

Stape MCP servers and AI Assistant

work smarter across
Stape, GTM, and GA4



Speakers



Dan Murovtsev

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Q&A chat



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Data Tracking Expert
@ **Stape**



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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

👉 What MCP is and why it matters

- Learn how Model Context Protocol connects AI assistants with external tools and data.

👉 Stape AI Assistant

- See how Stape AI Assistant can support tracking-related tasks, finding information, and troubleshooting.

👉 Stape MCP servers: Stape, GTM, and GA4

- Explore MCP integrations for Stape, Google Tag Manager, and Google Analytics 4.

👉 Q&A session

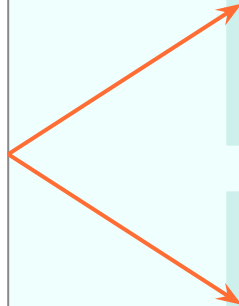
Stape is server-side tracking

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

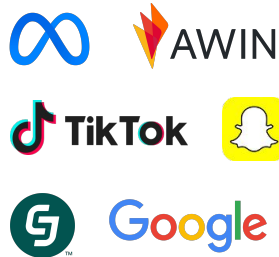
200,000+

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

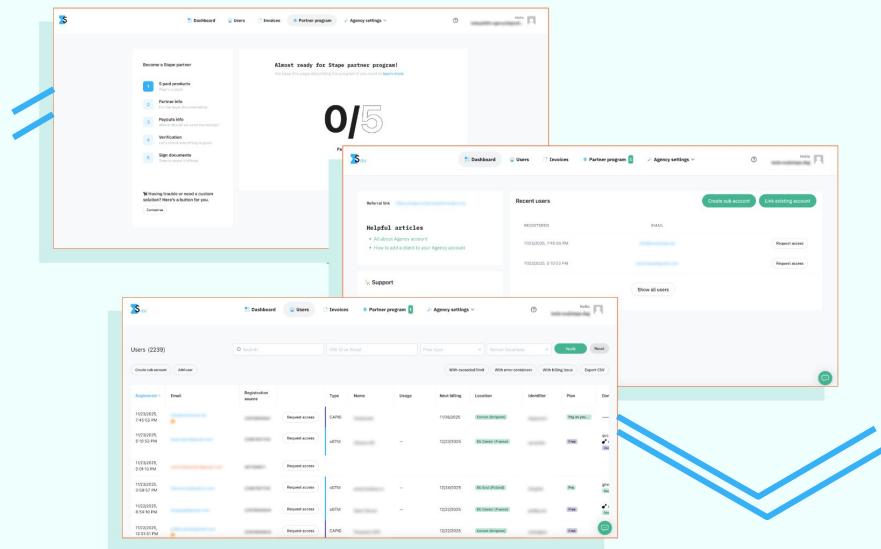
Knowledge sharing

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 c...
- 5 Sign c...
Time to...

Sign documents

We will sign all documents from our side and you will receive signed copy via the email when your application will be approved.

Signed ✓

Back Submit application



Ready to dive into MCPs...

What does MCP mean?

It stands for **Model Context Protocol**

It is a standard way for **LLMs to access tools**, so it **can be more useful**

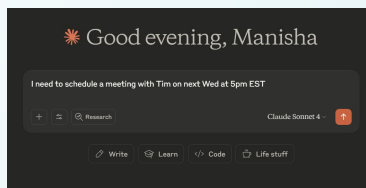
It allows LLMs to **access business-specific information**

It can **speed up routine work** by letting the **LLM use approved tools and information** to execute tasks



