

Better tracking signals with Enricher

real use cases for
marketers and agencies

Speaker



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Product Manager at Stape

~ 1000 server-side tracking setups

Q&A session



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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

👉 What Enricher is and how it works

- Learn how Stape's Enricher stores selected user data from incoming requests and reuses it to enrich future events with missing identifiers.

👉 Use case 1: Improve event match quality

👉 Use case 2: Connect online activity with offline conversions

👉 Use case 3: Support cross-device tracking

👉 Q&A session

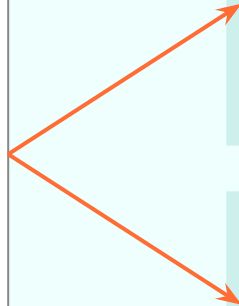
Stape is server-side tracking

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



**sGTM
hosting**



Global **sGTM
hosting**



EU **sGTM
hosting**





Pioneers in the space, setting industry standards since 2021

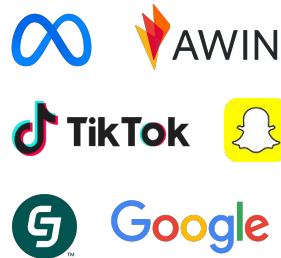
200,000+

clients



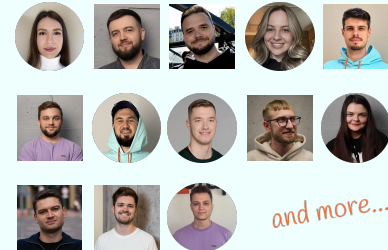
750+

partners



100+

employees





Reliable & secure infrastructure



5,000,000,000+

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

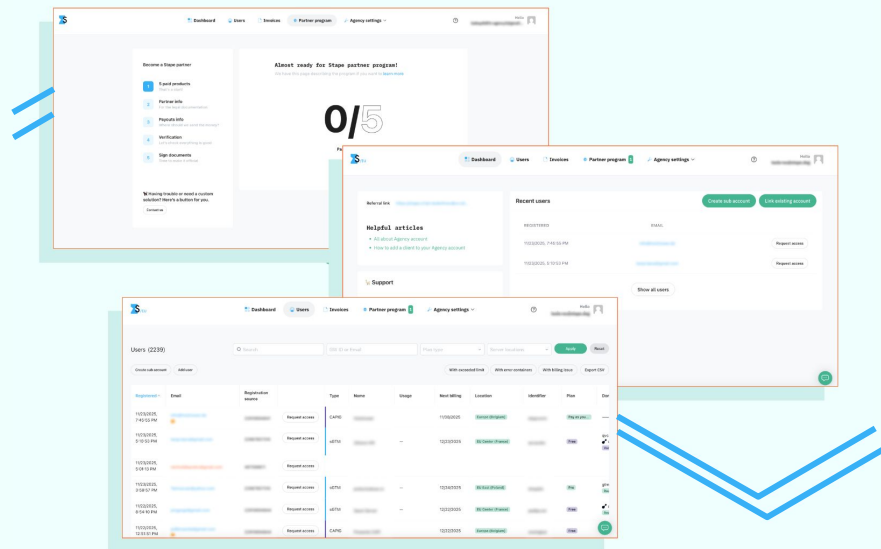
Knowledge sharing

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 →](#)

Become a Stape partner

- 1 5 paid products
That's a start!
- 2 Partner info
For the legal documentation
- 3 Payouts
Where
- 4 Verification
Let's check
- 5 Sign documents
Time to sign

Signed ✓

Back Submit application



What Enricher is and how it works

The problem

Users switch devices, return later, convert offline, or interact without enough identifiers.

It results in events that often miss key identifiers which leads to:

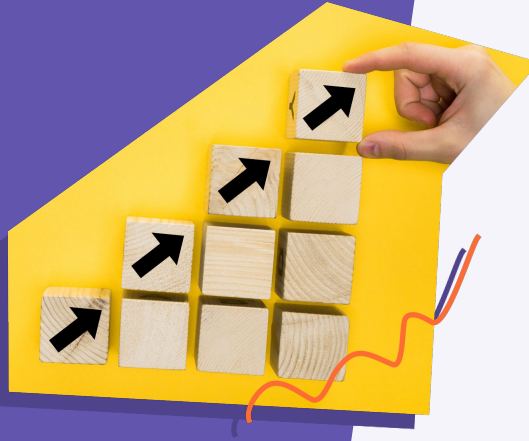
- ⚡ Platforms cannot match events correctly
- ⚡ Attribution becomes fragmented
- ⚡ Customer journeys are incomplete
- ⚡ Ad optimization suffers



The solution

Server-side enrichment fills these gaps by reusing previously collected data and enriching future requests.

With this approach, incoming requests are supplemented with additional user information that was collected earlier.





Meet **Stape`s Enricher**

Automatically fills missing user data in future events, helping you improve event match quality, attribution, and customer journey visibility.

