From pitch to proof

How agencies win with
server-side tracking in 2026

Stape

🎙️ Speakers

Serge Shkvarnytskyi

Sales and Partnerships Lead
@ Stape

Dan Murovtsev
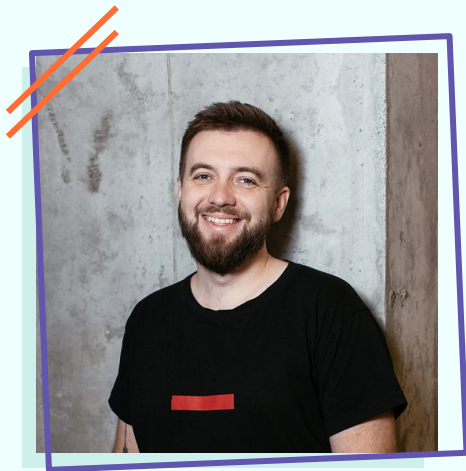
Data Tracking / Measurement Lead
@ Stape

Q&A chat

Alex Held

Data Tracking Expert
@ **Stape**

Vlad Kononov

Data Tracking Expert
@ **Stape**

What you`ll get after the webinar:

🎥 **Webinar recording**

✍🏽 **Written guides** and links to the resources & presentation

3 best questions will win exclusive Stape T-shirts!

Session outline

🧦Pitching framework for agencies

- Key client pain points & how server-side tracking solves them

- Tools & resources for a strong pitch

- Handling common objections (cost, complexity, ROI)

🧦Proving ROI and measuring results

- Using the Website Checker to show issues (before/after)

- What to highlight in Stape Analytics

- Comparing performance before vs. after setup in your analytics platform

- What to track in your ad platforms

🧦Q&A session

Stape is server-side tracking

Boost data quality and marketing ROI with all-in-one platform designed to simplify server-side tracking

Stape is truly a one-stop-shop

infrastructure

Managed infrastructure
Set up hosting, and focus on data while we handle the rest

Power-ups
Customize your container with performance-boosting tools

GTM templates
Access the best from the largest GTM Template Gallery contributor

product

Enablement tools
Tracking Checker, Setup Assistant, Stape Analytics at your service

Platform integrations
Integrate server-side tracking with CMS and CRM platforms

Enterprise features
Tailored features for secure, scalable tracking. SSO and HIPAA included

support

24/7 human support
Dedicated implementation team and a Personal Manager

Partnership program
Enjoy benefits, commissions, and growth support

Knowledge sharing
Insights through blogs, community, webinars, and detailed documentation

Stape has turned 5!

200 000+
clients

500+
agency partners

&

Process more than 10 Bln requests daily

25 server locations

Ultimate security & privacy

ISO 27001:2022

SOC 2

HIPAA

DORA

GDPR

US Data Privacy

Pitching framework
for agencies

Blueprint:

Identify the **pain** → Show the **solution** → Back it up with **proof** → Handle **objections** → Sale

The most common client pain points and how server-side tracking solves them

Pain 1: Broken attribution & inconsistent numbers

What to ask

- "Do GA4 and CRM show different numbers?"

- "Do some channels get less credit than they deserve?"

- "Do you see too much 'direct' or 'unassigned' traffic?"

Why SST is the solution

SST restores missing events and stabilizes attribution accuracy across tools.

What to expect

- Fewer tracking gaps

- Clearer channel performance

- More reliable ROAS reporting

Pain 2: Data loss from ad blockers & browser restrictions

What to ask

- "Is Safari/iOS traffic high but conversions from these users unusually low?"

- "Do you see the difference between GA4 and backend reporting?"

- "Do some campaigns get clicks but almost no tracked conversions?"

Why SST is the solution

SST routes events through your own domain, <u>avoiding ad blockers</u> and browser limits — restoring data that client-side tracking drops.

What to expect

- More events captured

- More accurate reporting

- Better campaign optimization

Pain 3: Compliance risks & lack of data control

What to ask

- "Have you ever had concerns from legal, IT, or management about how user data is handled?"

- "Do you need more transparency over what data is collected and where it's sent?"

- "Do you want to limit or adjust which user data gets shared with ad platforms?"

Why SST is the solution

With SST you can control, filter, and anonymize all outgoing data.

