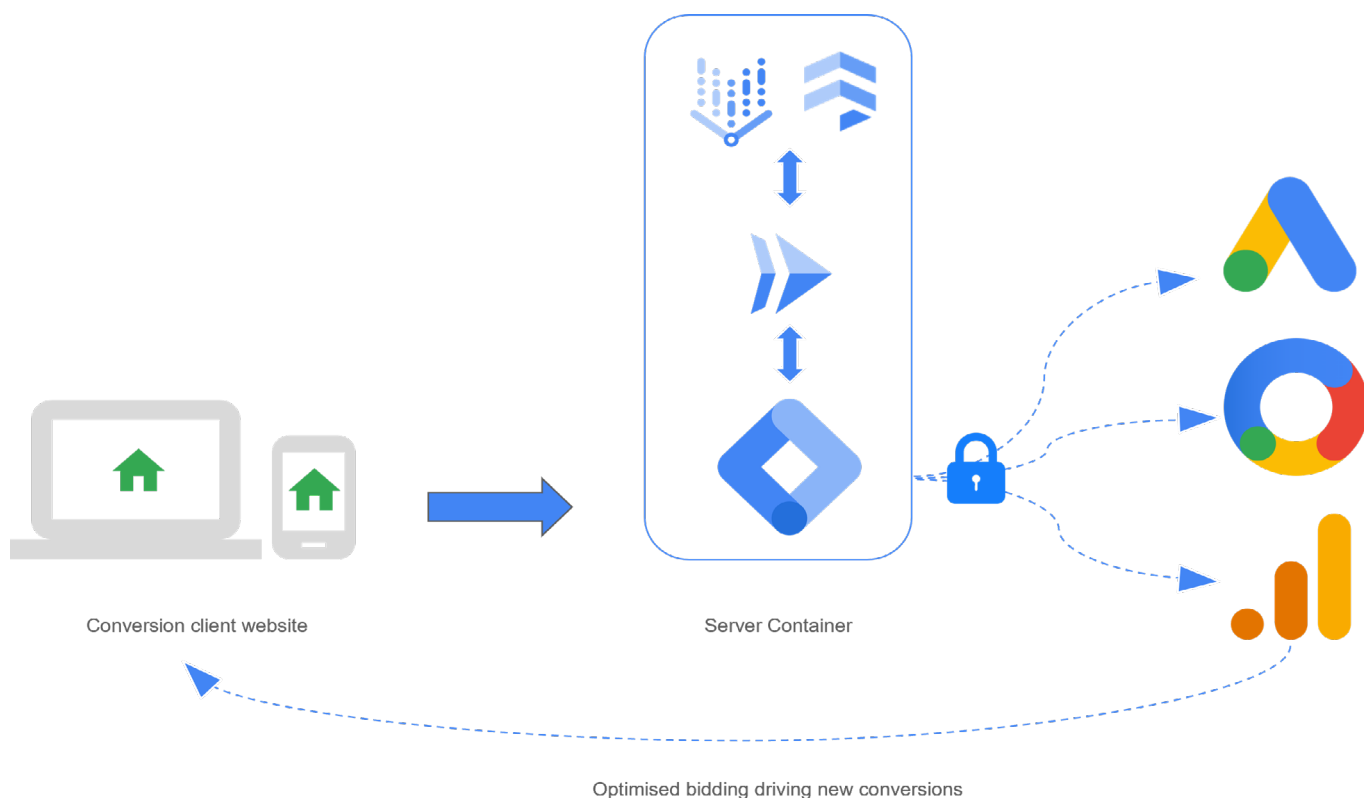
- 1 sGTM enables greater governance of your first party data and privacy by streamlining the flow of information.
- 2 Migrating tags to server-side can significantly improve site speed and ROI.
- 3 Google Pantheon helps you integrate AI capabilities to your first party data and take it to the next level.

One key application is support for social platform Conversion APIs. By transmitting information directly from your server to these partners, you recapture conversions lost to cookie degradation.

## Activate 1PD and AI with sGTM Pantheon

sGTM Pantheon is a toolbox of solutions which helps gather, transform, and share data using server-side Google Tag Manager & Google Cloud.

By leveraging these sGTM templates, TRKKN can help you quickly connect your conversion data, in real-time, with information or AI models you have on the Google Cloud Platform, enriching the information in transit to partner end points, while protecting confidential information:



This facilitates a number of key uses cases to power more performant marketing:

- 1 **Advanced Data Driven Bidding**
  - a. Integrate profit, AI modelled values like Life Time Value, lead score, or any other owned data in a secure way. You have complete control over what is shared with every third party. Use to optimise value based bidding to improve bottom line business performance
- 2 **Audience Creation**
  - a. Fetch and use your customer data in real time
- 3 **Real time Website Personalisation**
  - a. Use sGTM to fetch data from the cloud and set cookies in the browser which can then be used
- 4 **Streamline Data Pipelines**
  - a. Use sGTM as a single data pipeline for a website, integrating across many third party

## How to get started

- **Migrate to sGTM to improve privacy controlm user experience, and first-party data activation** - Contact TRKKN for a free Discovery sessionplatforms with an easy-to-use interfacechange website experience
- **Explore the full array of Pantheon tools to understand which best suit your business challenges** - Contact TRKKN for a Pantheon workshop
- **Leverage Google AI tools in Cloud Platform to convert business data into actionable values for real time bidding** - Contact TRKKN Data Science for support in model creation

## Who Is TRKKN?

TRKKN is one of the leading Google Marketing Platform Partners and Google Cloud Premier Partner providing full service and expert consulting across the fields of Digital Analytics, Conversion Optimization, Ad Tech, Advanced Analytics & AI, Cloud Engineering and Tech & Data Strategy.