The screenshot displays the Stape Enricher interface. On the left, a panel titled "Select datapoints" lists four options, each with a green checkmark: "First and last name", "Email addresses", "Phone number", and "Town/city, region/state, country". To the right, a user profile form is shown with the following fields: "Email address: janedoe@gmail.com", "Phone number: +34906788569", "First name: Jane", "Last Name: Doe", and "City: Barcelona". Below the "Select datapoints" panel, a list of email addresses is visible: "ail.com", "2-djw8l...", and "sophiabrown43@gmail.com". In the bottom right corner, there is a toggle switch labeled "Enricher" which is currently turned on.

Select datapoints	User Data
☒ First and last name	First name: Jane
☒ Email addresses	Last Name: Doe
☒ Phone number	Phone number: +34906788569
☒ Town/city, region/state, country	City: Barcelona

Enricher ☒

Why it matters for business

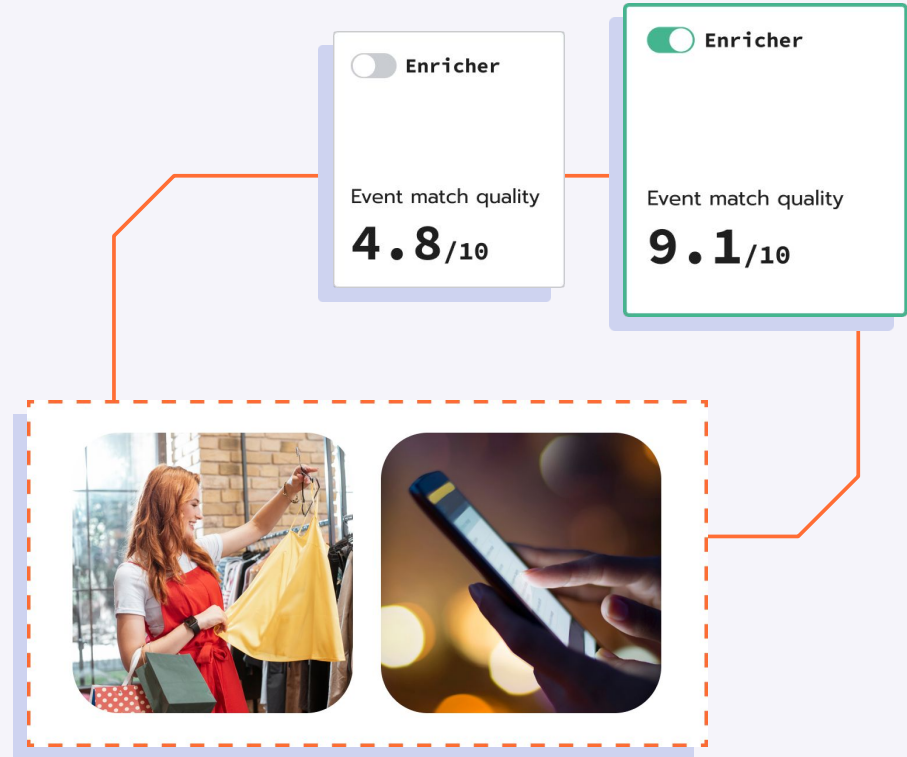


More complete event data helps improve:

- ✓ Event match quality
- ✓ Conversion tracking accuracy
- ✓ Paid media optimization
- ✓ ROAS and attribution confidence

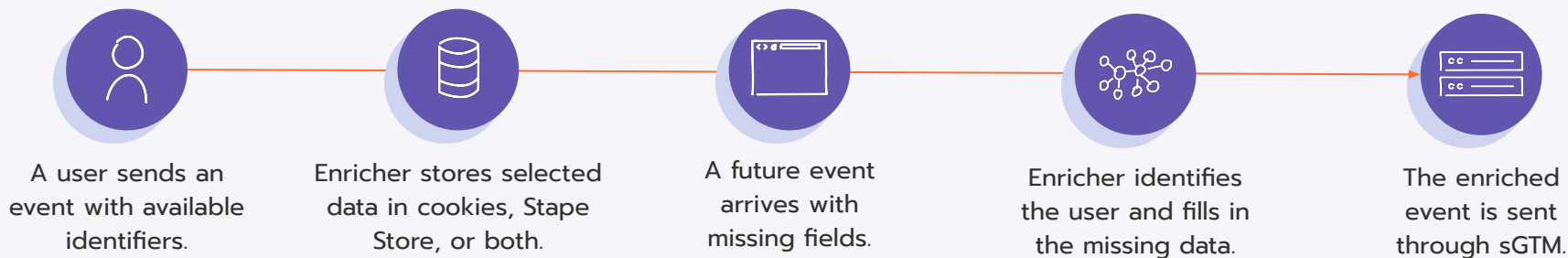
Key use cases

- Connect online and offline conversions.
- Recognize users across devices and sessions.
- Improve match quality for ad platforms like Meta and Google.
- Enrich webhook and CRM-based conversion events.





