

# Privacy-Centric Measurement with sGTM



**Hedwich de Groot**

Google

Data & Measurement,  
Data Capture

“

Let's **collect as many** data points as we can... **And deal with the use-cases later!**

”

# Google marketing technology journey



## Predictive Era

**Sophisticated algorithms,** artificial intelligence and machine learning to anticipate consumers' needs and interests.

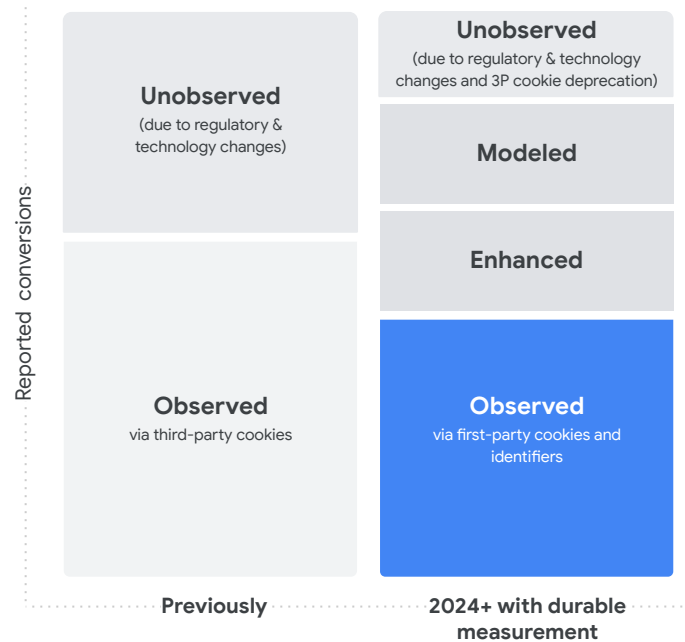
## Precision Era

Target the right customers at the right time with **Programmatic advertising.**

## Broadcast Era

Reach and engage your customers more effectively by bringing digital measurement to your **Broadcast advertising.**

# Durable measurement is critical for accurate attribution and to drive campaign performance



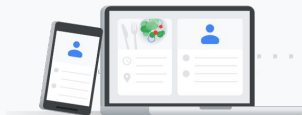


# Introducing Server-Side Google Tag Manager

# How does Server-Side Google Tag Manager work?

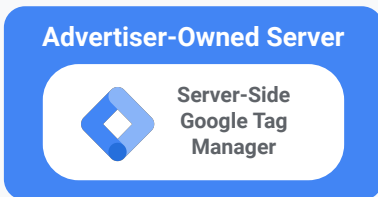
1

Collect from  
single pipeline



2

Modify data in  
your server

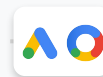


3

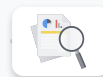
Forward to multiple  
destinations



Google  
Analytics



Google Ads &  
GMP



3rd Party Ads &  
Measurement  
Providers

# Server-Side GTM is built for the privacy-first future

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## TRANSPARENCY

A single data stream from your website to your own secure server provides insight into data collected and transmitted



## CONTROL

Option to redact and augment data before it ever reaches Google or other 3Ps (e.g., IP addresses)



## DURABILITY

Support for Enhanced Conversions, Consent Mode, and server set cookies builds a foundation for conversion modeling

