Stape

Microsoft Advertising CAPI goes public

how to set it up with Stape



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Product Manager at Stape

~ 1000 server-side tracking setups

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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



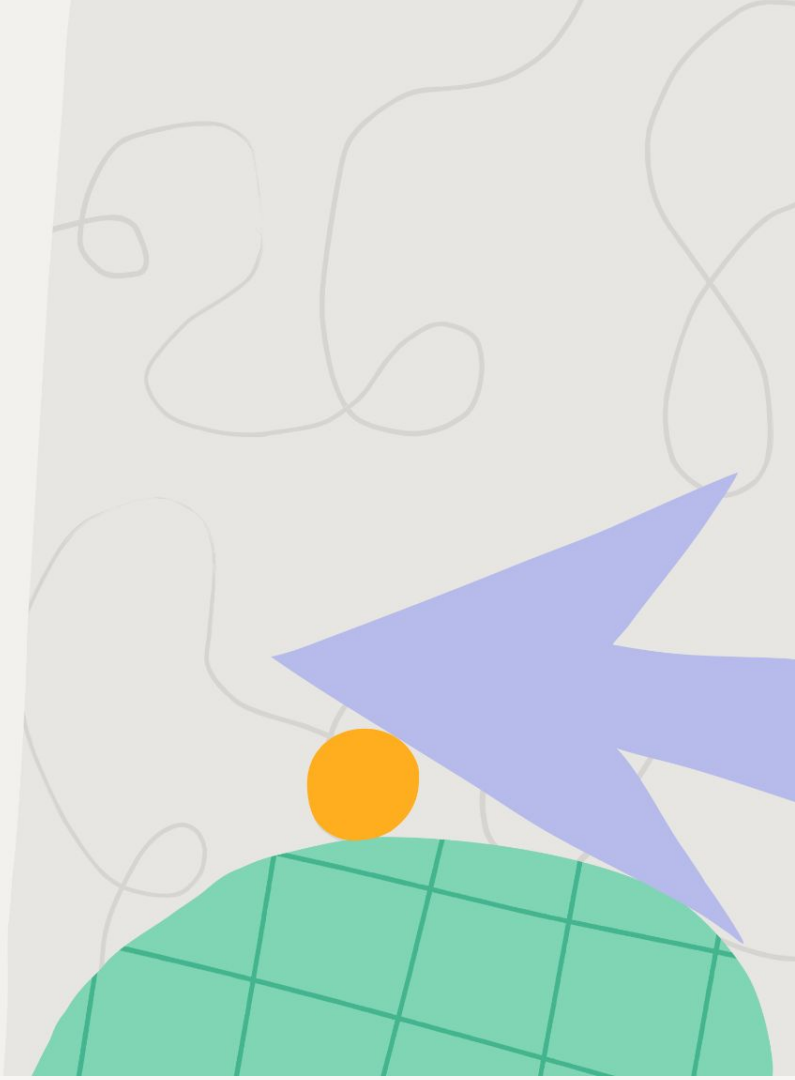
Written guides and links to the resources & presentation



3 best questions will win exclusive Stape T-shirts!

Session outline

- What Microsoft Advertising CAPI is
- How Microsoft Advertising CAPI works
- Live demo
- Q&A session