How Enricher works

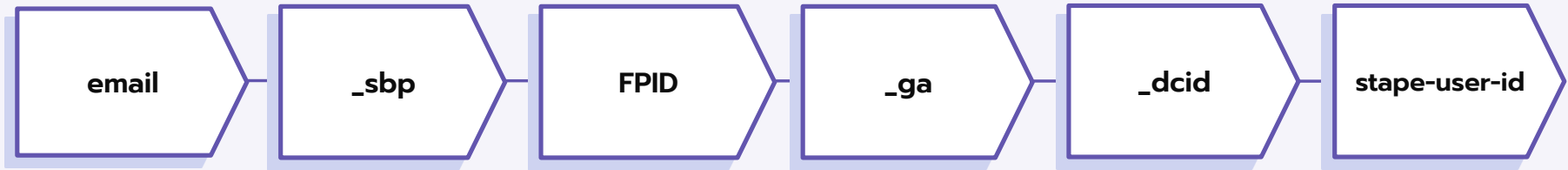




Identity resolution logic

Enricher identifies users using six signals, in priority order.

Every new piece of data associated with one of the six IDs will overwrite the existing data.



Prerequisites



1. A **web GTM** container sending data to a **server GTM** container hosted on **Stape**
2. **GA4 Tag, Data Tag**, or both configured to send data to server GTM
3. Alternatively, a data stream from **another source** sending events directly to your server container **via /data**

Where it works

Enricher works with:

- GA4 server-side requests **via /g/collect**
- Data Tag + Data Client **via /data**
- External data streams sent to the server container through **/data**

If **GA4** server-side is already set up, it can work.

If **Data Tag** is used, it can work too.



Configuration decisions

When setting up Enricher, you choose:

- **Enrichment mode:** Automatic or Semi-automatic
- **Storage method:** Cookies, Stape Store, or both
- **Consent behavior:** enrich only when marketing consent is granted
- **Data points:** email, phone, name, address, external ID, marketing cookies, and more

The screenshot displays the Enricher configuration interface. At the top, there's a header with the Enricher logo and a 'How it works?' link. Below this, the 'Settings' tab is active, showing various configuration options. The 'Enrichment mode' is set to 'Automatic'. There are two sections for storage: 'Use cookies' (checked) and 'Use store' (unchecked). Each has a sub-option for 'Only set cookie if marketing consent is given' and 'Only store data if marketing consent is given'. The 'Select datapoints' section lists several options: 'First and last name', 'Email addresses', 'Phone number', 'Town/city, region/state, country', 'Street address', 'Postal code', 'Date of birth', 'Gender', 'External ID', and 'Marketing & analytic cookies' (checked). A red error message at the bottom of the list states 'At least one datapoint must be selected'. Below the settings, there's a summary card for Enricher with a 'Use' button.

Enricher
Automatically save and reuse user data from incoming requests.
[Learn more](#)

Use

Automatic vs semi-automatic mode

- **Automatic mode** maps enriched data to standard parameters so most tags can use it without extra configuration.
- **Semi-automatic mode** adds enriched data as **enricher_** parameters, giving tracking specialists full control over how data is mapped in sGTM tags.

Tag Type

Facebook Conversion API
stage-io

Tag permissions 8 permissions >

Event Name Setup Method
Override

Event Type
Standard
Purchase

Action Source ⓘ
Website

API Access Token ⓘ
{{const - meta_capi_token}}

Facebook Pixel ID ⓘ
{{const - meta_pixel_id}}

✓ Generate _fbp cookie if it not exist

✓ Enable Event Enhancement ⓘ

Server Event Data Override

Check this d

Property Name	Property Value
First Name	{{ed - enricher_first_name}}
Last Name	{{ed - enricher_last_name}}
Email	{{ed - enricher_email_address}}
Country	{{ed - enricher_country}}
City	{{ed - enricher_city}}
Zip	{{ed - enricher_postal_code}}
State	{{ed - enricher_region}}
External ID	{{ed - enricher_user_id}}



Profile imports

With Stape Store, teams can **upload CSV profile data** from CRM, CMS, ecommerce, or email platforms.

This helps Enricher start **matching users faster**.

The screenshot displays the 'Upload profiles' modal in the Stape Store interface. The modal is titled 'Upload profiles' and has a close button (X) in the top right corner. It features two radio buttons for selection: 'Import CSV' (which is selected with a green checkmark) and 'Map Data'. Below these are several input fields with dropdown menus: 'First Name' (dropdown: first name), 'Last Name' (dropdown: last name), 'Email address *' (dropdown: email), and 'Phone number' (dropdown: phone). There are also fields for 'Street' (dropdown: Select), 'City' (dropdown: Select), and 'Region/State' (dropdown: Select). At the bottom of the modal, there are four buttons: 'Back', 'Discard', 'Complete' (highlighted in green), and 'Save changes' (highlighted in green). The background shows a list of profiles with columns for 'id', 'email', and 'phone'.

Best practices

- Use Cookies + Stape Store together for **higher reliability**.
- **Respect consent** and update cookie notices where needed.
- Upload historical CRM data to **speed up impact**.
- **Audit tracking regularly** with logs and monitoring.



Live demo





Thanks!

Any questions?