

Understanding Google Tag Gateway

What agencies and
businesses need to know

Speaker



Dan Murovtsev

Product Manager at **Stape**

~ 1000 server-side tracking setups

Q&A session



Alex Held

Data Tracking Expert
at **Stape**



Vlad Kononov

Data Tracking Expert
at **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

👉 Introduction to gateways

- Learn what gateways are and where they fit in the measurement landscape.

👉 Understanding Google Tag Gateway

- Take a closer look at Google Tag Gateway, how it works, and what businesses can expect from it in practice.

👉 Google Tag Gateway vs server Google Tag Manager

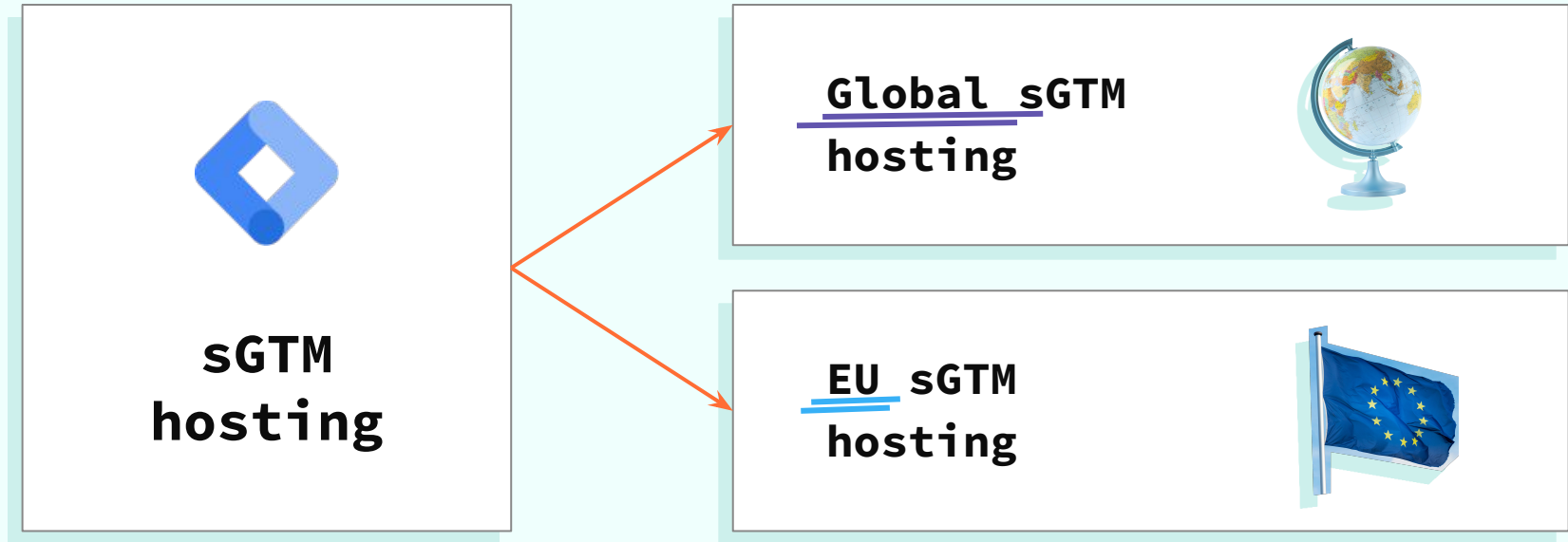
- Explore the key differences between GTG and sGTM, including setup, flexibility, and the types of tracking needs each solution is better suited for.