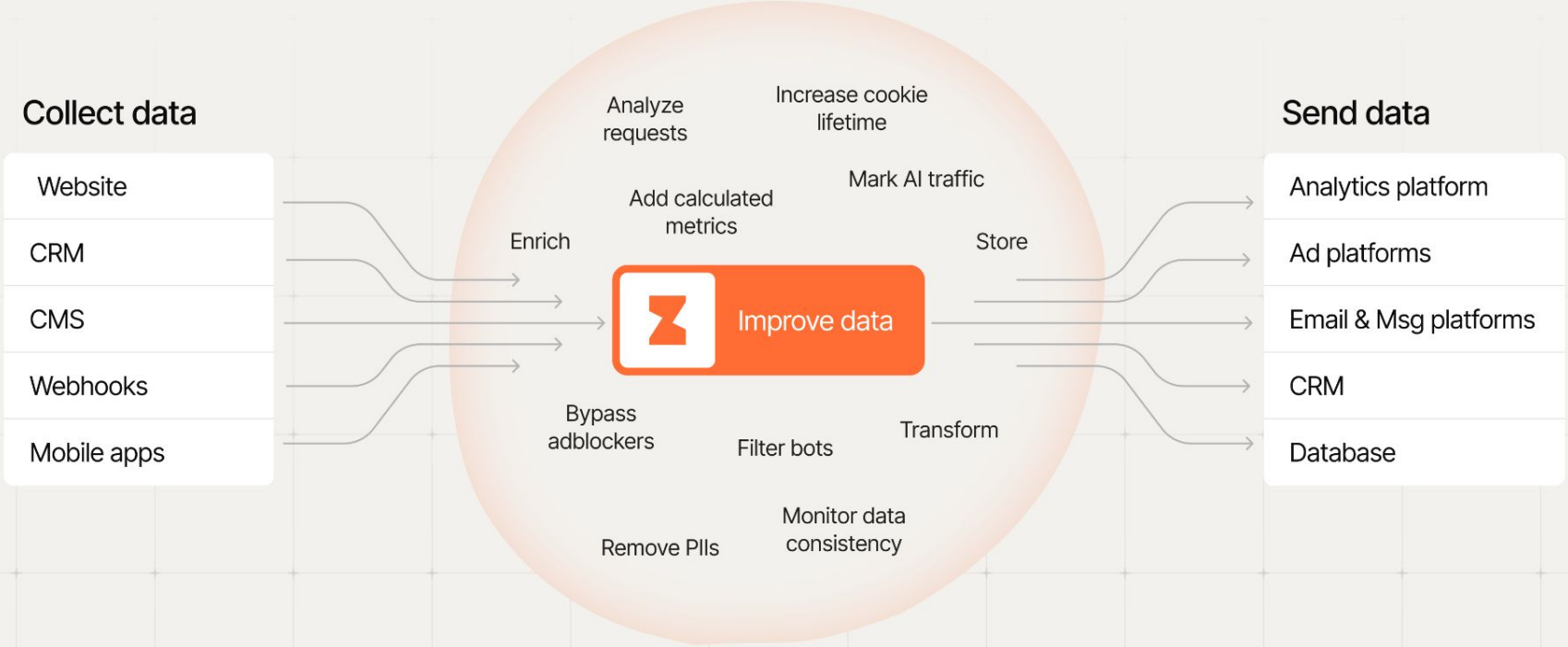


Collect, enrich, route.
And then some

Your whole data flow, with Stape



What is Stape



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.

