

Conversion signals & server-side tracking

How digital agencies can maximize
ad performance

Speaker



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Product Manager at **Stape**

~ 1000 server-side tracking setups

Q&A session



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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

👉 **The age of signals**

- Why platforms now optimize using data – not manual settings.
- What makes a strong conversion signal, and how weak signals hurt performance.

👉 **Tracking in a broken browser world**

- How cookies, iOS restrictions, and ad blockers break client-side tracking.
- Server-side tracking 101: what it solves and how it works.

👉 **What to send: signal types & platform tips**

- Online and offline conversion signals.
- Platform-specific insights for Google Ads and Meta: Enhanced Conversions, Event Match Quality, and more.

👉 **Live demo**

👉 **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 has turned 5!



200,000+

clients

CASIO



Continental 



 RIMAC

500+

agency partners



Google

100+

employees



and more...



Reliable & secure infrastructure



15,000,000,000+
requests daily

25
server locations



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

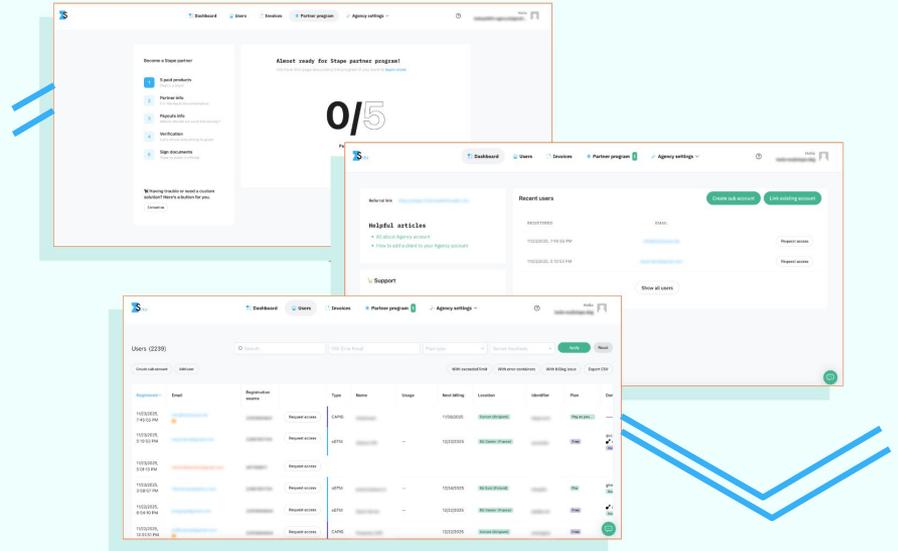
Knowledge sharing

Insights through blogs, community, webinars, and detailed documentation



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



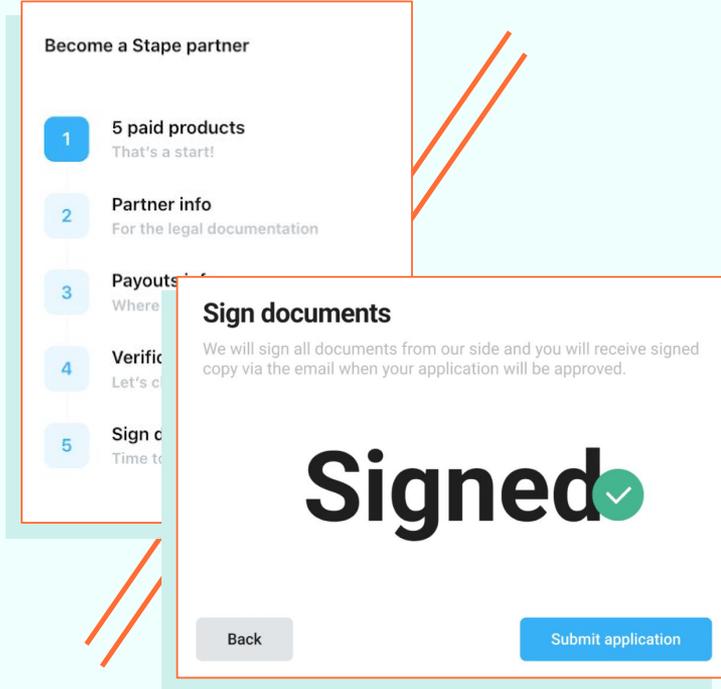
Create your free Agency Account →



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 →](#)

