



# Empowering Data Control: Transitioning to 1P Analytics With a Server-Side Tagging Approach



tesa SE • Germany  
[tesa.com](https://www.tesa.com)



## The Challenge

Tesa is subject to a range of legal, technical and privacy regulations that impact its web data ecosystem. As such, moving to a 1P approach using a proxy to pre-process and clean the data before being sent to servers would play a key part in transitioning tesa's measurement operations to a self-contained state-of-the-art setup. This new approach also means cookieless signals could be collected using the consent mode framework, in close coordination with the company's Data Protection Officer.

## The Approach

Tesa transferred its client-side Google libraries to 1P domains using server-side Google Tag Manager (sGTM), while refining key patterns/fields via sGTM for compliance. This included migrating tesa's global tracking setups, including Google Analytics 4 (GA4) tags from 45 markets, and Google Ads tags from +20 accounts to sGTM for enhanced control and data integrity.

## Partnering with TRKKN

As tesa's comprehensive service partner, TRKKN ensured the smooth migration of all relevant libraries from client to server. This encompassed the setup of all GA tags on the client side, identifying and rectifying potential PII issues, configuring server-side tags to channel data to specific analytics properties, and verifying the accurate transmission of data from Google Ads tags.

## The Result

Switching to a comprehensive 1P tracking system bolstered data ownership and control by attaining ownership of tesa's tracking and data architecture. Relocating the infrastructure away from the client also further enhanced tesa's website performance. In addition, leveraging the power of a server-side tracking setup using Google consent mode's behavioural modelling delivered a significant increase in user and event count for tesa's website.

“This new setup has already allowed us to access additional data and insights into onsite user behaviour, and put us on track to achieving our goal of becoming a more digitally data-driven business.”

— Lauren Garcia, Product Owner Website, tesa SE

# 33%

Uplift in user count\*

# 19%

More measured conversions\*

\*Results achieved during the campaign period 4 – 31 December 2023.