Digital Playground for Server Side Tagging

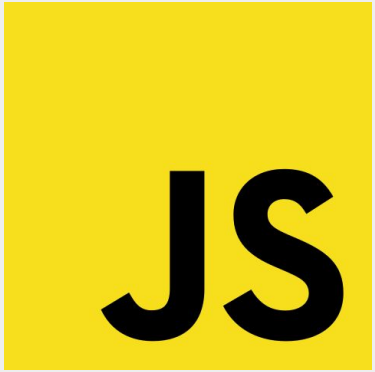
How do you play with and try Server Side tagging?
I'll explain my own dev setup

My Jamstack and setup

"Jamstack" was originally cased as "JAMstack" where "JAM" stood for JavaScript, API & Markup.

netlify

GitHub



My Setup

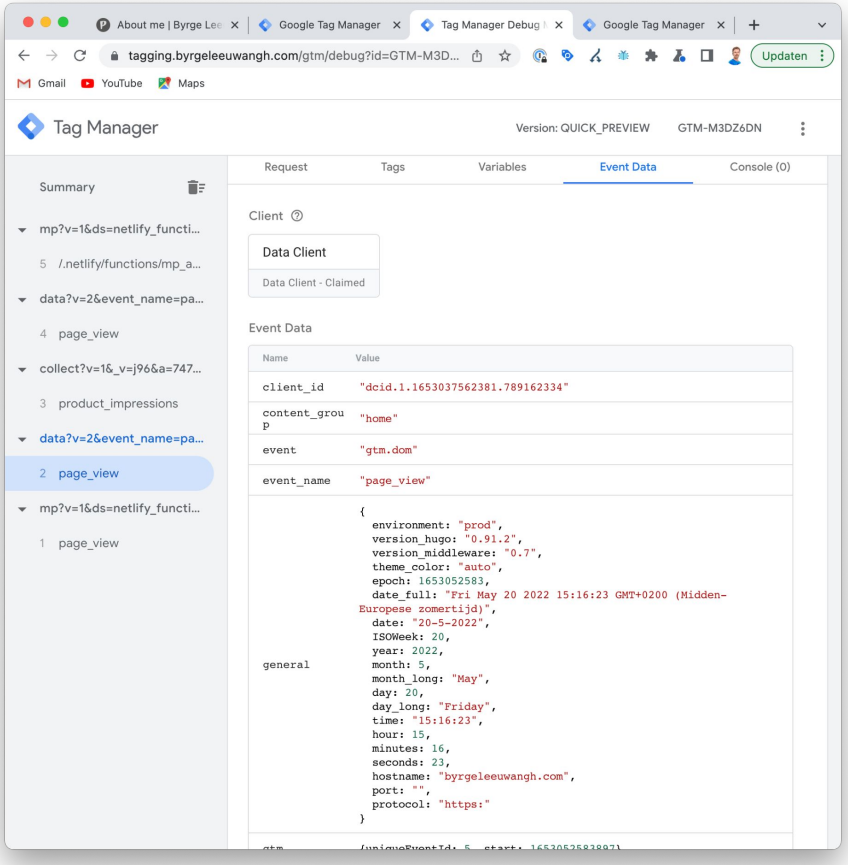
- Microsoft Visual Studio Code
  - Javascript & Go
- Hugo as a SSG (Static Site Generator)
  - Created my own middleware for analytics
- Publish my code to Github
- Enabled auto deployment to Netlify
  - Netlify as hosting platform
- Netlify function for server to gtm server tagging
- Netlify function for server side cookies
- Stape.io as my GTM Server setup