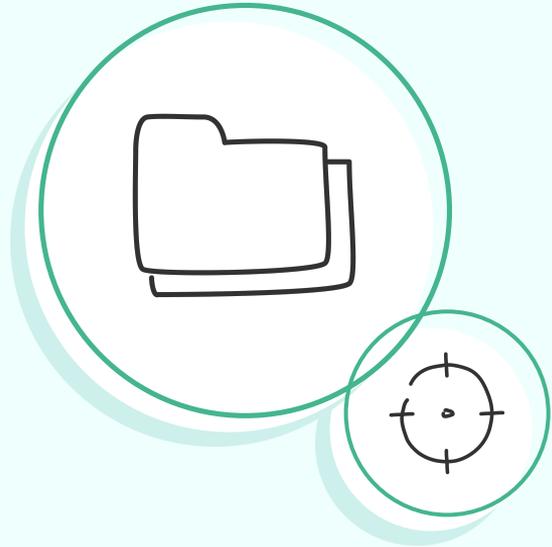




The age of signals

Ad platforms now optimize on data, not settings

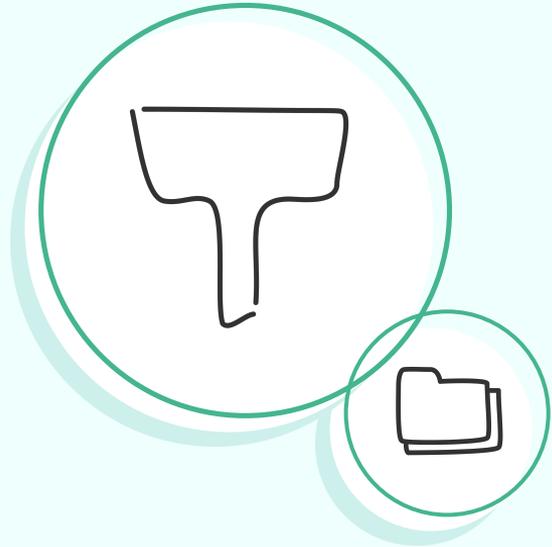
Manual levers are fading. Platforms like Google and Meta rely on **signals** to drive bidding and targeting decisions.



Ad platforms now optimize on data, not settings

Signal is any piece of data you send to the platform that helps its algorithm understand **user behavior, campaign context, or business goals**.

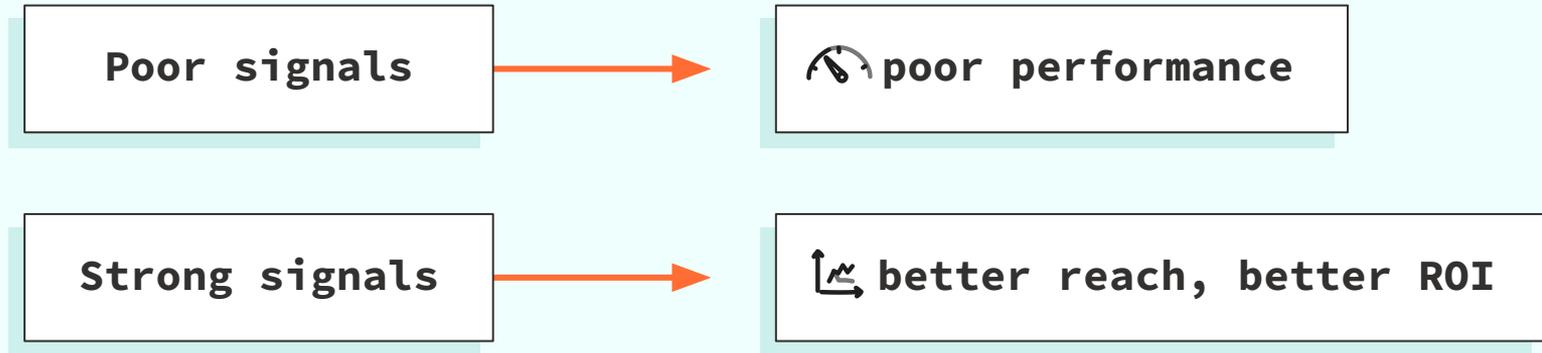
We'll focus on **conversion data signals**. Today, signals can also include account structure, keyword choices, ad creatives, and more.





