

CASE STUDY

Berge & Meer improves measurement and attribution securely with Server-Side Tagging



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„Digitl has helped us establish state-of-the-art user tracking by enabling server-side tagging. It is possible to track and attribute the performance of a greater number of users when first-party cookies are used.”

Johannes Grandmontagne | Head of Online Marketing

www.berge-meer.de | www.digitl.net

The Challenge

Berge & Meer Touristik offers all-inclusive travel experiences around the world. After the Coronavirus outbreaks, the business shifted to a digital-first strategy. Consequently, more traffic and conversions were needed on the website. In order to meet privacy expectations and regulations, the company engaged in a discussion with Digitl about options.

The Approach

To move from a third- to a first-party tracking approach, Digitl implemented Server-Side Tagging. This way, the user touchpoints with third-party servers were replaced with an enterprise Server-Side Google Tag Manager. As a result, all tracking hits from Google Analytics and marketing pixels were aggregated into one. The server now receives hits in the client's cloud environment and forwards them to other tools. This setup also allowed for a connection to a Google Cloud Firestore to enrich the Google Analytics data with data from the client's CRM database in the future. In addition, Consent Mode was installed.

Partnering with Digitl

Active since 2022, Digitl helps digital companies set up and leverage marketing technology. Services are provided in the areas of digital analytics, ad technology, data science and marketing intelligence. Professionalism and quality are in the foreground, so that customers get an optimal technical infrastructure for their digital business.

The Results

Berge & Meer now has full control over data thanks to the new setup. Previously, third-party JavaScripts were used to track data that was directly transmitted between the website and the respective service provider. The data is now tracked and bundled via B&M's own server, which only the company has access to. As a result, B&M retains control over the configuration and transmission of the data and can combine and modify it before sending it to Google Analytics. This setup improved Berge & Meer's ability to measure conversions by 11% and its ability to attribute user to paid search traffic by 15%.

11%
higher conversion number through increased measurability

15%
more attributed users to paid search traffic

Integrations used



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