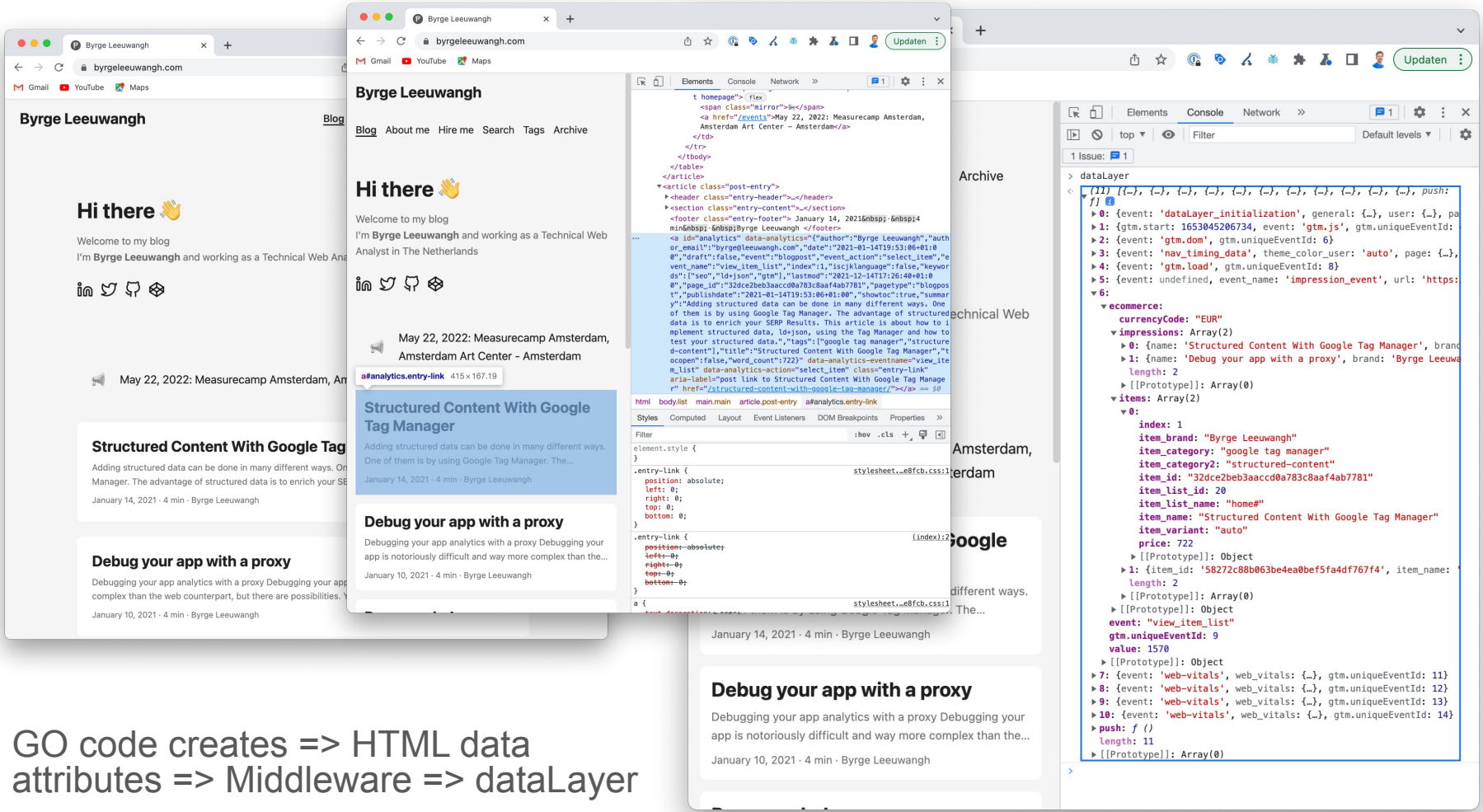
Client-side to GTM Server

1. Go code in my hugo project creates data attributes in the HTML code per blog item

2. I have a Middleware solution that creates a dataLayer event from data attributes in the HTML code at the moment the content is in the viewport