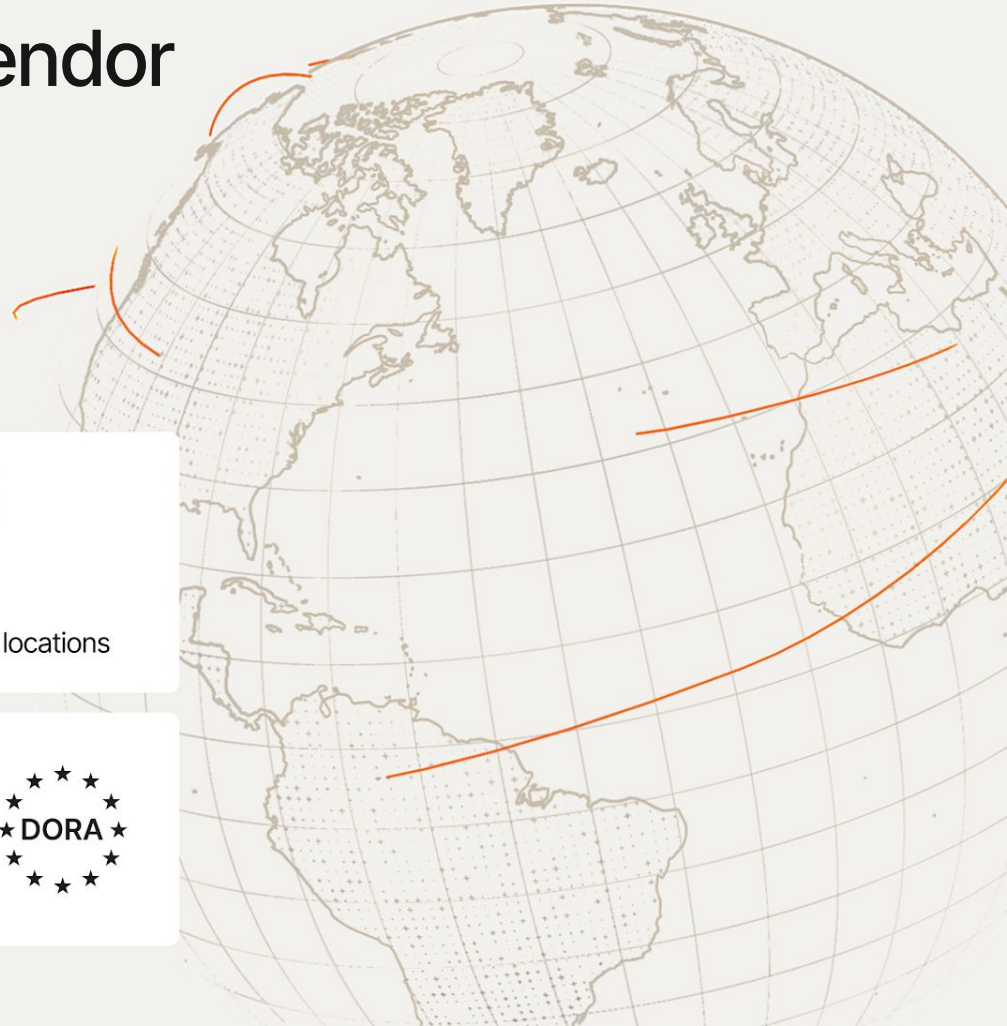
Knowledge sharing

Insights through blogs, community, webinars, and detailed documentation.

Trusted by 200,000+ customers worldwide

Retail, eCommerce & marketplaces	Automotive & mobility	SaaS & technology	Consumer & lifestyle brands	Financial & energy services	Media, entertainment & digital information
TOOLSTATION	BUGATTI	supabase	CASIO	octopus energy	CoinDesk
Geekbuying	Continental	drip	LEGO	fabrick	UNIVERSAL
ACTION	RIMAC	JETBRAINS	RADO SWITZERLAND	Santander	CoinMarketCap

