

Google Data Manager API explained

conversions, audiences,
and live setup with Stape

Speaker



Dan Murovtsev

Product Manager at Stape

~ 1000 server-side tracking setups

Q&A session



Alex Held

Data Tracking Expert
at Stape



Vlad Lykhodii

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

👉 **Intro**

👉 **What can you do with Data Manager API today?**

👉 **How Data Manager API works with Stape**

👉 **Data Manager API in practice: live demo**

👉 **Q&A session**

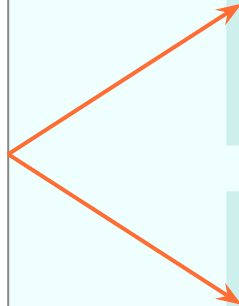
Stape is server-side tracking

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

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

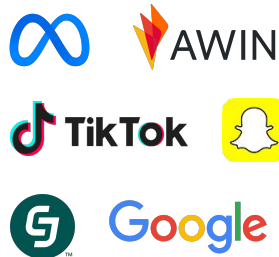
200,000+

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

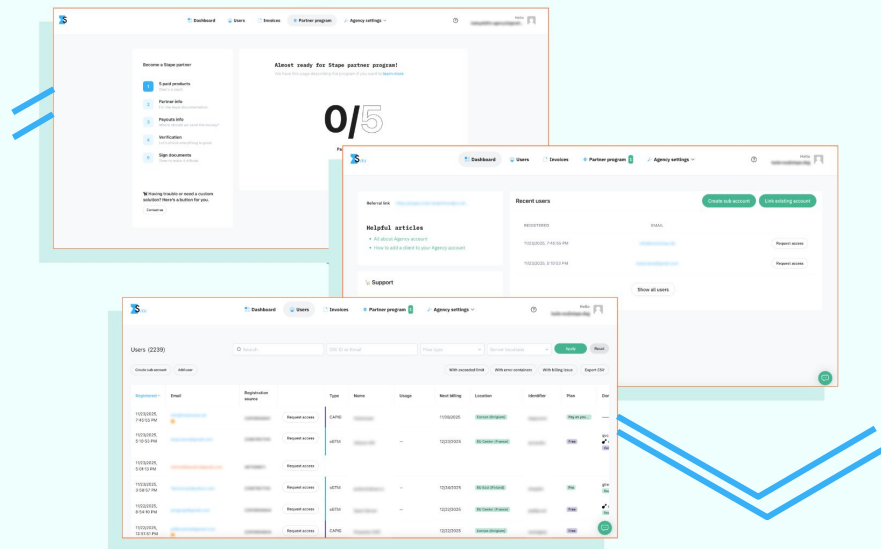
Knowledge sharing

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

Signed ✓

Back Submit application



Better optimization
starts with more complete
first-party signals



**More destinations =
more integrations to
build and maintain**

Google describes this fragmentation as one of the core problems Data Manager API was designed to address.