Garbage in Garbage out

When signals are weak or misleading, ad algorithms optimize for the wrong users or actions.





What makes a strong signal?



**Tied to real
business results**

e.g. purchase,
qualified lead



Includes value

e.g. revenue,
lead score



**Matched
to a user**

e.g. hashed
email, phone



**Consistently
tracked**

server-side
preferred



Tracking in a broken browser world

Tracking gaps everywhere



-  Cookies blocked by browsers (Safari, Firefox)
-  iOS opt-outs remove attribution
-  Ad blockers (extensions & built in browsers) disrupt pixel scripts

Result

-  Missing data, broken optimization
-  On average, losses can be up to 40% from all conversion data.



Check your tracking gaps

Tracking Checker

- No signup required
- A perfect tool to diagnose problems across tracking, cookies lifetime, and page speed
- Shows your estimated number of untracked users and ad spend impacted by tracking gaps
- Benchmark your setup vs competitors by tracking score

Scan your site →

Stape Website Tracking Checker by Stape Scored: 69/100 (2023, 03)

yourdomain.com

Overall score: **69/100** (Can be improved)

Analytics: **85** Advertising: **35** Page speed: **90** Cookie lifetime: **90**

No score of 100 primary rules:

- 1 Add a consent banner
- 2 Fix trackers after user consent
- 3 Use Do-Not-Track
- 4 Do not send ID to trackers

Want to test another site? [Scan new website](#)

Trackers detected (4)

The list may be incomplete. We have encountered issues with the configuration of some trackers on your pages. [Learn more.](#)

Platform	Category	Data is sent to	Tracking method	Status
Facebook	Advertising	US	Server-side	All good
GA4	Analytics	US	Client-side	Issue
Google Ads	Advertising	US	Client-side	Issue
Hajar	Analytics	US	Client-side	Server-side not supported

Main tracking cookies detected (4)

Cookie name	Provider	Category	Data is sent to	Lifetime
.ga	Google	Analytics	US	365 days
gclaw	Google	Advertising	US	30 days
.gaf	Google	Analytics	US	30 days
.fbp	Facebook	Advertising	US	90 days

Are we there yet?

Scanning yourdomain.com

Usually it takes

Enter your email to

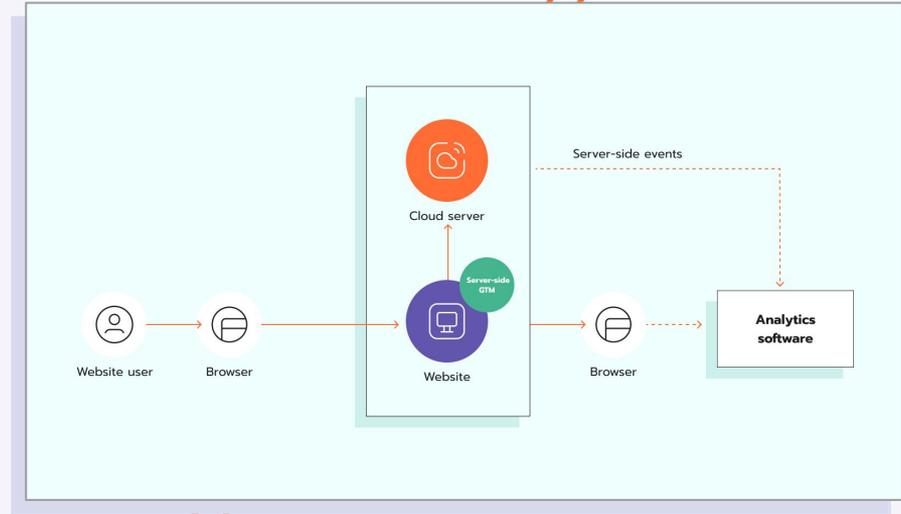
Enter your email

[Get the report](#)

I would like to receive occasional letters from Stape

Server-side tracking: what it solves

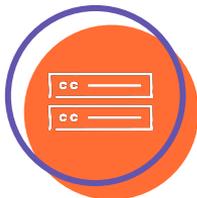
- Sends events directly from your server—not the browser
- Extends cookie lifetimes
- Enables richer data per event (e.g. value, user info)
- Supports better attribution & targeting
- Helps send data filtered from low quality traffic (bots and similar)



Implementation

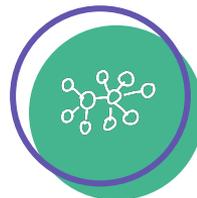


There are 2 popular options for server-side tracking implementation



Server-side Google Tag Manager

sGTM



Platform specific Gateways

Meta, TikTok, Snap, etc



sGTM vs Gateways

Google Tag Manager	Gateway
Multi-platform	One platform
High flexibility	Simple setup
Custom logic	Minimal configuration
More control	Faster launch
Web setup requires changes and adjustments	No changes in web setup



What to choose?