What to expect

- Stronger compliance (GDPR, HIPAA, DORA, etc.)

- Cleaner audit trails

- More control over PII

Pain 4: Weak optimization & retargeting signals

What to ask

- "Is your Meta Event Match Quality low?"

- "Are retargeting audiences smaller than expected?"

- "Do campaigns feel unstable or slow to learn?"

Why SST is the solution

With SST you could send richer, cleaner conversion signals to ad platforms.

What to expect

- Higher EMQ (often 8-10+)

- Lower CPA

- Stronger retargeting & lookalikes

Pain 5: Fragmented online + offline tracking

What to ask

- "Do offline conversions influence your ad optimization today?"

- "Are some revenue sources invisible in your analytics?"

- "Do you know which campaigns drive your phone or CRM sales?"
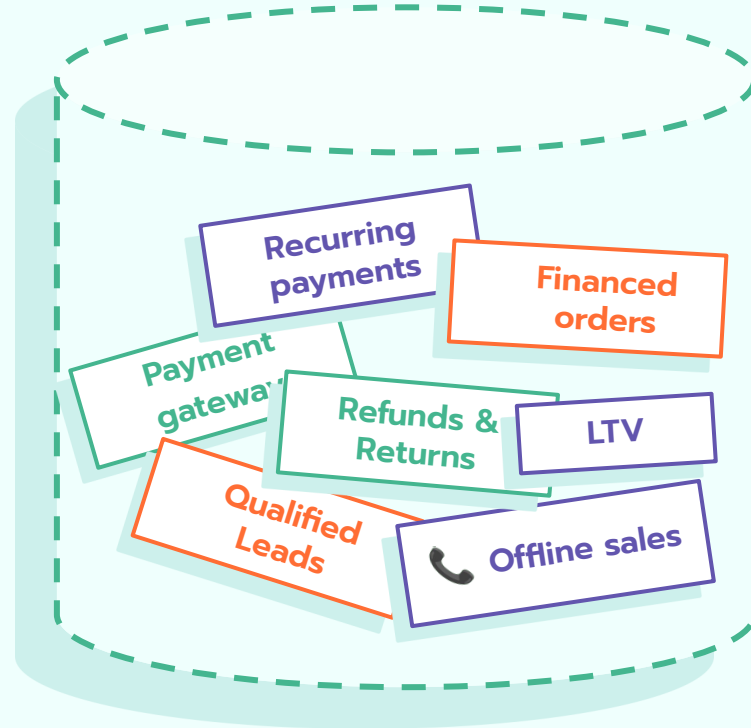
Why SST is the solution

SST unifies online and offline events into one data flow.

What to expect

- More complete attribution
- Better Ad optimization
- Unified funnel view
- Enriched user profiles

Beyond fixing problems

💰⛏️

Recurring payments

Financed orders

Payment gateway

Refunds & Returns

LTV

Qualified Leads

📞 Offline sales

Tools and resources that help you build a strong pitch

Audit any site in 60 seconds with

Tracking Checker

scan your site!

Fast & simple

No signup required

A perfect tool for pre-sales: diagnose problems, quantify the opportunity, and create urgency

Compare client's score with their competitors'

Scan your site →
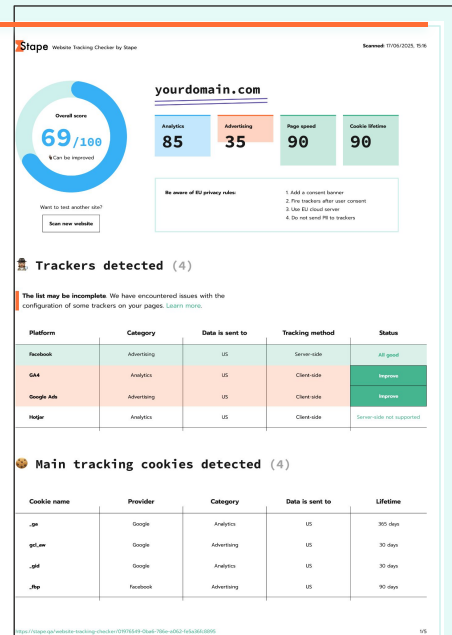
Put numbers behind the pitch with

Stape calculator

Quick, estimates based on GA4 event volume

See performance upside — evaluate how much of an impact implementing server-side tracking can have on client's ROAS and CPA metrics.