The most certified s2s vendor



5,000,000,000

Requests daily

25

Server locations

ISO 27001 INFORMATION SECURITY ISO 27001

AICPA SOC 2

HIPAA COMPLIANT

GDPR

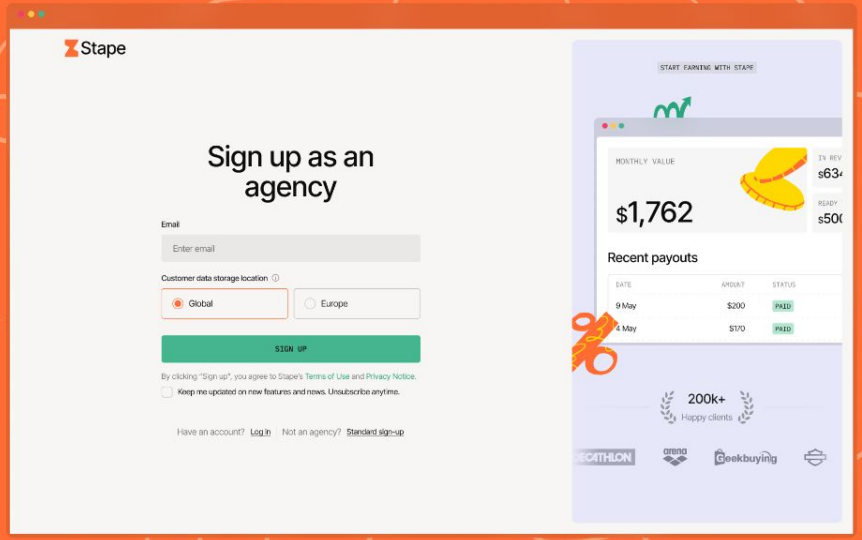
CCPA

DORA

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

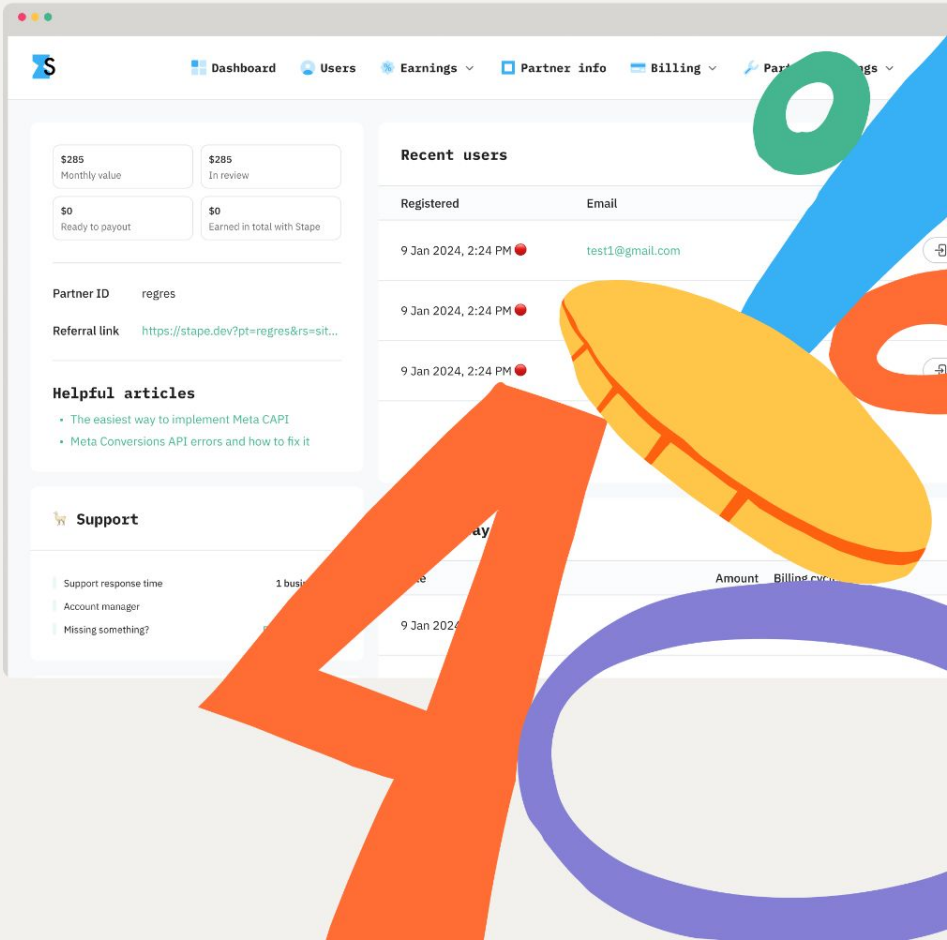
CREATE AGENCY ACCOUNT



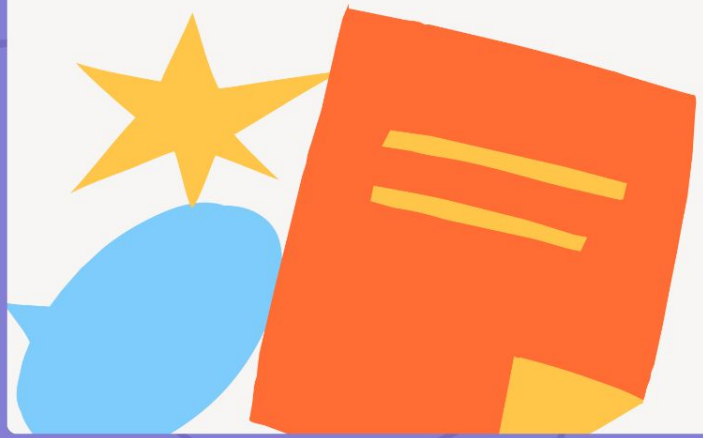
Partnership program

- 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



Part 1.
Theory



Why browser-only tracking misses conversions



Ad blockers stop the UET tag from loading



Browsers limit cookie lifetime, so click IDs get lost



Network errors and closed tabs drop events before they're sent

RESULT

Fewer conversions in Microsoft Ads, weaker bidding and reporting

What is Microsoft Advertising CAPI?