3. GTM client-side has a Data Tag which sends the dataLayer to GTM Server

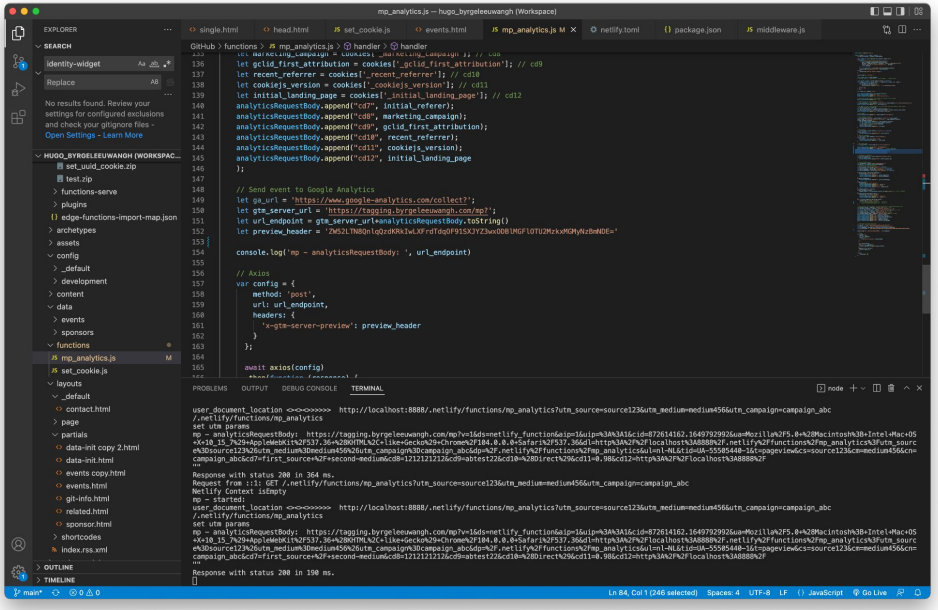




GO code creates => HTML data attributes => Middleware => dataLayer

Server to GTM Server

1. A Netlify Function sends a Measurement Protocol (v1) request from the server function to GTM Server



GTM Server

1. A Measurement Protocol Client listens to the mp request on `/mp`

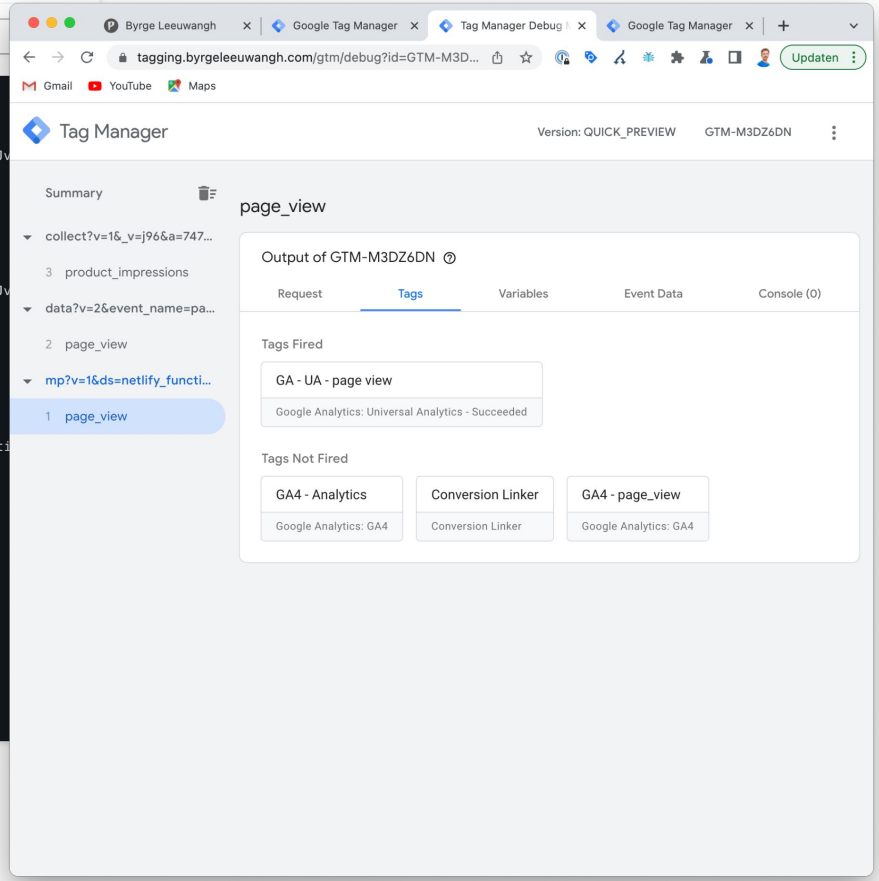
2. The mp request is picked up by a Google Universal Analytics Tag and send to Google Analytics

Function log

Real-time

Filter by request ID, message, log level

```
May 20, 03:23:47 PM: 73b0a736 INFO   Netlify context decoded <><>  {
  identity: {
    url: 'https://byrgeleeuwangh.com/.netlify/identity',
    token: 'eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJleHAiOjE2NTMwNTMwODYsInN1YiI6IjAifQ.ZvwLb1-c6bjaPI7drjZ5HY6rvg4VBG82VAJv
  },
  site_url: 'https://byrgeleeuwangh.com'
}
May 20, 03:23:47 PM: 73b0a736 INFO   parsedContext <><>  {
  identity: {
    url: 'https://byrgeleeuwangh.com/.netlify/identity',
    token: 'eyJhbGciOiJIUzI1NiIsInR5cCI6IkpXVCJ9.eyJleHAiOjE2NTMwNTMwODYsInN1YiI6IjAifQ.ZvwLb1-c6bjaPI7drjZ5HY6rvg4VBG82VAJv
  },
  site_url: 'https://byrgeleeuwangh.com'
}
May 20, 03:23:47 PM: 73b0a736 INFO   mp - started:
May 20, 03:23:47 PM: 73b0a736 INFO   user_document_location <><><>>>>>>  https://byrgeleeuwangh.com/about-me/
May 20, 03:23:47 PM: 73b0a736 INFO   /about-me/
May 20, 03:23:47 PM: 73b0a736 INFO   no params > direct
May 20, 03:23:47 PM: 73b0a736 INFO   mp - analyticsRequestBody:  https://tagging.byrgeleeuwangh.com/mp?v=1&ds=netlify_functi
May 20, 03:23:47 PM: 73b0a736 INFO   ""
May 20, 03:23:47 PM: 73b0a736 Duration: 447.26 ms       Memory Usage: 65 MB     Init Duration: 215.64 ms
```