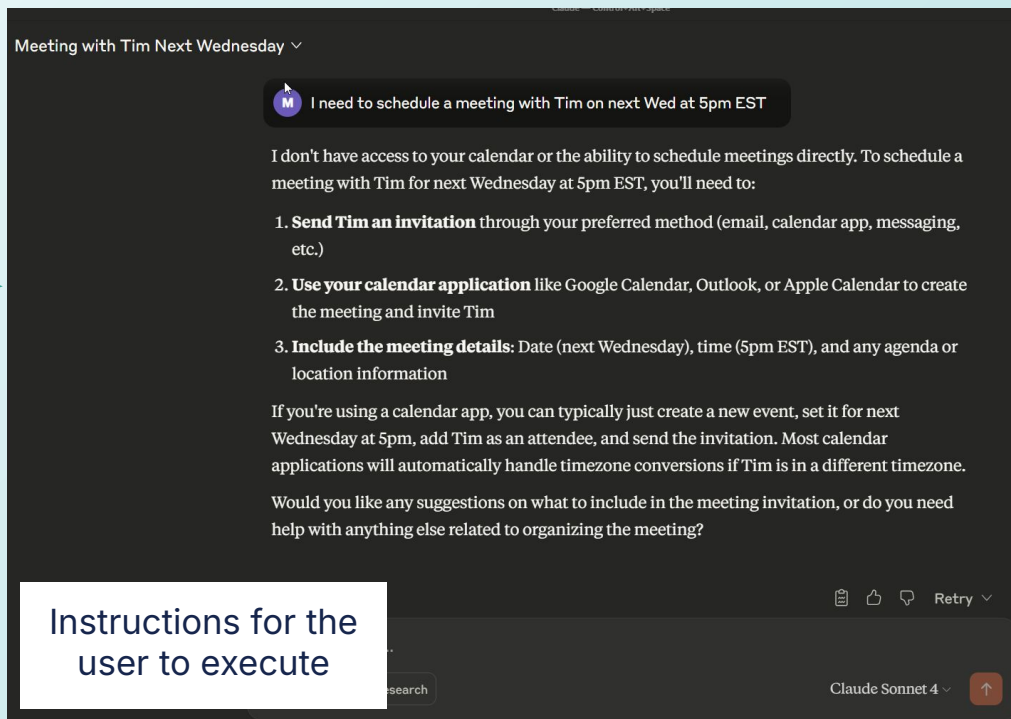
Example

LLMs without MCPs

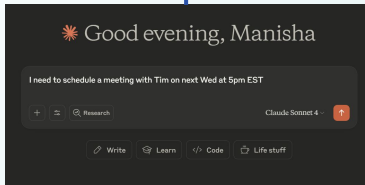


LLM (the model)
thinks and then
outputs TEXT

User asks the LLM
to schedule a
30-minute meeting
with Tim next Wed
at 5 pm



LLMs with MCPs



User asks the LLM to schedule a 30-minute meeting with Tim next Wed at 5 pm

Step 1: LLM analyzes the request and identifies what tools it needs

Step 2: MCP Server responds with tools: Contacts and Calendar

Step 3: LLM creates a plan using the available tools

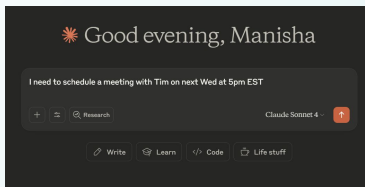
Step 4: MCP Server executes actions and response with summary