👉 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

A full suite of server-side tracking solutions





Pioneers in the space, setting industry standards since 2021

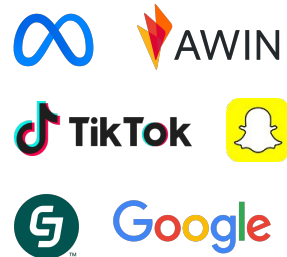
200,000+

clients



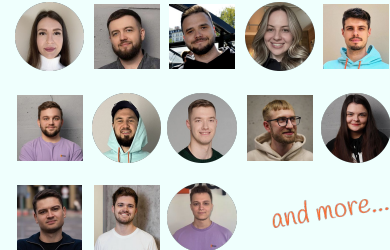
750+

partners



100+

employees





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

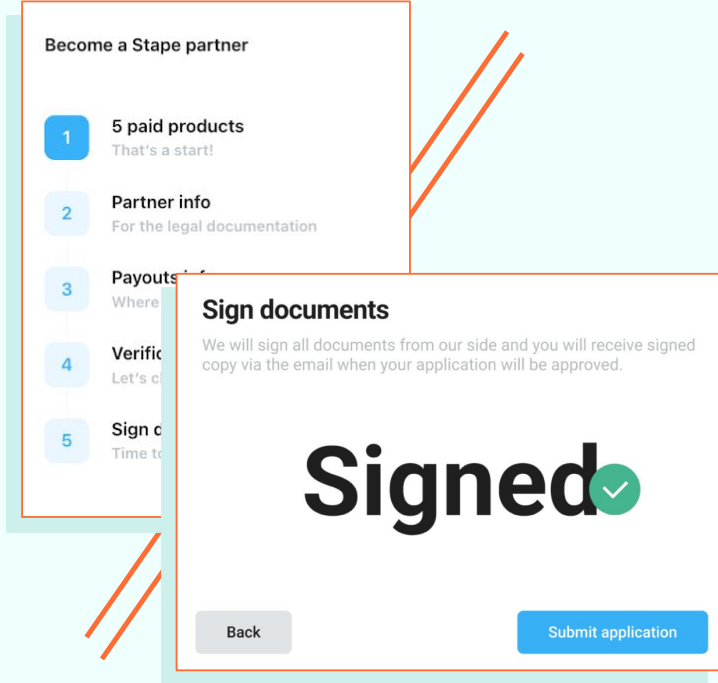
Insights through blogs, community, webinars, and detailed documentation



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 →](#)










Introduction To Gateways

Tracking gaps everywhere



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

Result

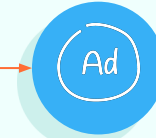
-  Missing data, broken optimization
-  On average, losses can be up to 40% from all conversion data.

What is server-side tracking?

client-side



browser



analytics & ad platform

server-side

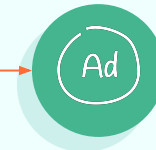
Adds a server layer to clean, enrich, and anonymize data before sharing