First-party data used to take many routes into Google

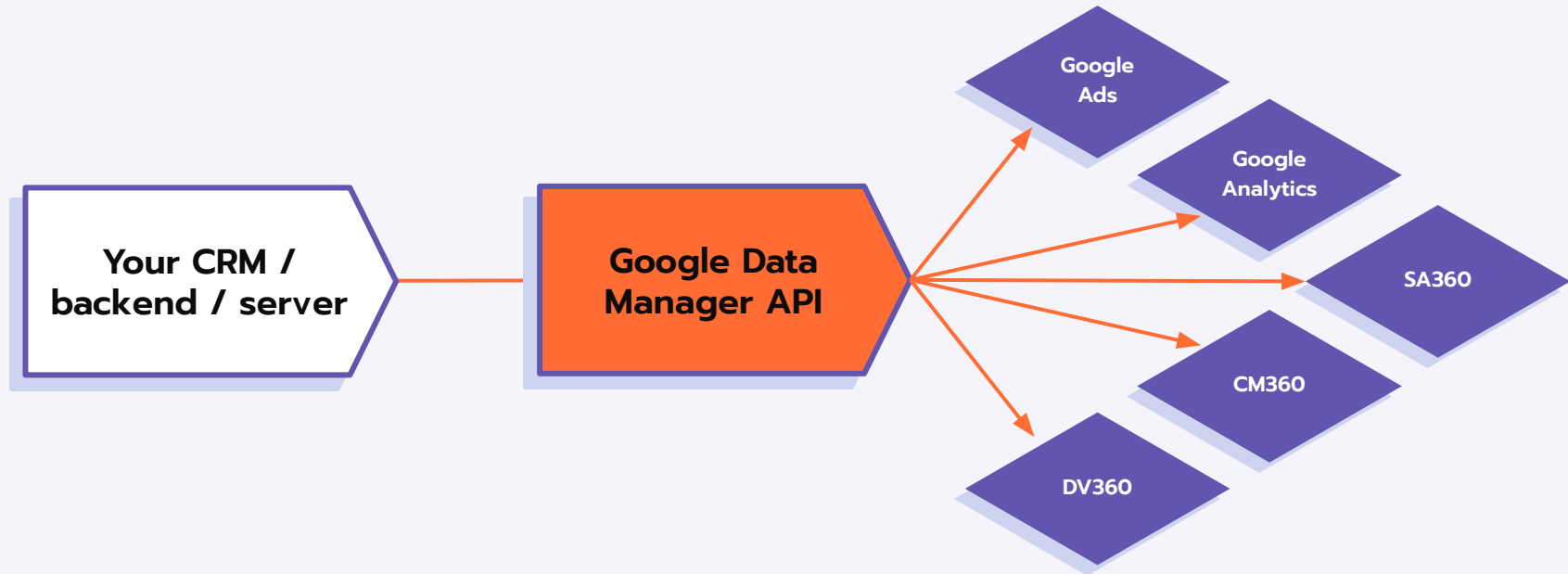
Different Google products and use cases could require:

- ✓ Different APIs
- ✓ Different schemas
- ✓ Different authentication
- ✓ Different data pipelines
- ✓ Different maintenance



Meet **Google Data Manager API**

Data Manager API provides **a unified way to send conversion and audience data** into supported Google advertising and measurement products.



What it actually is

- **Audience management.** Google is consolidating programmatic audience workflows around Data Manager API.
- **Offline conversions.** New offline conversion and Enhanced Conversions for Leads implementations are being directed toward Data Manager API.
- **Multi-source conversions.** Server-side data can complement conversions already captured through the Google tag.
- **More destinations and use cases.** Google continues expanding conversion, audience, measurement, and diagnostics capabilities.



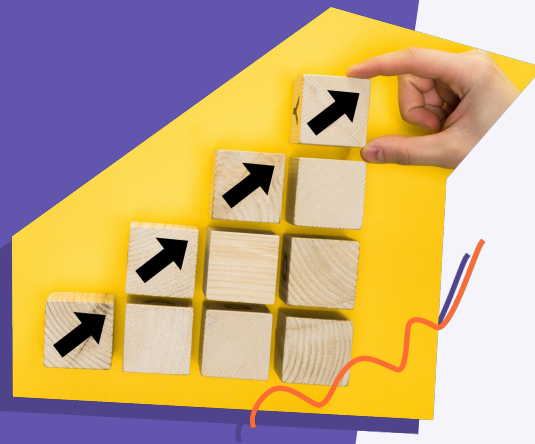
Why start getting
familiar with it now?

This is where Google
is building next

Moving forward

Google has positioned Data Manager API as the future direction for programmatic audience and conversion management, highlighting four broader areas of improvement:

- **Performance** - provide richer first-party signals
- **Privacy** - built-in privacy infrastructure such as Confidential Match
- **New capabilities** - access new conversion and audience workflows
- **Developer experience** - reduce integration and maintenance complexity



Moving forward

- 1 Starting June 15, 2026, Google restricted new **UploadClickConversion** integrations through the Google Ads API and directs affected implementations to Data Manager API.
- 2 From June 2026, Measurement Protocol entered maintenance mode, and Google began positioning Data Manager API as an alternative.