Open Calculator →

Your online advertising budget per month

$1000 $3000 $5000 $10,000 $30,000

The number of conversions from online advertising that you get per month ⓘ

50 150 300 600 900

Your current average CPA
$16.67

Your potential average CPA with server side:
$14.37

Potential savings with server side
$689.66/month

12345678
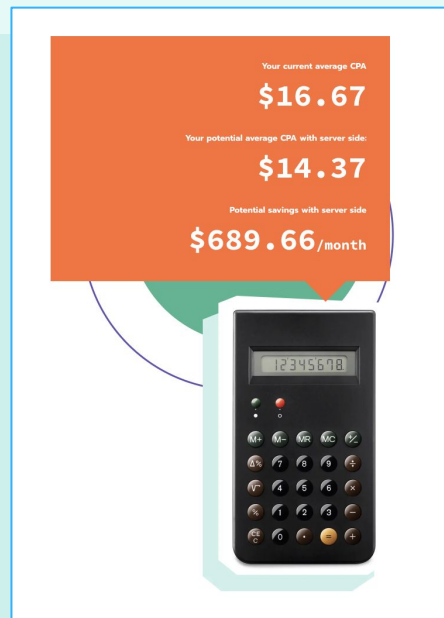
Showcase value on real example with

Stape freemium plan

No credit card required

Launch server-side tracking in minutes

Run a 2–4 week test with PageView event and use Stape Analytics to demonstrate recovered events & improved data quality

Turns "we're not sure yet" into measurable proof

Create your free account →
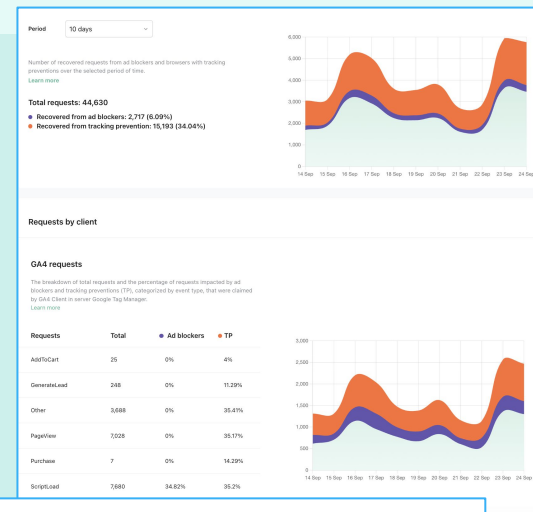
Period: 10 days

Number of recovered requests from ad blockers and browsers with tracking preventions over the selected period of time.
Learn more

Total requests: 44,630
● Recovered from ad blockers: 2,717 (6.09%)
● Recovered from tracking prevention: 15,193 (34.04%)

Requests by client

GA4 requests

The breakdown of total requests and the percentage of requests impacted by ad blockers and tracking preventions (TP), categorized by event type, that were claimed by GA4 Client in server Google Tag Manager.
Learn more

Requests	Total	Ad blockers	TP
AddToCart	25	0%	4%
GenerateLead	248	0%	11.29%
Other	3,688	0%	35.41%
PageView	7,028	0%	35.17%
Purchase	7	0%	14.29%
ScriptLoad	7,680	34.82%	35.2%

Total requests: 91,190
● Recovered from ad blockers: 11,762 (12.9%)
● Recovered from tracking prevention: 22,142 (24.28%)

Lead with the outcome & Back it up with proof

eCommerce:

"We'll help you count more real conversions, so Meta/Google optimize better—aiming for ROAS up and CPA down."

Lead gen:

"We'll recover lost form/sign-up events and feed cleaner data to ad platforms, so you get more qualified leads at a lower CPL."

Check all success stories →

+36%

Lars Friis tracks 36% more Google Ads conversions with server-side tracking

37% and 20%

increased ROAS and CPA reduction by **ZweiDigital with Herzlack**

Typical objections and how to confidently handle them

Objection 1: We don't need this right now

What to say

Server-side no longer isn't just a "nice to have" — the ecosystem has already changed

- Safari/iOS block or shorten cookies lifetime today (affecting up to 40% of users in some industries).