browser, CRM, CMS,
Payment Gateway,
Google Sheet



server

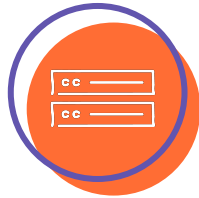


analytics & ad platform



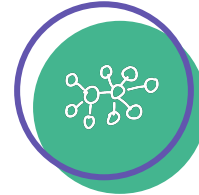
Approaches

There are 2 popular options for server-side tracking implementation



Server-side Google Tag Manager

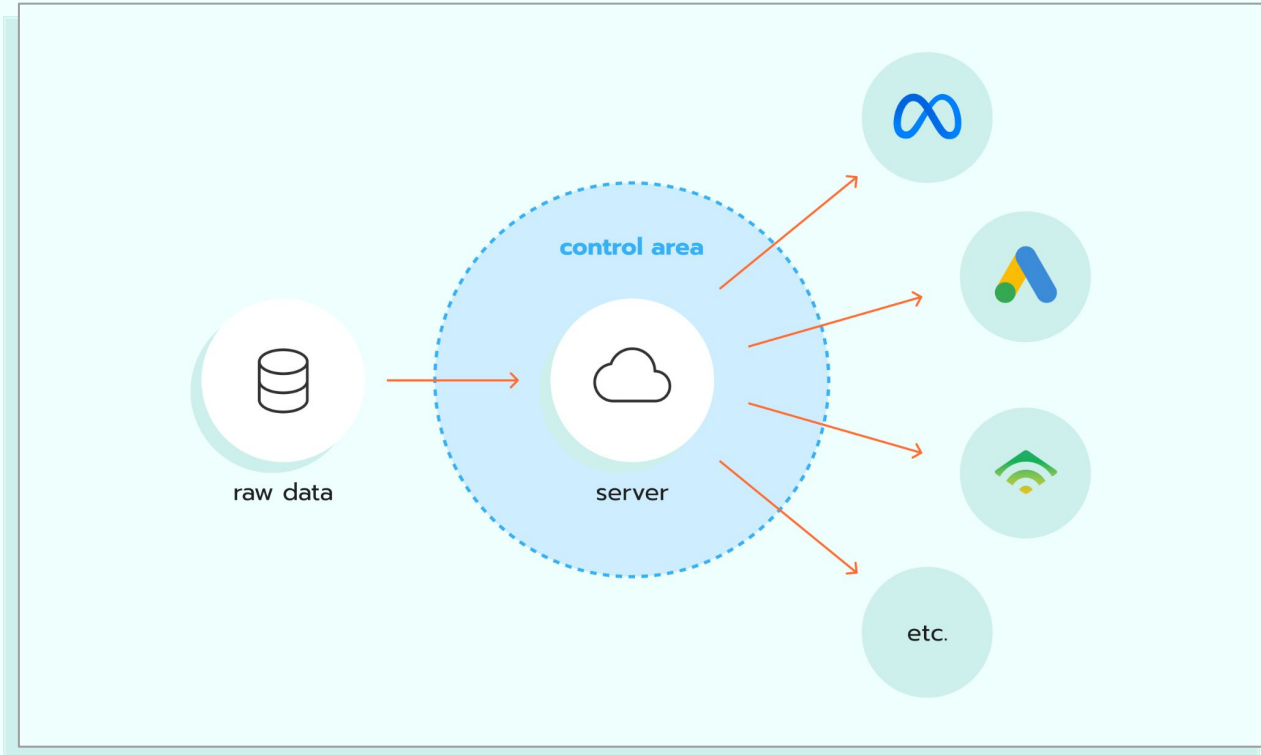
sGTM



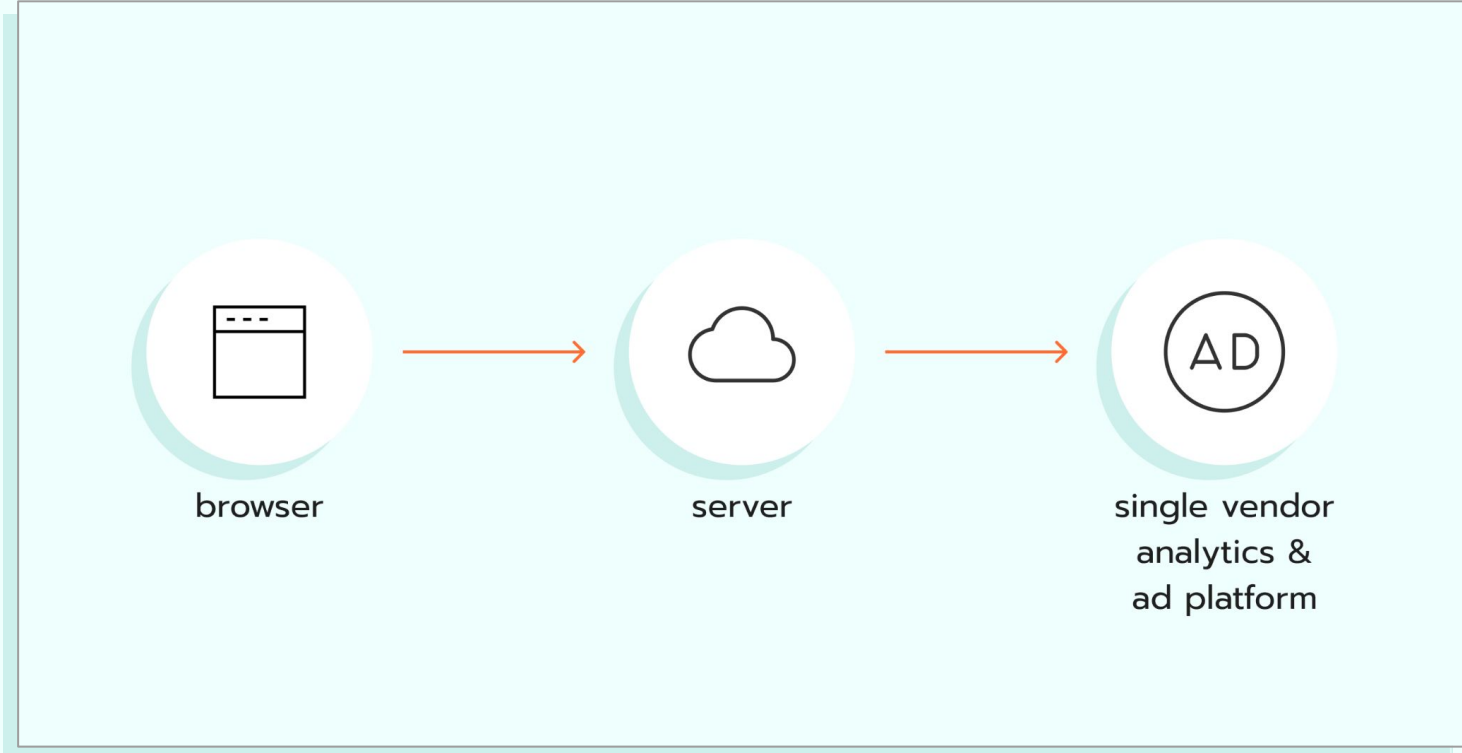
Platform specific Gateways

Meta, TikTok, Snap, etc

Server-side Google Tag Manager



Platform specific Gateway



Gateways



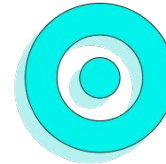
**META Conversion API
Gateway**



**Google Tag
Gateway**



**Snapchat Conversion
API Gateway**



**TikTok Events API
Gateway**



Understanding Google Tag Gateway

A large green bracket-like shape surrounds the text. Below the text is a horizontal orange line with a wavy, zig-zag pattern.

A first-party way to load Google tags

Google Tag Gateway lets brands serve Google tags **through their own domain** instead of loading them directly from Google's servers.

It supports tags such as **Google Analytics 4, Google Ads, and Google Tag Manager**, helping make Google tracking first-party.





How it works

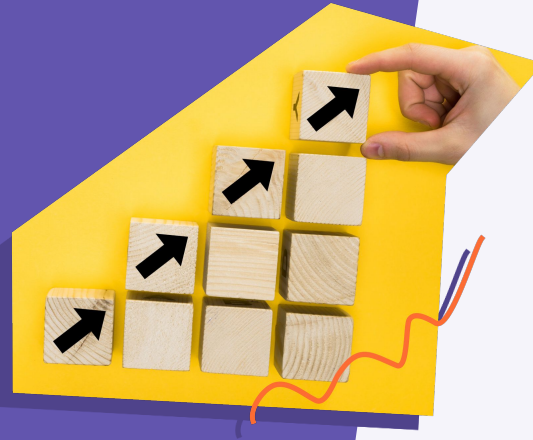
With Google Tag Gateway, you define a serving path on your site, such as `/tracking` or `/metrics`.

When the tag fires, requests go through that path on your domain and are then routed to Google, typically using your CDN, such as Cloudflare.



What Google Tag Gateway can improve

- Loads Google tags from your own domain
- Limited ad blockers protection and no ITP bypass
- Supports more complete analytics and conversion data
- Gives advertisers a simpler path to first-party tracking for Google tools