**What can you do
with Data Manager
API today?**



Two core tenants

Conversions:

- Upload offline conversions
- Send Enhanced Conversions for Leads
- Send store sales data
- Complement online conversions with server-side data
- Send events to supported Google destinations

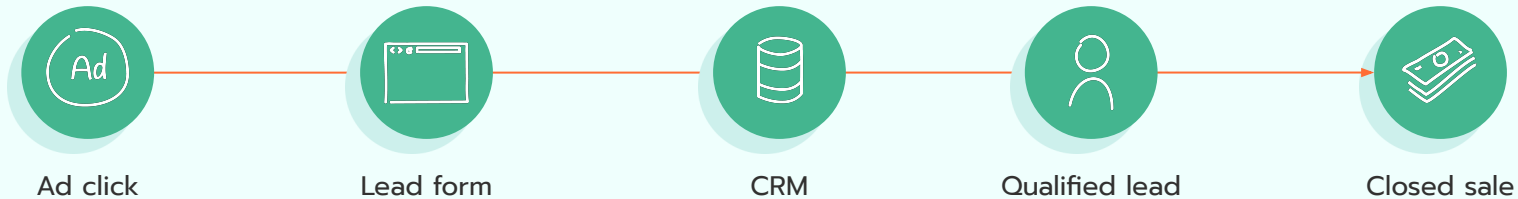
Audiences:

- Create Customer Match audiences
- Add users
- Remove users
- Keep customer lists synchronized automatically



Use case 1: bring offline outcomes back to Google

The website conversion may only be the beginning.



Use case 1: bring offline outcomes back to Google

Data Manager API lets you send those later outcomes back to Google. Depending on the setup, matching signals can include:

- GCLID / GBRAID / WBRAID
- User-provided data
- Session attributes
- Other available identifiers





Use case 2: strengthen the same online conversion

The browser may capture:

- Purchase
- Transaction ID
- Initial value

Your server or CRM may have:

- More user identifiers
- More complete transaction information
- Updated conversion value
- Additional customer data

Data Manager API

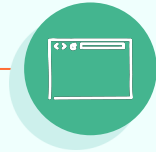
Use the server-side data as an additional source for the conversion already measured online.



How multi-source conversions work



A user clicks
an ad and
converts on
your website.



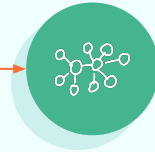
The Google tag
captures the
conversion.



Your CRM/backend
stores the transaction
and additional
customer information.



Data Manager API
sends additional
conversion data.



Google uses
the transaction
ID to connect
the sources.



How multi-source conversions work

If the transaction matches:

- Deduplicate the conversion
- Combine available signals
- Use an uploaded conversion value where applicable

If transaction doesn't match:

- The uploaded event may be evaluated as a new conversion for attribution.

Transaction ID is what connects the same action across sources



Three ways to add stronger conversion signals

Strengthen an online event

Send information about the same action through:

- Google tag
- Additional server-side source (Data Manager API)

Connect online and offline actions

Send different stages of the customer journey:

- Lead submitted
- Qualified lead
- Closed sale

Add better business value

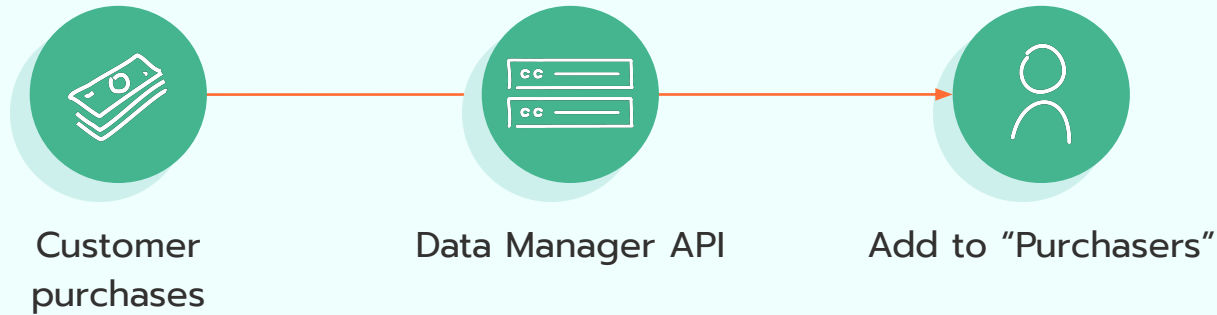
Complement a measured conversion with:

- Actual revenue
- Final transaction value
- Predicted value
- Customer lifetime value

What should a strong signal contain?

