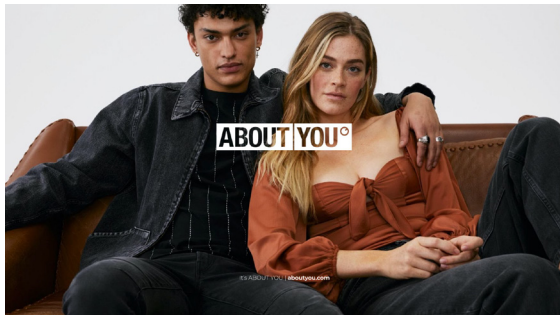# ABOUT YOU reduces order deviation between GA4 & internal BI to 0.6% with Server-side GTM

Global online fashion retailer
Hamburg, Germany • aboutyou.de/

*Based on period November 2021 to July 2022

The challenge

ABOUT YOU, one of the fastest growing eCommerce companies and innovative fashion retailers in Europe, was aiming for a global adoption of server-side tagging (SST) with GTM. In light of rising user expectations on privacy, they wanted to remove 3P tags from the browser and place them into their secure server for more control over data flows to their analytics and advertising systems. Further top priorities were data quality improvements and near real-time KPI evaluation through SST.

The approach

Together with TRKKN, ABOUT YOU pursued a SST deployment on Cloud Run to benefit from autoscaling and a robust multi-region setup. The initial proof of concept was focused on comparing client- to server-side web measurement for Google Analytics 4 and Facebook in all 26 markets, and to stress test the infrastructure to reliably withstand annual peak traffic loads on Black Friday and the holiday season. They chose to load Google scripts from their own server and migrated to HTTP cookies for a durable measurement foundation. In collaboration with Google, ABOUT YOU also explored new features prior to public launch, which allowed them to integrate with the Firestore API and to leverage asynchronous variables to modify/enrich outgoing requests.

Partnering with TRKKN

Working closely with TRKKN provided valuable consultative support to determine a scalable multi-region Cloud Run setup that meets ABOUT YOU's high performance requirements. TRKKN also delivered an efficient deployment solution, which enables ABOUT YOU to maintain and expand the SST infrastructure in the future, and a Cloud performance monitoring dashboard.

The results

Using SST with GTM, ABOUT YOU reduced the order deviation gap between GA4 and their internal database from up to 50 % in certain cases to only 0.6 % overall. Conversion measurement on Facebook improved by +8.4 %. Important marketing and error KPIs can now be evaluated in BigQuery near real-time. The SST infrastructure included IP anonymization for GA4 on ABOUT YOU's localized EU server, and it minimized direct requests between a user's device and 3P tools.

The next steps

To lift their marketing steering to the next level, ABOUT YOU is aiming to extent SST to their app, Google Ads and Floodlight tags.

" The server-side GTM is the missing puzzle piece in our fast-changing online retail environment that provides us with the needed flexibility we missed in the past to provide custom solutions."

— *Oliver Artmann, Technical Head of Tracking, ABOUT YOU*

Order deviation between internal database (BI) and GA4 minimized to	Conversions measured on Facebook	Real-time KPI evaluation in BigQuery after
0.6%	**+8.4%**	**minutes** instead of several hours