Implementation

Prerequisites: you will need to have a Google Tag or web GTM container and CDN (for example, Cloudflare).

You can complete the setup using different Google tools - **GTM, Google Analytics 4, or Google Ads.**

For GTM:

- Open web GTM container → Admin section → Google Tag Gateway.
- Define a measurement path.
- Sign in to Cloudflare and connect Cloudflare to GTM.
- Check the setup on your website by navigating to the Network tab and searching for the measurement path you defined.

The image shows two overlapping screenshots from the Google Tag Manager (GTM) interface. The background screenshot displays the 'CONTAINER' settings for 'WP Demo Web' (GTM-KZ6S45Z). The left sidebar lists various management options, with 'Google tag gateway' highlighted by an orange box. The foreground screenshot is a 'Sign in and complete' dialog box. It has two steps: 'Introduction' (completed) and 'Sign in and complete' (active). The dialog is titled 'Set up with Cloudflare' and states: 'There won't be any disruptions to website uptime or active measurement.' It shows a diagram connecting 'WP Demo Web' to a 'Google tag gateway' and then to 'Destinations'. Below this, it lists 'What will happen:':

- Your container will be updated. Your container will be updated to send data through your first party domain(s). Measurement path: example.com/metrics.
- Your Cloudflare account will be connected. After connecting, Cloudflare will route script requests and measurement traffic through first-party domain. [Learn more](#). A 'Sign into Cloudflare' button is present.
- Your website domains will be activated. We'll activate all domains running the Google tag and Cloudflare.

