

CASE STUDY

Better data quality with server-side tracking



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"Server-side tracking provides a more robust, secure and scalable solution for tracking user behaviour, while offering more flexibility and customisation. We want to be ready for the future of tracking and want the best tracking solutions. Server-side tracking gives us the ability to improve privacy and security, greater flexibility in terms of customisation and configuration of tracking, and last but not least, more accurate tracking."

Benedict Ernst | Product Owner

www.lascana.de | www.digitl.net

The Challenge

Lascana is a renowned brand in the fashion and lingerie industry, offering high-quality products to women worldwide. Their collections are designed to make women feel confident, comfortable, and stylish. The company aims to enhance the customer experience by implementing Google Tag Manager server-side tracking to increase data quality, enabling them to make data-driven decisions and activate customer data to drive their digital business.

The Approach

The Digitl team developed a completely new GA4 tracking concept. At the same time, the development of the architecture landscape for server-side tracking was elaborated, taking into account the optimal interaction between client GTM, server GTM, Google Cloud Products and the server instances. The goal is stable integration as well as optimal performance utilisation of the server instances in order to be able to correctly process the incoming hit volumes. In addition, the server instance reads out which parameters are sent to the endpoint.

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

The newly implemented GA4 server-side tracking was created using Cloud Run. This allowed for rapid scaling of the required server instances as the request volume increased. By controlling the data, Lascana is able to enrich or customise data according to the new GDPR guidelines. This is easily possible with the Digitl Privacy Template. In a direct data comparison between client-side tracking and server-side tracking, we were able to see an uplift of about 15% for some events. This allows Lascana to analyse the data more accurately, improve attribution and get a better overview of actual purchases on the website.



Integrations used

