

Updated on 29/11/2023

Sign up

Tag Manager Server Side Tracking training

1 day (7 hours)

Presentation

Find out how to set up server-side tracking with our Tag Manager Server Side training course.

In addition to being a highly sought-after skill, learning server-side tracking guarantees an undeniable competitive advantage in customer experience analysis. This type of tracking enables :

- Faster loading for your site
- Be the sole owner of your data
- Bypass ad blockers
- Bypass ITP

In this training course, you'll learn the difference between client-side and server-side tracking, discover the different components and master the interface. You'll also learn how to install Google Analytics 4 via a tag placed on a Google Cloud Platform server.

You'll also be able to set up personalized events and conversions. Configuring this type of tracking requires advanced technical skills, which is why our training course requires experience of GTM on the client side.

Objectives

- Understanding the importance and usefulness of server-side tracking
- Install Google Analytics 4 with server-side tracking
- Configure customized events with GTM server side

Target audience

- Web analyst

- Acquisition manager
- Marketing and communications manager
- Data analyst
- Traffic manager
- Webmaster

Prerequisites

Master Google Tag Manager on the client side, or have taken our [introductory Tag Manager training course](#).

Program of our Tag Manager Follow-up Server Side training course

UNDERSTAND SERVER-SIDE MONITORING

- Web architecture
- How is a web page displayed?
 - What does "server" mean?
 - What does "customer" mean?
- Why use server-side monitoring?
 - Better loading speed
 - Compliance with regulations on personal data
 - Total control of collected data
 - ITP bypass
 - Bypassing ad blockers
- The differences between server-side and client-side monitoring
 - The price
 - Implementation
- Technical configuration requirements

INSTALL TAG MANAGER ON YOUR SERVER

- Beacon provisioning
- Add your server to Google Cloud Platform
- Connect a custom domain
- Test implementation

INTERFACE PRESENTATION

- Customers
- Beacons
- Triggers
- Variables

INSTALL GOOGLE ANALYTICS

- Creating a client-side container
- Modify tracking code to bypass ad blockers
- Configuring the GTM loader
- GTM loader deployment
- Creating a GA4 tag for page views
- Configuring the main client
- Create a GA4 tag for server-side page views
- Create a custom GA4 tag for server-side tracking

Companies concerned

This training course is aimed at both individuals and companies, large or small, wishing to train their teams in a new advanced computer technology, or to acquire specific business knowledge or modern methods.

Positioning on entry to training

Positioning at the start of training complies with Qualiopi quality criteria. As soon as registration is finalized, the learner receives a self-assessment questionnaire which enables us to assess his or her estimated level of proficiency in different types of technology, as well as his or her expectations and personal objectives for the training to come, within the limits imposed by the selected format. This questionnaire also enables us to anticipate any connection or security difficulties within the company (intra-company or virtual classroom) which could be problematic for the follow-up and smooth running of the training session.

Teaching methods

Practical course: 60% Practical, 40% Theory. Training material distributed in digital format to all participants.

Organization

The course alternates theoretical input from the trainer, supported by examples, with brainstorming sessions and group work.

Validation

At the end of the session, a multiple-choice questionnaire verifies the correct acquisition of skills.

Sanction

A certificate will be issued to each trainee who completes the course.