- Microsoft's server-side way to send conversions directly to Microsoft Advertising
- Data goes server-to-server, not from the visitor's browser
- One connection for website, CRM, offline and app events
- Sends the same events as the UET tag, from your server



What changed: CAPI is now open to everyone

BEFORE	NOW
Pilot, enabled per account by Microsoft	Open to all advertisers
"Use Conversions API" hidden until enrolled	Anyone can generate an authorization token
Access requested through an account manager	Set up yourself in the UET tag settings

Why use Microsoft Advertising CAPI



More accurate conversion measurement



Wider attribution coverage



Audiences for dynamic remarketing



Less reliance on browser-only tracking



Ready for future privacy changes

UET + CAPI: better together



UET tag

Captures browser activity and page context



CAPI

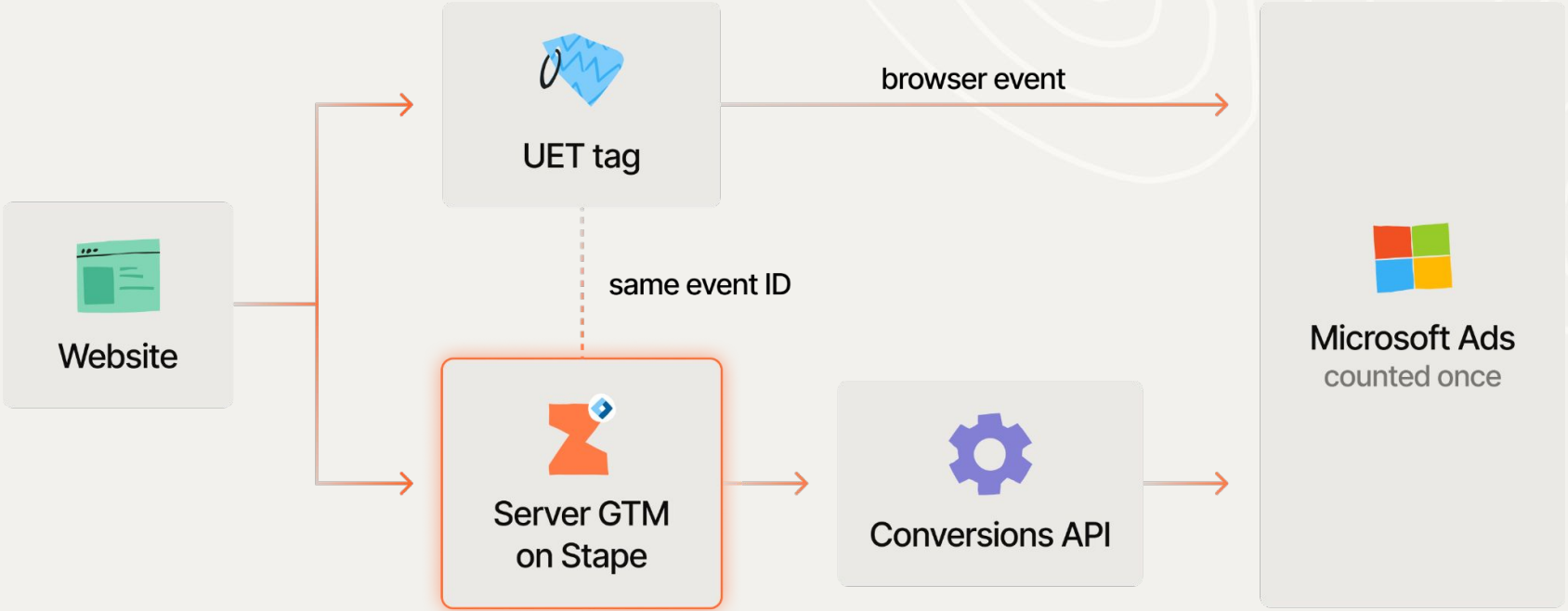
Sends events from your server, including ones UET misses