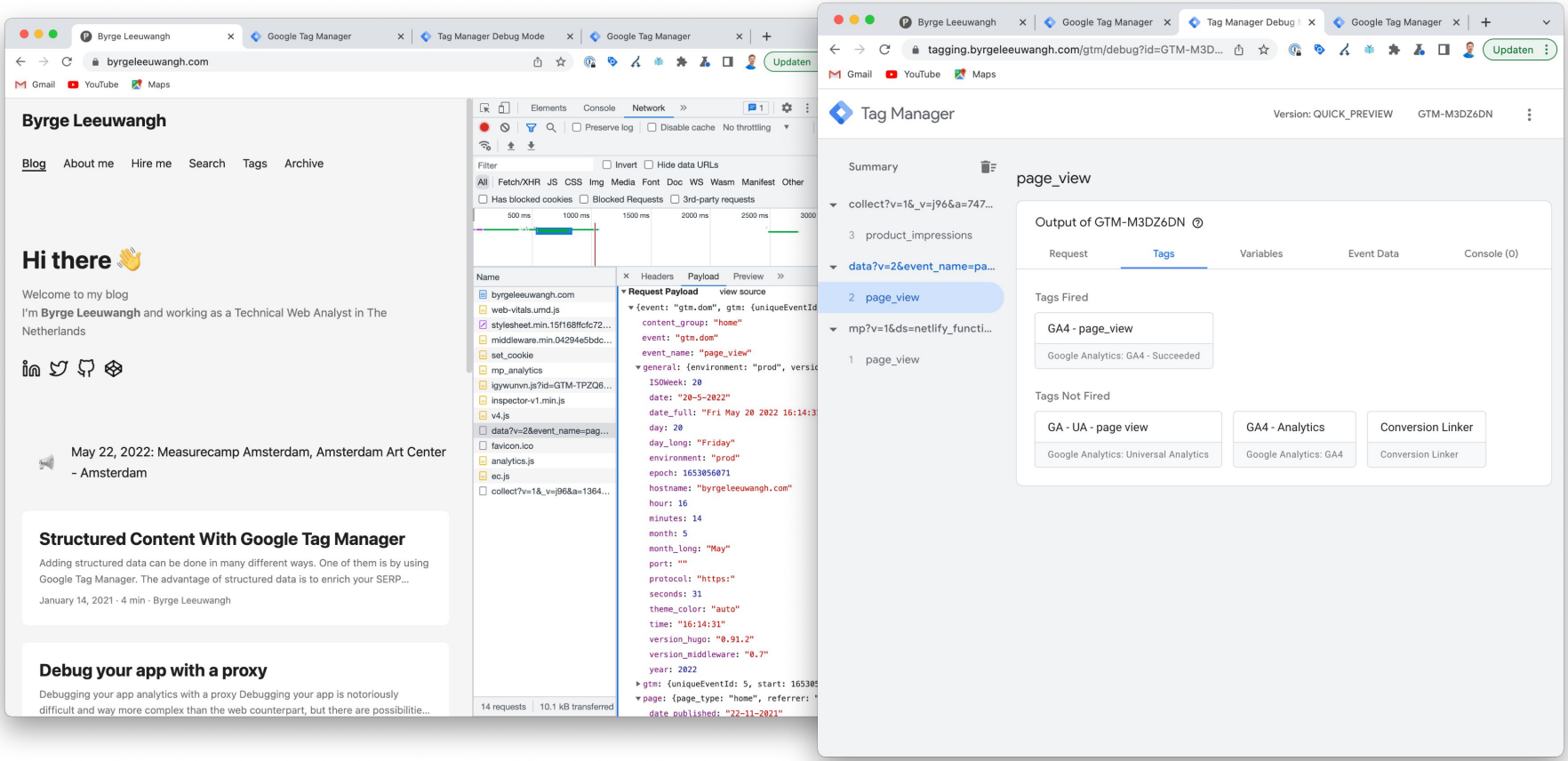


Netlify function => request [mp] to tagging GTM Server => Google Universal Analytics

GTM Server

1. A Data Tag Client listens to the data request on `/data`

2. The data request is picked up by a Google Analytics 4 Tag and send to Google Analytics



GTM client-side => request [Data Tag] to tagging GTM Server => GA4

Questions?

WHERE?
WHEN?
WHY?
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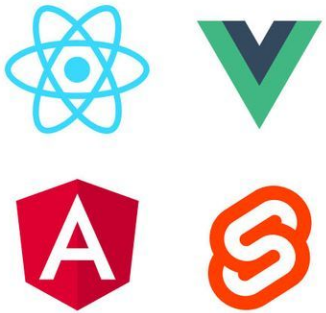
How do you play with GTM Server?

J

Javascript



A

APIs

M

Markup