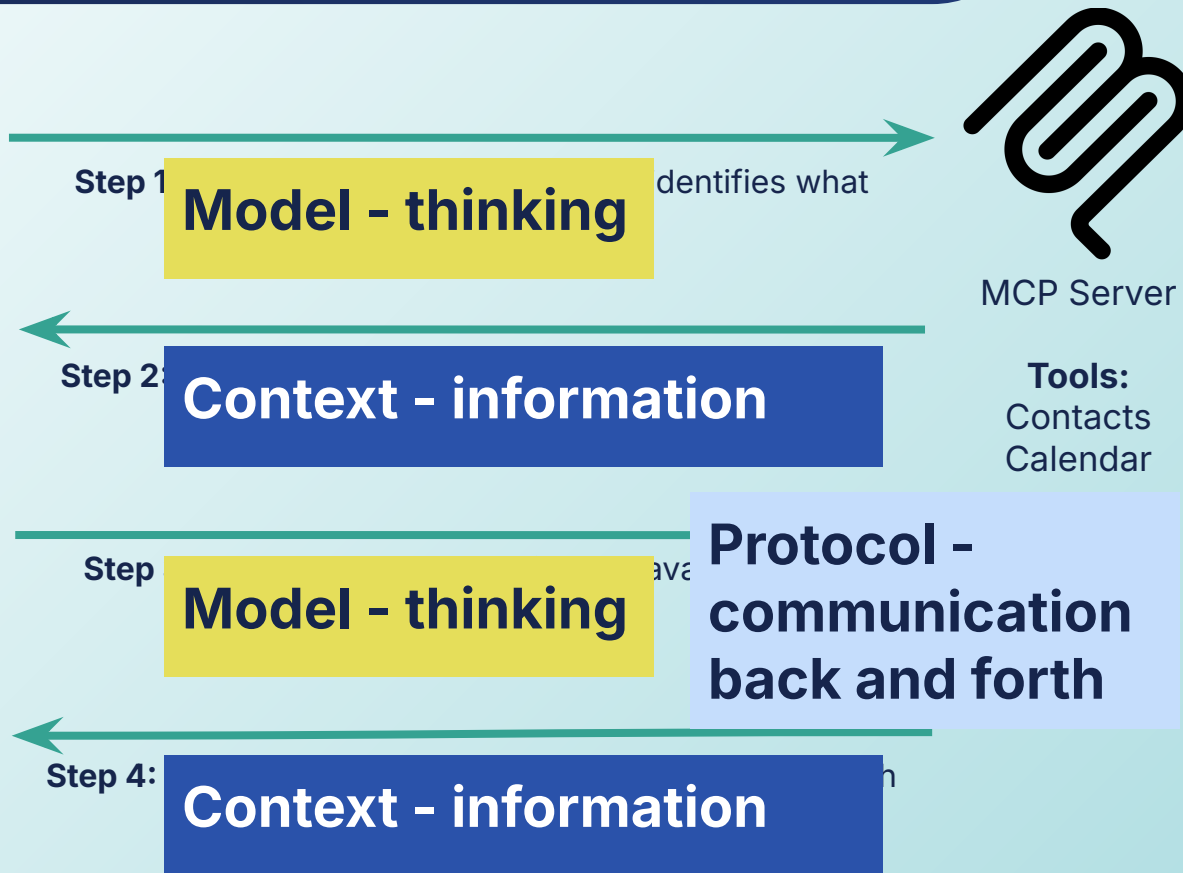
MCP Server

Tools:
Contacts
Calendar

Understanding Model - Context - Protocol



User asks the LLM to schedule a 30-minute meeting with Tim next Wed at 5 pm



Summarize - Model Context Protocol Breakdown

Model (Thinking) - The AI brain that understands your requests and plans the work

Context (Information) - Everything the AI can access: your tools (GA4, CRM, Sheets) plus your business rules and data

Protocol (Communication) - The universal language that lets AI securely communicate with your marketing tools



MCP is...
AI + Your Tools + Communication

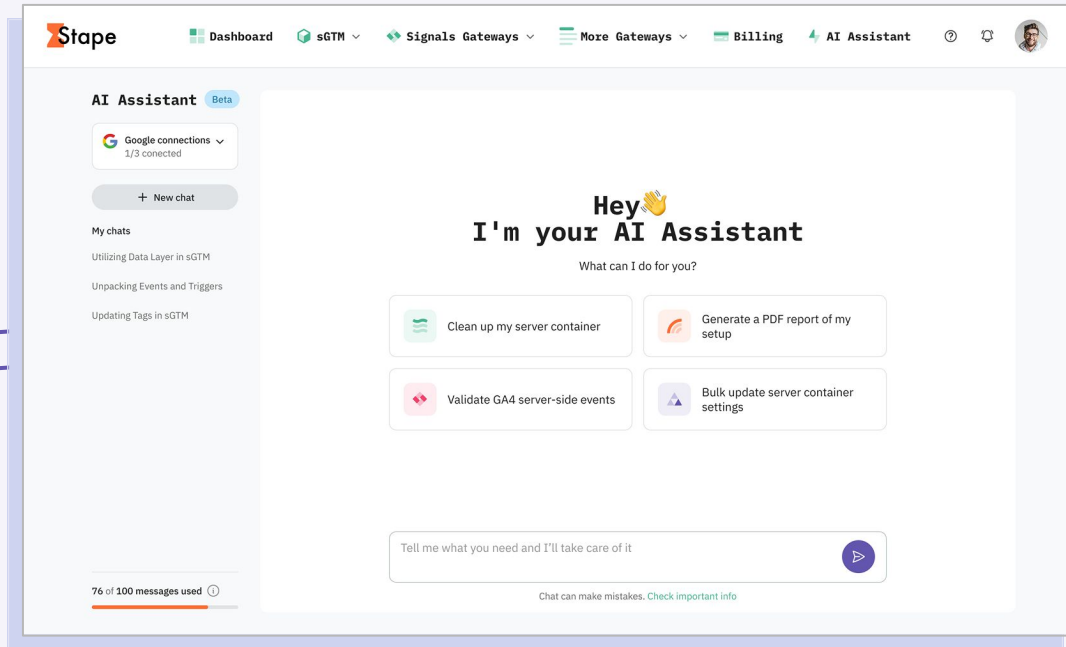


Stape AI Assistant



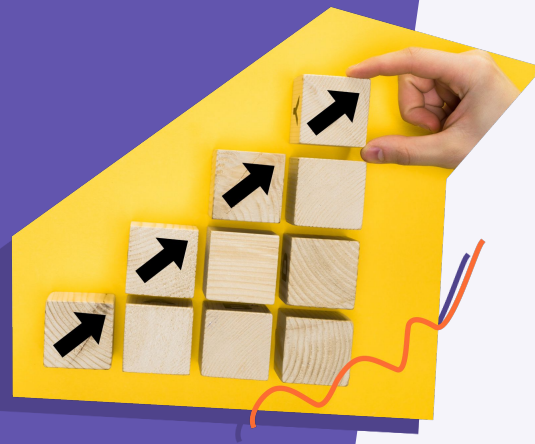
Meet **Stape AI Assistant**

Ask questions, understand your setup, and perform basic actions across Stape, Google Tag Manager, and Google Analytics 4 - all from your Stape account.