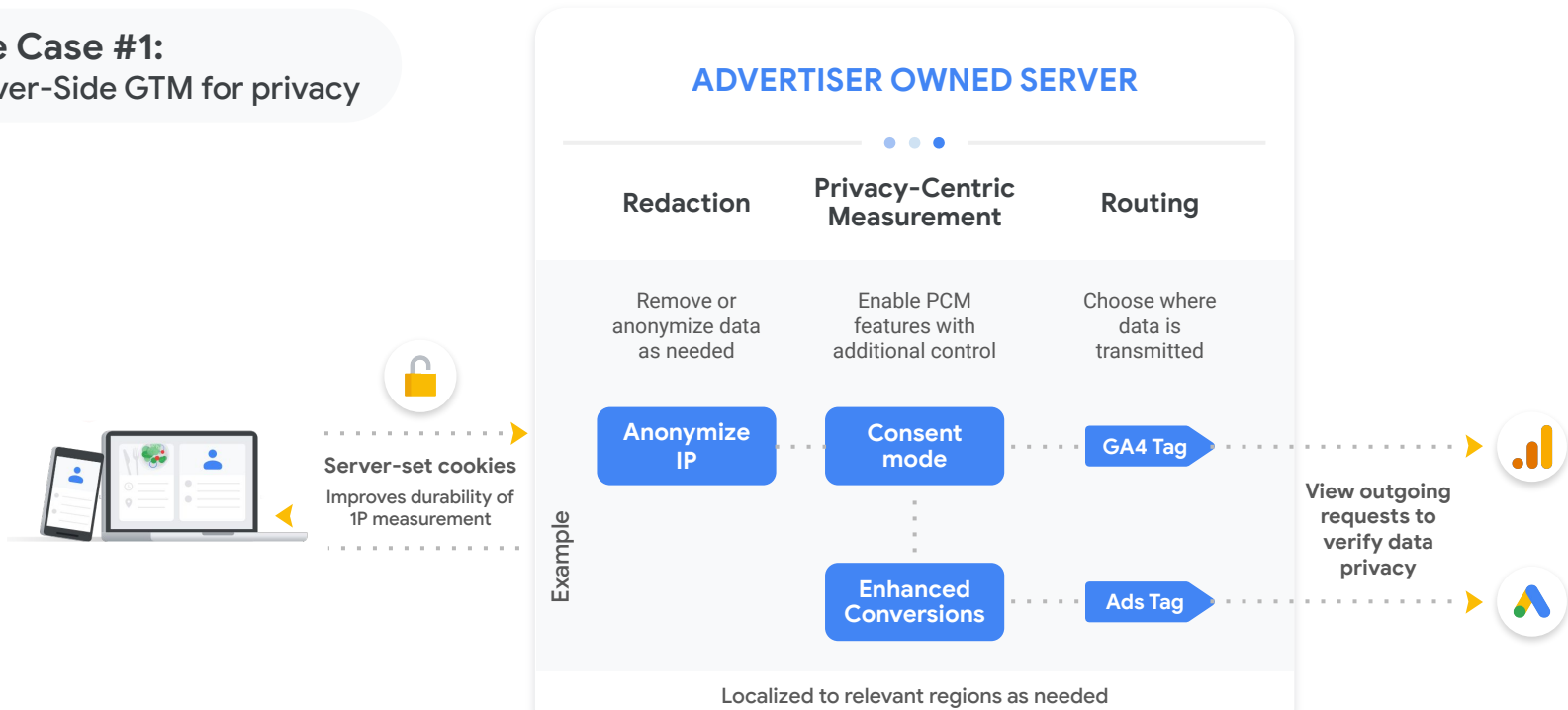


## INTEGRATION

Highly extensible with native integrations across cloud platforms, Google and 3P measurement solutions

# sGTM provides full transparency, control, and access to the latest privacy-measurement features

## Use Case #1: Server-Side GTM for privacy

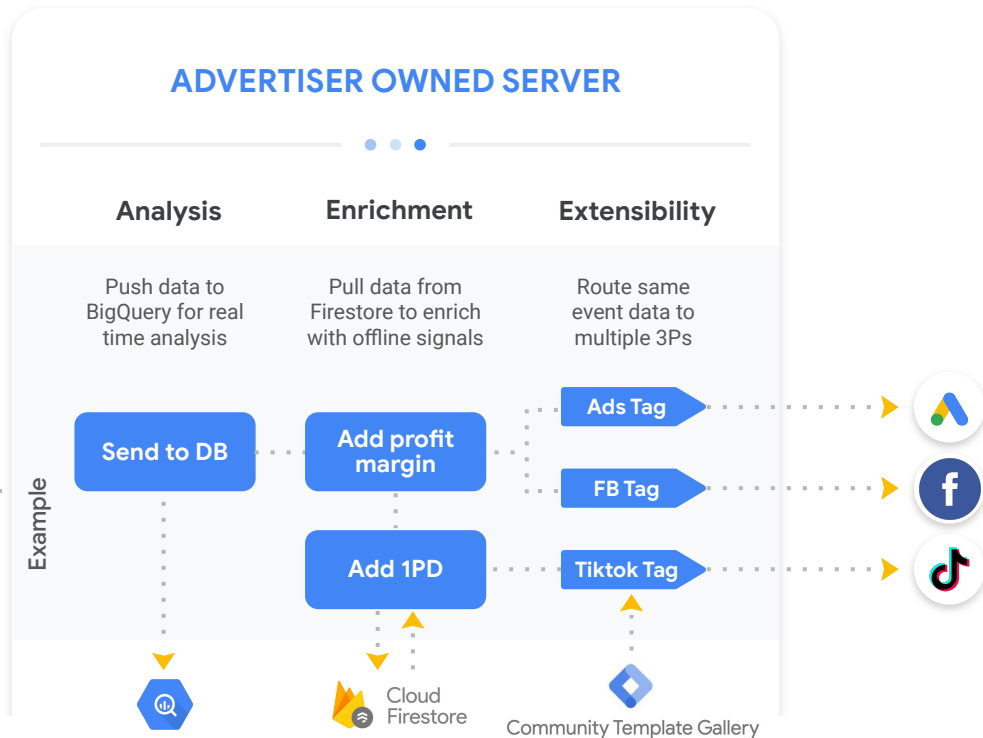
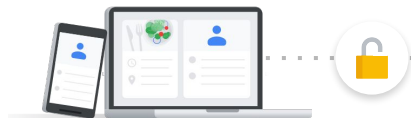