Shared event ID

The same conversion is counted once

UET + CAPI: better together

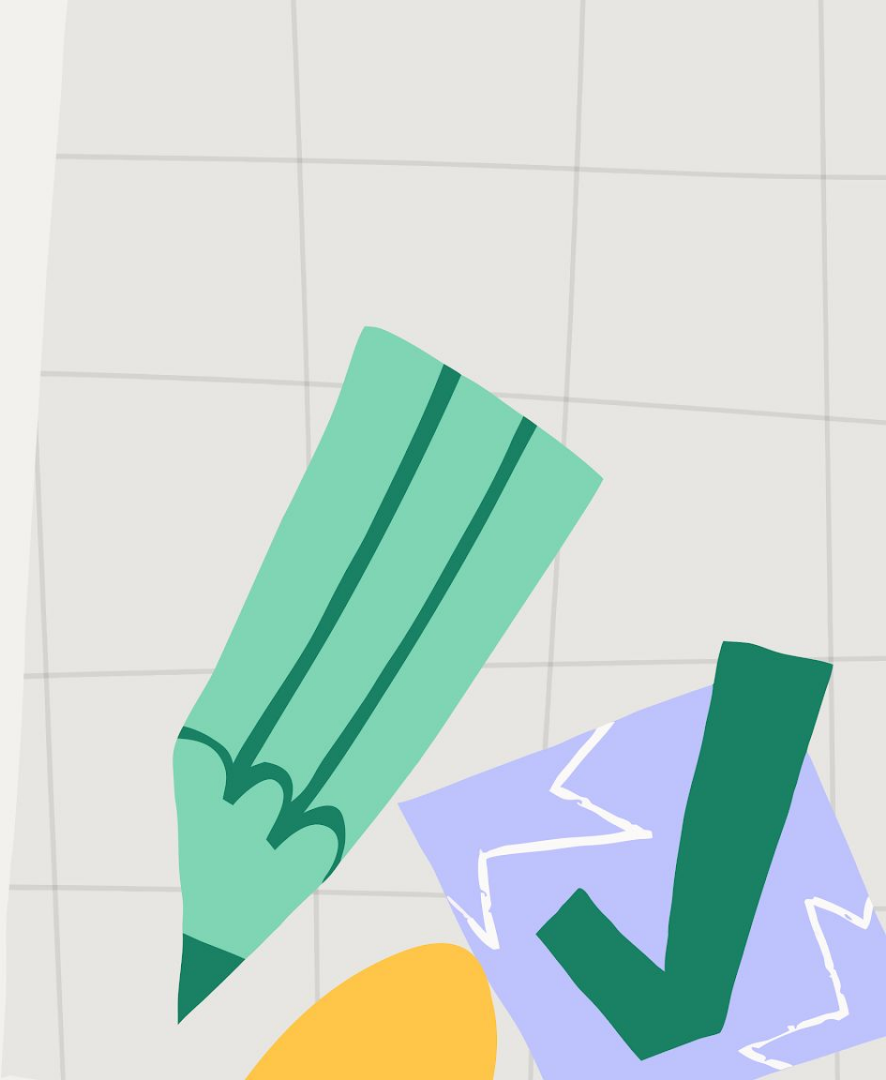


Two types of events

PAGE LOAD	CUSTOM
Every page view or SPA navigation	Specific actions purchase, sign-up, form submit
Gives page context URL, title, referrer	Carries event name, value and currency
Links events on the same page	Powers conversion goals and revenue