- Meta, TikTok, Snapchat do not optimize campaigns efficiently if it's just based on browser signals.

Objection 2: Why should we pay? Client-side tracking was always free

What to say

Today, relying only on browser-based tracking puts you at a competitive disadvantage.

Server-side pays for itself:
- More conversions tracked
- More stable attribution
- Lower CPA / stronger ROAS

Yes, server-side tracking has a cost, but an investment worth making if you want to stay competitive & scale your Ad spend.

Objection 3: This will take too much time or effort to switch

What to say

- Using Stape Setup Assistant, integrations, and CMS&CRM apps, agencies can launch a working setup in hours, not weeks.

- Migration can be phased: start with key events → extend later.

- Stape provides 24/7 human support & education materials to help handle all kinds of cases

Objection 4: Is this legal?

What to say

Yes, and in many cases it's safer than client-side tracking:

- You control the data, not third-party scripts.

- Fully aligned with GDPR, DORA, HIPAA, and modern privacy requirements.

- Stape is ISO 27001 certified and built for secure, compliant data handling.

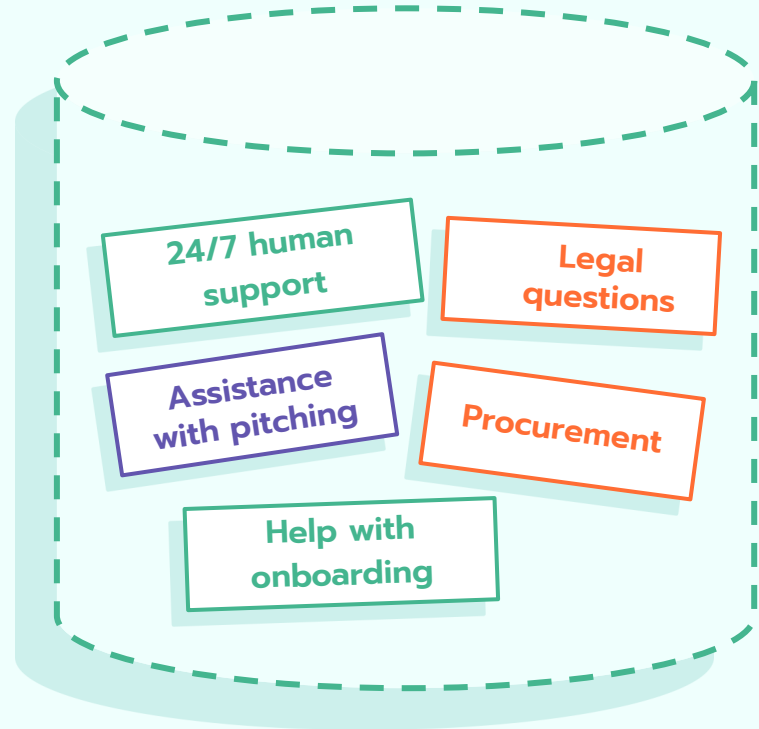# Objection 5: Wouldn't it be better to use GCP for hosting?

What to say

Compared to GCP

- Stape provides dedicated support and an agency-focused Care service.

- Infrastructure is fully managed by Stape,

    - with autoscaling possibility to keep tracking consistent

    - reserved servers that improve reliability and cost-efficiency.

- Stape is GDPR-compliant and offers EU-located servers with all necessary legal agreements — reducing risk and complexity.

How Stape can support your pitch

🎯🏆

- 24/7 human support
- Legal questions
- Assistance with pitching
- Procurement
- Help with onboarding