Go with sGTM if...

- you rely on multiple ad platforms
- you need custom event logic or data transformations

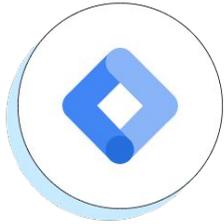
Go with Gateways if...

- your main traffic comes from one platform, like Meta or TikTok
- you want to improve data quality without rebuilding your current setup
- you prefer a faster and easier implementation



Stape provides a full suite of server-side tracking solutions

Comprehensive setup



sGTM hosting
EU & Global

Plug-and-play setup



META Conversion API Gateway



Stape Gateway



Snapchat Conversion API Gateway



TikTok Events API Gateway



**What to send:
signal types**



Our signals categorization

Online signals:

- Conversion events
purchase, lead, add to cart, etc
- Conversion values
revenue, margin, lead score
- Hashed user data
email, user_id, phone number

Offline signals:

- CRM-qualified leads
- In-store purchases
- Phone sales
- Appointments completed

Google Ads specifics



- **Enhanced Conversions**

Send hashed user data (email, phone, address) for better attribution

- **Session Attributes**

Web-visit (landing) parameters

Enhanced conversions Use user-provided data from your website to attribute conversions

Turn on enhanced conversions

Here are the sub-fields inside the `session_attributes` field:

- `gad_source`: An aggregate parameter served in the URL to identify the source of traffic originating from ads. Learn more about [gad_* URL parameters](#).
- `gad_campaignid`: The ID of the specific ad campaign that drove the ad click. Learn more about [gad_* URL parameters](#).
- `landing_page_url`: The full URL of the landing page on your website. This indicates the specific page the user first arrived on.
- `session_start_time_usec`: The timestamp of when the user's session began on your website. This helps track the duration of user visits. It's important to use a consistent time format in UNIX timestamp epoch microseconds.
- `landing_page_referrer`: The URL of the webpage that linked the user to your website. This helps understand the traffic sources leading to your site. For more information on referrers, refer to [this article](#) that while focused on Analytics, the concept of a referrer is universal across the web.
- `landing_page_user_agent`: A string that identifies the user's browser and operating system. This information can be useful for understanding the technical environment of your users.

Meta Ads specifics

- **Event Match Quality**
Include user identifiers for better matching
- **POAS (Profit on ad spend optimization)**
Optimize for net_revenue, not value

The image shows a screenshot of the Meta Ads interface with two overlapping panels. The top panel, titled "Match quality", displays "Event match quality score (web) 7.7/10". The bottom panel, titled "Actions you can take", shows "Tag Type" as "Facebook Conversion API" and "Event Name Setup Method" as "Override". The "Event Type" section is highlighted with an orange box, showing "Standard" selected and "AppendValue" in the dropdown menu.

Match quality

Event match quality score (web) 7.7/10

Actions you can take

Send Photo
Send Facebook Post
Send Status

Tag Type

Facebook Conversion API
stape-10

Tag permissions

Event Name Setup Method

Override

Event Type

Standard

AppendValue

Custom

Best practices

- 1 **Don't optimize on "soft" events** (scrolls, time on site) unless you truly can't get enough volume.
- 2 **Use platform standard events** when possible (Purchase, Lead, CompleteRegistration, etc.)
- 3 **Send value + currency wherever it matters**
 - **Ecommerce**: send revenue, currency, and ideally items (id/name/category/qty/price)
 - **Lead gen**: send lead value or lead score (even a simple tier) when possible

Best practices

4 Capture strong identity + attribution keys

- Click IDs: gclid, wbraid/gbraid (Google), fbclid (Meta), ttclid (TikTok), LinkedIn IDs where applicable
- First-party identifiers (hashed): email, phone, external_id/customer_id
- Context keys: IP + user agent (often used by server APIs)
- Best practice: store these in your backend/CRM with the lead/order record.

