



Summary

Understand

Understand benefits and added complexity/cost of sGTM migration. Decide if the time is right with consideration of budget, resources, and technical understanding.

Key Tasks

- Talk through and understand key problems you are attempting to solve with server-side GTM
- Get to grips with the concept of server-side and understand what costs are involved
- Be cognisant of what maintenance is required

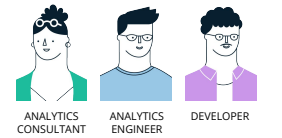
Biggest Risk

sGTM container incurs ongoing monthly costs and may not be compatible with certain tracking, such as Google Signals. Consider potential tracking loss and costs before switching. Ensure you have the resources to maintain the infrastructure.

Top Tip

There is a lot of information to take in when it comes to this technology, reach out to Measurelab who can talk you through a project like this and offer helpful advice

Skills Needed



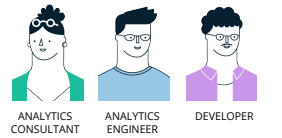
Plan

Consider the method for sending information to the server, the need for out-of-the-box clients, number of server instances, scaling metrics, use of a load balancer, and necessary stakeholders at each stage.

- Analyse traffic and decide on server structure, regions and subdomain
- Make decisions on HTTP managed cookies and server JS loading
- Identify critical stakeholders and KPIs
- Explore sGTM tag templates and plan bespoke solutions if any you need are missing

The project stalling! There a lot of plates to spin, so it's easy for bottlenecks to appear. All of the set-up can be done away from any live environment so any hesitation through fear of unduly affecting data should be put to bed. All will be tested and verified before any launch.

Keep things moving by setting out phases within your planning. That way it is much easier to ensure you have the necessary resource, both from a tech and human perspective, at each stage of the project.



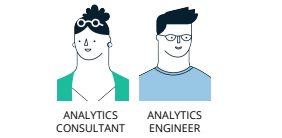
Declutter

sGTM migration offers a chance to streamline cluttered GTM containers by removing outdated tags. Audit setup for a fresh start and avoid unnecessary migration by removing inactive tags.

- Perform audit of current client side GTM container keeping in mind key tracking aims
- Explore recommended 'clean-up' and decide upon tracking that needs to be migrated
- Ensure approach to existing tracking is current and if not update

GTM containers clutter up if there has not been robust maintenance historically. It can also be difficult to convince stakeholders to remove tags as they fear breaking some unknown tracking. Any tracking removed by mistake (a very unlikely event) can always be reverted and added back.

Use data from within your analytics end points to validate what is and is not being fired in containers. You can also use metadata like 'last updated' on tags and triggers to get an idea of their freshness.



Action

Start work by spinning up the server and setting up clients, tags, triggers, and variables. Test thoroughly to ensure everything is functioning as expected. Ensure data accuracy and tag functionality during testing.

- Creation of server-side container
- Set up of server and mapping to new container
- Migration of cleaned tags
- Build bespoke tracking solutions
- Set-up new tracking needs
- Thorough testing

Not considering region when creating the server. The easiest way to map a subdomain is to specify a region which allows domain mapping. Not all regions available in GCP do, so it is best to find the closest region to your customer base that will.

Out of the box Google will spin up just the one instance of app-engine which is more than enough for the development phase. Once you are ready to go live it is best to ensure redundancy to avoid data loss.



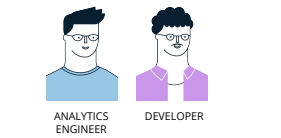
Transfer

Swap URLs, redirect subdomains, transfer cookie management to HTTPs, and migrate client containers to server for sGTM go-live. Avoid surprises by following plan. Enjoy a new sGTM container.

- Map agreed upon subdomain
- Add in sub-domain to client side container
- Switch cookie management to HTTP
- Update GTM code snippet (if serving JS from server)
- Test all in UTM environment
- Publish

Consider critical steps to avoid data issues. One such example is the configuration of HTTP cookies. Use the server tag's tick box to smoothly transition existing user/session cookies to the new HTTP cookie.

Don't be afraid to linger on the transfer phase to ensure all data looks correct. There is need to rush here, deploying a solution with an issue could have significant impact on your data or cost



Evaluate

Explore benefits of sGTM: improved page speed, better traffic data with HTTP cookies. Consider solutions like Cloud Run for cost-saving scalability or Firestore tables for data augmentation.

- Explore the GCP server metrics
- Evaluate KPIs
- Check data for unexpected changes
- Explore scaling on app-engine or potential move to cloud run
- Turn off cloud logging to reduce cost
- Look into ways of augmenting data now on server

Not reflecting on what has been achieved. The KPIs were set-up in the first instance to help properly evaluate the difference made by switching. Explore these KPIs when there is sufficient data to see what has changed.

Having sGTM sitting affords some new opportunities. Only send over product IDs with your ecommerce data and use the server to fill in the blanks? Explore using Cloud Run over app engine? New tools mean new solutions!