# sGTM unlocks better first-party analysis and enrichment via integrations across cloud and ad tech

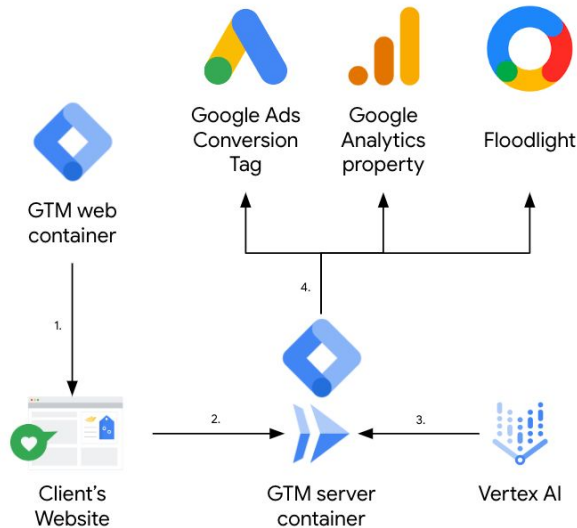
## Use Case:

Server-Side GTM for 1P activation



# Real-time AI-based VBB, that keeps sensitive data safe

Use server-side Google Tag Manager to get predictions from an AI model and update your conversion value in real time.



## Challenge

With server side GTM we are able to bid to a secret conversion value by leveraging the built-in Firestore lookup (see [gPS Soteria](#)). One of the limitations with this approach is that the conversion value needs to sit in Firestore in advance of the conversion happening. This prevents more advanced bidding use-cases that use AI to determine this value.

## Solution

Phoebe leverages server side GTM to get predictions directly from a Vertex AI model in real time, and uses the predicted values as secret conversion values to be used in value based bidding.

## Potential Business Impact

Grow overall profit by improved VBB across Google Ads, SA360, and DV360, with a single implementation.



# When to choose Server-Side GTM

1

## CONTROL & TRANSPARENCY

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Additional functionalities  
within sGTM



2

## SERVER INTEGRATION

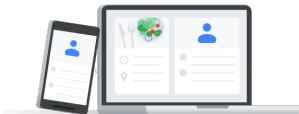
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Server integration to share  
data which should not be  
exposed in the data layer.



# Coming next year! Server-Side GTM for App

## Server-Side GTM for Web



## Server-Side GTM for App *ETA 2024*



**Advertiser-Owned Server**

Server-Side  
Google Tag  
Manager



Google  
Analytics



Google Ads &  
GMP



3rd Party Ads &  
Measurement  
Providers

### Cloud Run calculator

<small>Inbound events / month</small>	<small>Outbound events / month</small>	<small>Region</small>	
<input type="text"/>	<input type="text"/>	<input type="text" value="Select a region"/>	<input type="button" value="Submit"/>

> **Additional inputs**

#### Optional: Migrating from App Engine

If you previously created an App Engine deployment and have verified that it is no longer receiving any traffic, [disable the App Engine application](#) to prevent unexpected billing charges.

#### Optional: Multi-region deployment

If your website has a global presence or you would like to build redundancy into the service, deploy the tagging servers to [multiple regions](#).

Before you start:

1. [Create a load balancer](#)
2. Note your chosen **BACKEND\_NAME**.

# How to get started?

# sGTM Migrator

**Idea:** Automating the process of setting up tags that communicate with the server container as well as duplicating Google's web tags for server usage, i.e. GAds, FL.



### Customer Challenge:

Setting up a server-side tagging infrastructure is time consuming and very manual. Users will need to create and/or update multiple tags in their current web GTM container to enable a streamlined communication with their server container. On top, the server container needs



### Solution Description:

The solution is designed to pull a given web GTM container, where a user can apply some configurations to "migrate" the current setup to the newly created server container:

- GA4 Config and events tags are updated
- Existing Google tags (GA4, Google Ads, Floodlights, Conversion Linker) are mirrored to server container
- Server variables are created based on tags in web container pointing at server endpoint



### Limitations:

Server-Container don't work exactly the same way as Web-Containers:

- Variables used in these tags might require additional review
- Triggers have not been migrated and need to be applied based on available functionalities in the server container.



### Impact:

Streamlined onboarding to sGTM container within minutes

### Requirements

Google Tag Manager Web Container with tags  
Google Tag Manager Server Container

### Ressources



[google/sgtm-migrator](https://github.com/google/sgtm-migrator)

Web Container

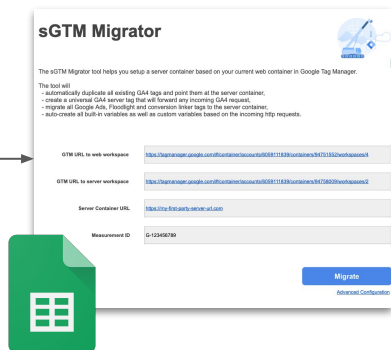


Update /  
create  
web tags

Server Container



Create server  
tags and  
variables



# Cloud Run calculator

## Cloud Run calculator

Inbound events / month

Outbound events / month

Region

### > Additional inputs

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**Thank you**



Any Questions?