Best practices

- 5 **Prioritize data quality:** accuracy, completeness, timeliness
- **Accuracy:** event fires only when the action truly happened (e.g., purchase only after payment success)
 - **Completeness:** capture across devices/browsers; minimize missing events
 - **Timeliness:** send events quickly; avoid long delays that hurt learning/attribution
 - **Aim for near real-time for web/app events,** and scheduled batches (daily/hourly) for offline/CRM if needed.

Best practices

6 Track offline conversions (especially for lead gen).

If revenue happens later:

- Record lifecycle stages in CRM (MQL → SQL → Won)
- Send Qualified Lead / Closed Won back to ad platforms (API or uploads)
- Include timestamp + value + identifier/click id for matching
- Rule: optimize on “Lead” only temporarily—move toward qualified outcomes ASAP.

Best practices

7 Build a clean data layer (web)

- Use a consistent data layer schema for ecommerce + lead events

8 Avoid “signal pollution”

- Counting duplicate purchases
- Tracking leads from spam/bots as conversions
- Sending low-intent actions as primary conversions
- Mixing multiple different actions into one conversion event
- Not excluding internal/test traffic

Best practices

9 QA, monitoring, and alerting

- Test events in platform debug tools (Meta Test Events, Google Tag Assistant, etc.)
- Compare platform conversions vs source of truth regularly
- Monitor:
 - Deduplication rate
 - Match quality / coverage metrics
 - Conversion counts & value anomalies (spikes/drops)

Best practices

10 Respect consent and data governance

- Only send events when consent/legal basis allows
- Hash identifiers where required
- Keep a clear data map of what you send to each platform



Links to our guides for better signals

Meta Ads

- [Facebook Event Match Quality – what it is and how to increase it](#)
- [How to set up Facebook event deduplication in Google Tag Manager](#)
- [Set up Facebook server-side tracking with Facebook Conversions API](#)
- [Meta's profit-based campaign optimization: use cases and setup](#)
- [Facebook offline conversion tracking using server GTM](#)
- [Facebook server-side tracking setup options comparison](#)

LinkedIn Ads

- [LinkedIn server-side tracking setup guide](#)

Google Ads

- [How to set up Enhanced Conversions for Google Ads and GA4](#)
- [Google Ads offline conversion tracking using server GTM](#)
- [Google Ads server-side tracking guide](#)
- [Profit on Ad Spend: why it matters and how to set it up via Stape](#)

TikTok Ads

- [How to set up TikTok Events API](#)

Snapchat Ads

- [Snapchat CAPI explained & full setup guide](#)



Links to our guides for better signals

CRM related

- [How to set up Stape Conversion Tracking HighLevel app](#)
- [How to set up Stape Conversion Tracking Zoho CRM app](#)
- [How to set up Stape Conversion Tracking Pipedrive app](#)
- [How to set up Stape Conversion Tracking Hubspot app](#)
- [How to set up Stape Conversion Tracking Salesforce app](#)

Webhooks

- [What are webhooks, webhook servers, and how to use](#)
- [Debug incoming webhooks in Google Tag Manager server preview](#)
- [Send data from CRM to Facebook Conversions API using webhooks](#)

Ecommerce platforms related

- [How to achieve 100% accurate tracking on Shopify with sGTM and Stape Store](#)
- [Ready-to-use GTM setup: server-side tracking for Shopify](#)
- [Server-side tagging for WordPress](#)
- [How to set up Stape's Conversion Tracking app for Wix](#)
- [How to set up Stape Conversion Tracking app for BigCommerce](#)
- [PrestaShop module for server Google Tag Manager](#)
- [Server-side Google Analytics 4 for Magento 2.](#)
- [Facebook conversion API for Magento 2.](#)
- [How to set up the Stape Conversion Tracking app for Salla](#)

Links to our guides for better signals



Related webinars

- [Stape Store: track 100% revenue, enrich data & measure Profit on Ad Spend](#)
- [Report offline sales to Meta Ads: a step-by-step configuration workshop](#)
- [How to Set Up Enhanced Conversions in GA4 and Google Ads](#)
- [Set Up Meta Conversions API for CRM with Stape | Webinar Recording](#)

Live demo





Thanks!

Any questions?