At the bottom, there are 'Complete setup' and 'Cancel' buttons.



Google Tag Gateway

VS

server Google Tag Manager





Technology comparison

Google Tag Gateway:

- GTG is primarily about first-party delivery and forwarding for **Google-native measurement and ONLY Google tags.**

Server Google Tag Manager:

- sGTM is a processing layer where you can control, enrich, redact, and route data **for multiple ad and analytics platforms.**



Ad blockers & restrictions bypass

Google Tag Gateway:

- **Basic** to non-existent

Server Google Tag Manager:

- **Higher**, as you have an opportunity to configure additional data protection solutions (such as Stape's Custom Loader or Cookie Keeper)

Data control

Google Tag Gateway:

- **Limited** data control, similar to client-side tracking. GTG documentation is primarily about **servicing and forwarding**.

Server Google Tag Manager:

- **Full control** over the data. Allows you to fully control the transmitted data and limit data transmission - transformations, permissions, enrichment, filtering, and redaction are built into the model.



Typical setup steps

Google Tag Gateway:

- Define a measurement path.
- Sign in to CDN and connect CDN to GTM.
- Replace web GTM snippet.*

Server Google Tag Manager:

- Infrastructure setup (few clicks with Stape)
- DNS & Container setup
- Client-side setup adjustment
- Replace web GTM snippet



GTG **vs** sGTM: Summary

Google Tag Gateway	Server Google Tag Manager
Google scripts from first party domain	Any scripts from first party domain
Blocked by most adblockers	Adblock bypass
JavaScript cookies (7 days, 1 day for clicks)	Safari ITP resilient
Low complexity setup (few clicks)	Medium (with Stape tools)
Event passthrough as is	Event Enrichment/Filtering
Free	Paid

Live demo





What if client says...

**Thanks to Rick Dronkers,
Principal Consultant at Data to Value agency,
for elaborating on that**

Real life examples with clients

1 “GTG provides better conversion uplift”

- Probably that’s because in mentioned cases there were no server-side tracking at all
- Uplift usually smaller from just GTG implementation (on avg. +11% according to Google) comparing to full sGTM implementation (up to +40%)

2 “sGTM still has a point of failure: loading the initial measurement script”

- If the initial measurement script serves from your own first-party domain, then there is no vulnerability



Real life examples with clients

3 “Confidential Computing as a reason to implement today”

- [Google's own documentation](#) says confidential computing “will soon” be available – it is not live yet.
- With your sGTM setup, data processing happens on infrastructure you control. You don't need Google to encrypt data “before it reaches the server” because your server IS the first touchpoint – you already control what gets forwarded and what doesn't.

Real life examples with clients

4 “GTG will provide extended cookie lifespan”

- As Julius Fedorovicius (Analytics Mania) documents: GTG on its own does NOT extend cookie lifetime – ITP still applies to client-side cookies regardless of domain masking. Cookie lifetime extension requires server-set cookies via HTTP response headers, which is exactly what sGTM provides.

Real life examples with clients

5 “Simplified maintenance”

- This is a benefit for advertisers who don't have sGTM – not for those who do. If you already maintain server-side infrastructure, adding GTG into the mix creates an additional layer to monitor and debug, not a simplification.

6 “Independent experts say ...”

- The consensus across every independent source I can find is the same: GTG is for advertisers who don't have sGTM, or who are on pure client-side setups. For advertisers with a properly configured sGTM environment with first-party domain serving, GTG is redundant.

Real life examples with clients

- 6
- **Louder (analytics consultancy):** "The main trap is assuming Tag Gateway is better than server-side tagging, or that it's an upgrade path. It's not. [...] If you already have a server-side tagging deployment completed, then keep investing in that configuration."
 - **Julius Fedorovicius (Analytics Mania):** "If you have already handled proxying and IP addresses of the sGTM setup, Google Tag Gateway is not needed."
 - **Brad Farleigh (independent practitioner):** "If you're already running server-side GTM with proper custom loaders and cookie handling, Tag Gateway won't add much. You've already solved this problem the comprehensive way."
 - **Paolo Bietolini (Technical Digital Analyst at ALDI):** GTG is positioned as "a good first step for organizations that plan to eventually move to sGTM."



Thanks!

Any questions?