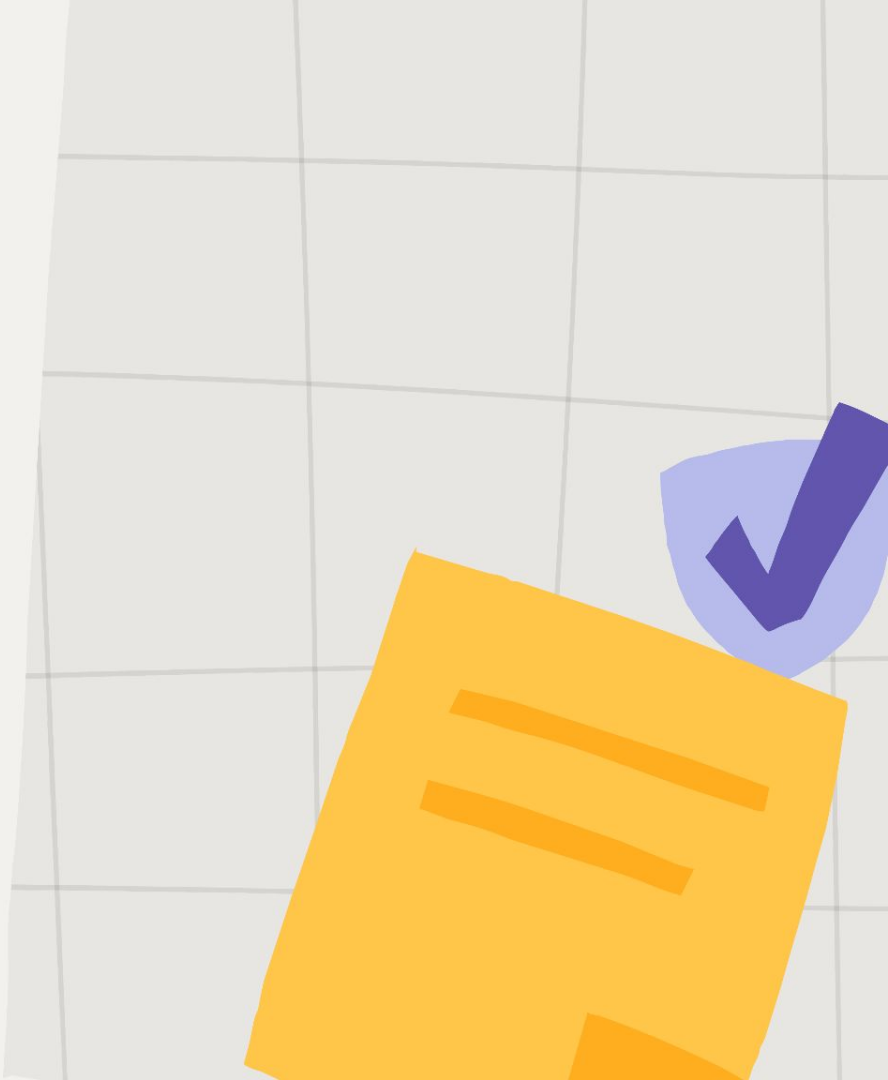
Before you start: checklist

- ✓ Microsoft Advertising account with conversion goals
- ✓ UET tag ID
  (Conversions → UET tag, not the Customer ID)
- ✓ Authorization token
  (edit UET tag → Use Conversions API → copy token)
- ✓ Server GTM container on Stape
- ✓ Data stream from web to server
  (GA4 or Stape Data Tag/Data Client)
- ✓ A consent approach



Consent

- Each event can carry an ad storage consent signal: granted or denied
- Events sent without a signal are treated as granted
- Denied events aren't used for attribution or remarketing
- Server-side tracking still needs the user's consent



Part 2.
Live demo

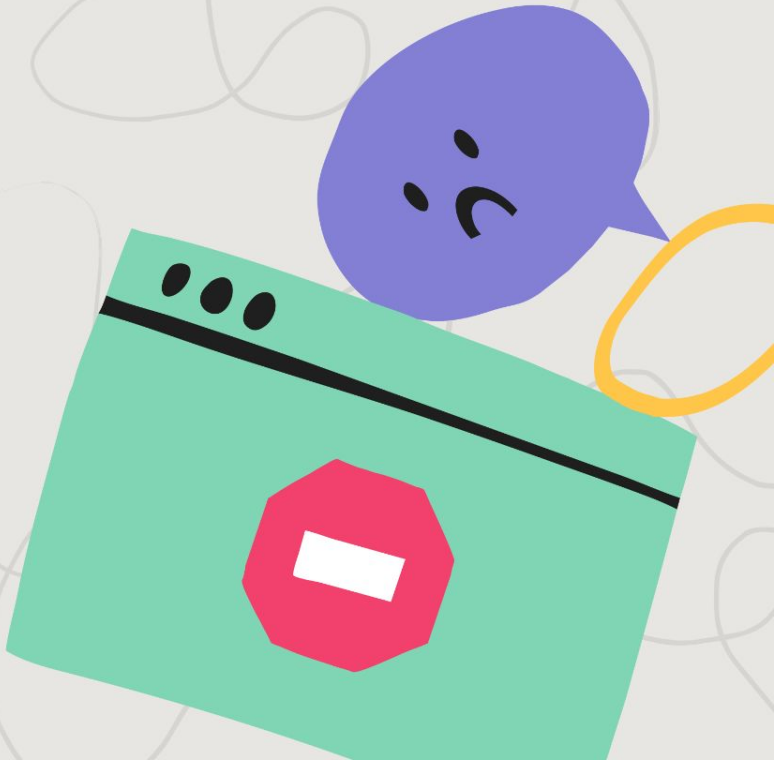


Wrap-up



Common mistakes

- Using the Customer ID instead of the UET tag ID
- Token generated for a different UET tag
- Different event IDs in UET and CAPI, so conversions are double-counted
- Email or phone hashed without trimming and lowercasing first



Key takeaways

- Microsoft Advertising CAPI is now open to every advertiser
- Use it alongside the UET tag, not instead of it
- Send the click ID and hashed user data for better matching
- Share one event ID between UET and CAPI to avoid double counting



Thanks!

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Product Manager at Stape

November 10, 2026 | 09:30 AM – 04:00 PM CET

Stape Relay



Q&A

Stape

