



The Open University Uses sGTM to Boost Facebook Measured Results +71%



The Open University
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The Challenge

The Open University, a globally recognised leader in distance learning and education, were experiencing tracking loss due to browser and technology disruption. This was resulting in less conversions being recorded by Meta, one of The Open University's key ad technology partners, thus impacting their ability to effectively optimise ad spend.

The Approach

In collaboration with The Open University, TRKKN deployed a foundational framework to migrate client-side tags to server-side web measurement. Deploying sGTM on Cloud Run provided flexibility for performance, ensuring tracking up-time during peak traffic periods. Processing tags server-side compensated for third party cookie disruption and allowed The Open University to accurately report conversions to Meta for a durable data collection method for campaign optimisation.

Partnering with TRKKN

TRKKN's approach allowed a seamless transition to server-managed tags, tailored to meet the high demands of regional traffic across the globe. This partnership provided The Open University with a sustainable, future-ready tracking solution that is scalable as their business grows.

The Result

By adopting sGTM, and through server-side reporting solutions such as Meta's Conversions API, The Open University significantly increased measured conversions in a key platform. This in turn allowed partner technology to make more effective automated bidding decisions, improving media performance.

“Facebook is a key conversions source for our team, the work that TRKKN has delivered allows us to greater understand our presence and investment in this space.”

— Steven Fairey, Head of Performance Marketing, The Open University

+71%

increase in conversions
reported to Meta*

*Compared to tracking with client-side pixel only