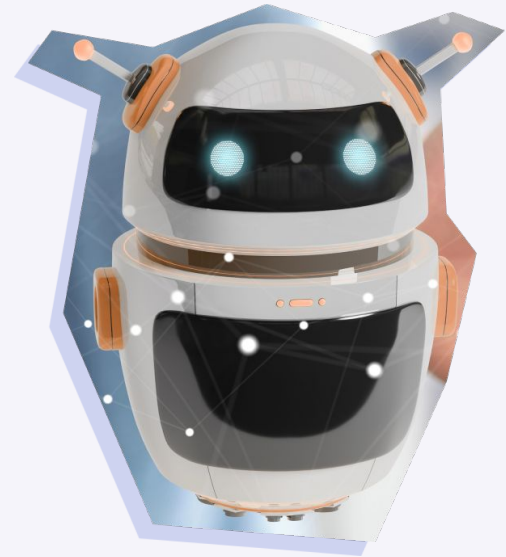
What can it help you do?

- ✓ Answer questions about your Stape account and containers
- ✓ Provide information about sGTM container status and usage
- ✓ Create new Stape and server-side GTM containers
- ✓ Explore connected GTM containers and GA4 properties
- ✓ Help create tags and triggers in Google Tag Manager
- ✓ Check configurations and investigate measurement questions



Spend less time navigating tools

- Get answers about your measurement setup in one place.
- Reduce repetitive configuration work and focus on validation.
- Access Stape, GTM, and GA4 through one conversational interface.
- Start without installing Node.js, Claude Desktop, or MCP servers.
- Preserve token usage in your primary AI or LLM tools.



Currently available in Beta

- For Pro subscriptions and higher
- After billing information has been added
- In the Stape Global zone
- With a limit of 100 messages per month





Choose the right tool

Use Stape AI Assistant when you need:

- The quickest way to get started
- A native experience inside your Stape account
- No local installation or technical setup
- Ad hoc questions and individual measurement tasks

Use Stape MCP servers when you need:

- Repeatable or automated workflows
- Access through Claude and other connected tools
- Broader account-level reach
- Advanced, multi-system processes

Live demo





Stape's MCP Servers



Stape MCP Server



Free

Stape MCP Server

With the Model Context Protocol (MCP) Server for Stape, you can more easily manage your sGTM containers on Stape, with no coding skills required. Simply describe what you want to do, and the MCP Server takes care of it.

The Stape MCP Server allows users to list, create, or delete containers and container zones by typing natural language commands into the AI app, instead of manually writing API requests.

[Try for free](#)

Useful links

- [Stape MCP Server on GitHub.](#)
- [How to set up the Stape MCP Server.](#)





Stape GTM MCP Server



Free

MCP Server for GTM

The MCP Server creates seamless coordination between AI models and platforms. For the users, this means smooth command execution and easy access to data without the need to write API requests manually.

At Stape, we've developed the MCP Server specifically for Google Tag Manager, making it easier to manage and execute necessary actions directly within the platform.

The MCP Server supports a wide range of GTM-related commands, including:

- Accounts, workspaces, containers, and environments creation, modification, and deletion.
- Clients, tags, triggers, variables, folders, and templates management.
- Handling user permission management.

Try for free





Stape GA4 MCP Server



Free

Google Analytics MCP Server

Google Analytics 4 (GA4) MCP Server lets your AI application communicate directly with GA4, allowing the AI app to query dimensions and metrics, run commands, and return reports via the MCP Protocol. This solution, developed by Stape, turns your AI client (like Claude) into a tool for analytics and administrative tasks.

Try for free

Benefits of the MCP Server for GA4

The GA4 MCP server supports nearly all GA4 reporting and administrative operations, including:

- **Reporting** Run GA4 reports to access historical and segmented data, including metrics such as conversion rates and traffic source performance.
- **Real-time analytics** Retrieve views of user activity and event data to identify operational issues and trends.
- **Account management** Generating summaries detailing all accessible GA4 properties.
- **Retrieve property notes** Fetch annotations associated with specific dates within a GA4 property.



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"MCP workshop works so well as it is **practical, current, and very connected to real workflows**. A lot of people are overwhelmed by AI right now but know they should use AI."

"Using MCPs makes that **more concrete, because you can see how AI connects to real tools, data, and business context**. For me, it didn't feel like 'just another AI thing.' It felt more like a better way of working."

— **Alina Popa, Ignite Marketing**



MCP Workshop from MeasureU

Special offer - get 100\$ off





Live Prompting + Use Cases



Thanks!

Any questions?