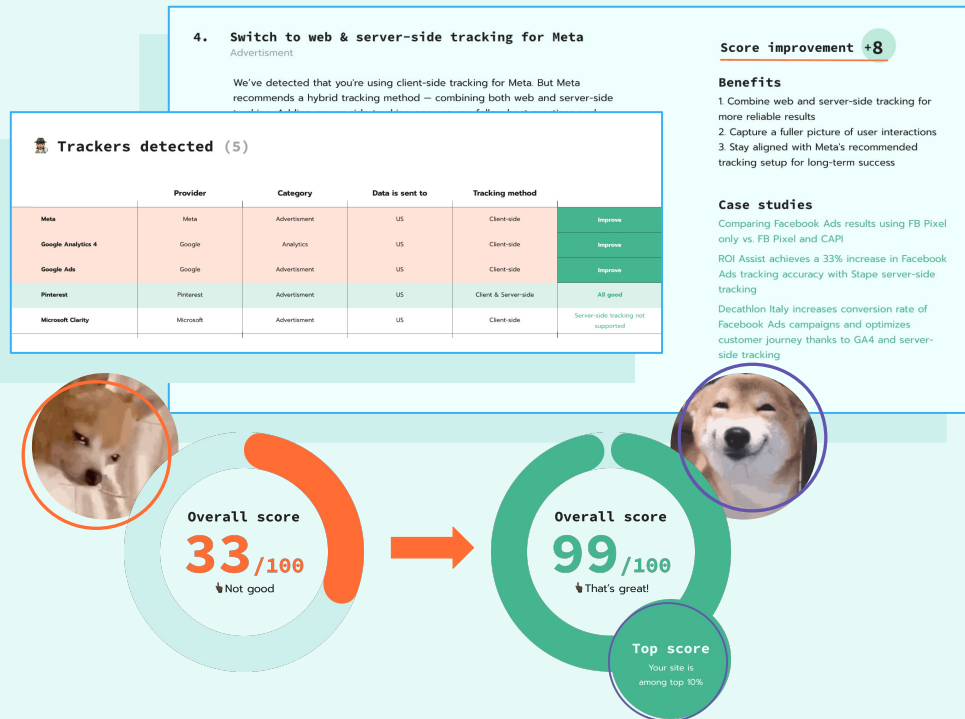# How to prove ROI and measure server-side tracking results

Use **Website Checker** to reveal hidden tracking losses (before/after)

What to compare

- Tracking score
- Cookie lifetime
- Ad-blocker visibility
- Client-side tags

4. Switch to web & server-side tracking for Meta
Advertisement

We've detected that you're using client-side tracking for Meta. But Meta recommends a hybrid tracking method — combining both web and server-side tracking...

Score improvement +8

Benefits
1. Combine web and server-side tracking for more reliable results
2. Capture a fuller picture of user interactions
3. Stay aligned with Meta's recommended tracking setup for long-term success

Case studies
Comparing Facebook Ads results using FB Pixel only vs. FB Pixel and CAPI

ROI Assist achieves a 33% increase in Facebook Ads tracking accuracy with Stape server-side tracking

Decathlon Italy increases conversion rate of Facebook Ads campaigns and optimizes customer journey thanks to GA4 and server-side tracking

🕵️ Trackers detected (5)

	Provider	Category	Data is sent to	Tracking method	
Meta	Meta	Advertisement	US	Client-side	Improve
Google Analytics 4	Google	Analytics	US	Client-side	Improve
Google Ads	Google	Advertisement	US	Client-side	Improve
Pinterest	Pinterest	Advertisement	US	Client & Server-side	All good
Microsoft Clarity	Microsoft	Advertisement	US	Client-side	Server-side tracking not supported

Overall score
33/100
👎 Not good

Overall score
99/100
👍 That's great!

Top score
Your site is among top 10%

Show real performance uplift with
Stape Analytics

Stape Analytics gives transparent visibility into:

- How many events were blocked but recovered with server-side

- Recovery from Safari / ITP tracking prevention

- Data on bots and consent statuses across events

- Separate data for each server client and separate trends by day
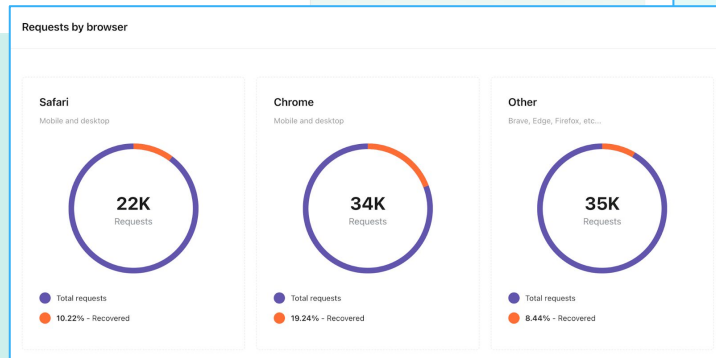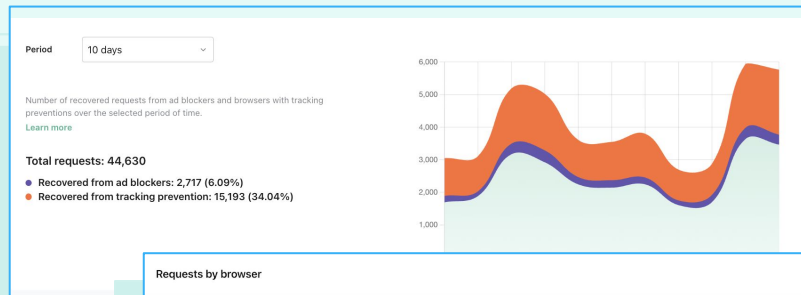
Show the impact: GA4 before/after performance

