

Tracking Case Study: Full eCommerce Funnel Tracking with GTM Web & Server-Side

Client

mviiek.com — An eCommerce brand focused on online product sales and remarketing performance optimization.

Project Duration:- 7 days

1. Setup all tag in GTM Web Container
 2. Setup all variable in GTM Web Container
 3. Google Analytics 4 and Facebook Conversion API Tag Setup in GTM Server Container
-

Objective

To set up a **complete purchase funnel tracking system** that captures all eCommerce events — from product view to checkout and purchase — using **Facebook Pixel, GA4, and Server-Side Tagging**, ensuring accurate event tracking and cross-platform data consistency.

Tracking Setup Overview

Platforms Used

- **Google Tag Manager (Web Container)** — Client-side tracking
- **Google Tag Manager (Server Container)** — Server-side tagging (Taggrs.io)
- **Facebook Pixel + Conversion API (CAPI)** — Ad performance and attribution
- **Google Analytics 4 (GA4)** — eCommerce behavior and conversion tracking
- **Microsoft Clarity** — Session recording and heatmap tracking

Server-Side (Stape.io) Setup

- Created a **GTM Server Container** hosted on **Stape.io** for better data control and tracking accuracy.
- Configured server-side endpoints for:
 - **GA4 Measurement Protocol** to send accurate events.
 - **Facebook Conversion API (CAPI)** for sending server-side events (Purchase, Lead, Form Submit, etc.) with deduplication IDs.
- Connected **Web GTM** → **Server GTM** via a custom endpoint (gtm.domain.com) for seamless event forwarding.

Tools Used

- Google Tag Manager (Web + Server Containers)
- Google Analytics 4
- Facebook Pixel + Conversion API
- Google Ads Conversion Tracking
- Stape.io (Server hosting)
- Microsoft Clarity

With this **Stape.io + GTM server-side tracking setup**, you get several powerful benefits 🙌

1. More Accurate Tracking

- Events (like purchases, leads, form submissions) are sent **directly from your server**, not the browser — reducing data loss from ad blockers or cookie restrictions.

2. Better Data Privacy & Control

- You control what user data is collected and shared with platforms like Facebook or Google, ensuring **GDPR/CCPA compliance**.

3. Higher Ad Performance

- Facebook CAPI and Google Ads Enhanced Conversions send **verified server events**, improving **match rates** and **conversion accuracy**, which helps platforms optimize campaigns better.

4. Faster Website Loading

- Many client-side tags are removed from the frontend, improving **page speed** and **Core Web Vitals**.

5. Unified Tracking for All Platforms

- Centralized event management (GA4, Facebook, Google Ads, etc.) from GTM Server Container makes **debugging, scaling, and maintenance easier**.

6. Deduplication & Clean Data

- Server-side setup avoids double counting by **deduplicating events** between browser and server.