Ad interaction signals	Customer signals	Transaction signals
• GCLID / DCLID • GBRAID / WBRAID • Session attributes	• Hashed email / phone • Match ID where applicable • IP address where permitted • Consent status	• Transaction ID • Conversion value

Use case 3: server-side Customer Match





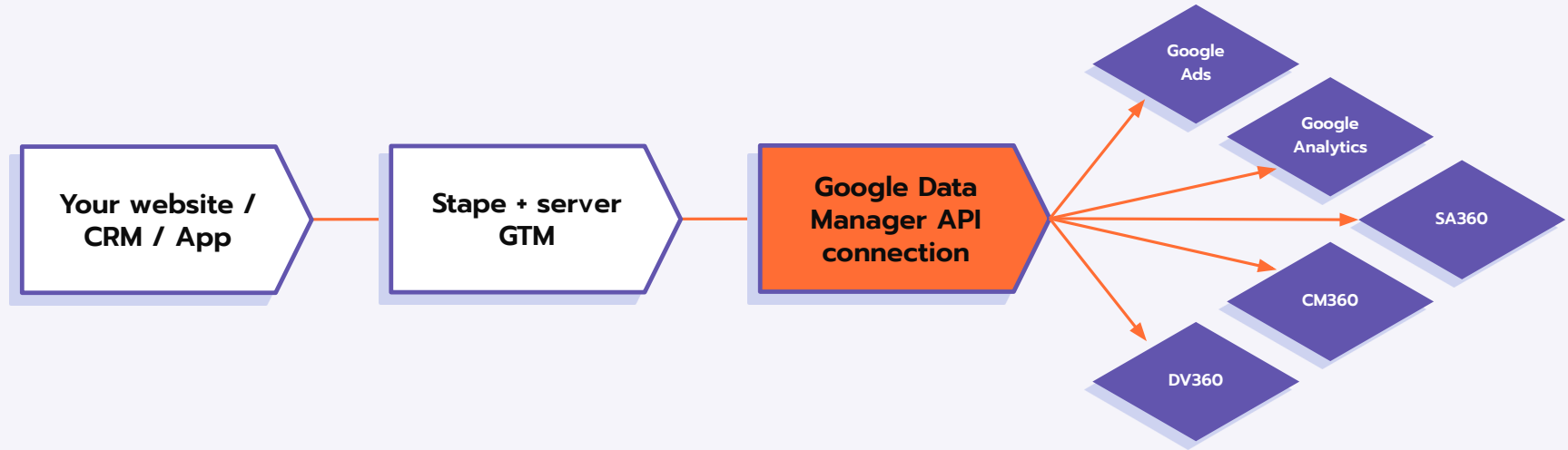
How Data Manager API works with Stape





Where does Stape fit?

Instead of building and maintaining authentication and API infrastructure yourself, Stape provides a ready-made connection for supported Data Manager API workflows.





Direct API integration vs Stape

You can integrate directly:

- Google Cloud project
- Enable the API
- Set up credentials
- Configure IAM
- Manage authentication
- Build API requests
- Handle token management
- Maintain the integration

Or connect through Stape:

- Sign in to Google from your Stape container
- Configure the relevant sGTM tag
- Start sending data



Data Manager API tools in Stape

Google Data Manager API Connection

Connect and authenticate from
your Stape container

Conversion Events tag

Send conversion events from
server GTM

Customer Match tag

Add and remove users from
Customer Match lists

Stape CRM/CMS Apps

Use Customer Match workflows
directly from supported platforms

Things to remember

- **Accept the Customer Data Terms** in Google Ads (if tracking conversions there).
- **Enable the Enhanced Conversions** toggle in Google Ads (if tracking conversions there).
- If Data Manager API is used to enhance conversions as a fallback method for conversions already collected directly via an app or website, **there is a 14-day trial period** during which conversions collected through Data Manager API will not be processed for that conversion action.
- The **time frame** for multi-source conversion adjustments is **24 hours**.
- A value change greater than 10% may not affect bidding.



Live demo





Thanks!

Any questions?