After migration, look for improvements such as:

- More events logged

- Drop in "unassigned" or "direct" traffic

- More stable attribution across browsers

- More complete revenue funnels

Metric	Client-side GTM	Server-side GTM	Improvement
Google Ads conversions	1,000	1,242	+24.18%
New users	10,000	10,402	+4.02%
Total users	43,500	44,500	+2.29%
Event Count	250,000	257,300	+2.92%
Key Events (form submissions, transactions, demo requests)	–	–	+1.13%

Monthly Sessions	Missed Events (Client-side)	Missed Conversions
10,000	250	240+
100,000	2,500	2,400+
500,000	12,500	12,000+

Show the shift: EMQ, CPA, ROAS, CVR & more

Server-side improves signal quality → platforms optimize faster.

Measure improvements like:

- Lower CPA

- Higher ROAS

- Increased match rates (e.g. EMQ, ODQ for Meta)

- Better conversion reporting

- Higher attribution accuracy

Purchase	Account-default goal				
Conversion action		Action optimisation ↓	Conversion source	All conv.	All conv. value
☐	Server side GTM + Client simulator	Primary	Website	78.73	45,505.94
☐	Server side GTM + Client simulator - Google consent mode	Secondary	Website	69.93	39,782.34
☐	Shopify: Google Shopping APP	Secondary	Website	57.86	30,919.62

🔒 **Purchase**
● Active

Additional conversions reported ⓘ
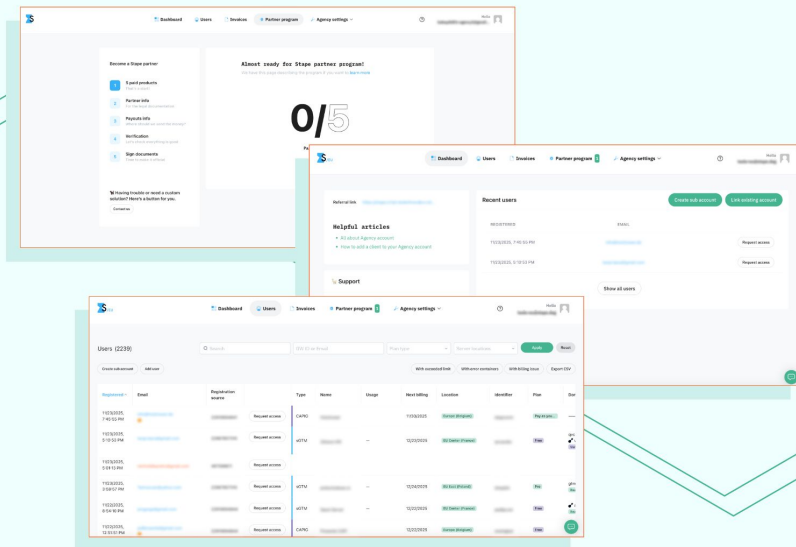from the Conversions API (server)

Event volume   Additional conversion

+93%
vs pixel alone

All-in-one agency account

- Manage multiple client containers under a single dashboard

- Separate billing and invoices per client

- Role-based access and customizable notifications

- Lifetime revenue share via the Partner Program

Create your free Agency Account →

Partnership program

- Receive up to **40% lifetime** commission
- Get priority support and a Personal manager
- Join marketing activities
- Obtain Partner badge
- Be featured on the Partner Directory

About Partner program →

Stape

Thanks! Any questions?