sGTM Readiness Checklist

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	Am I Ready to Deploy sGTM?	Requirement Level		Deployment Timeframe?
Early Adopter	You're interested in testing new things, even if everything isn't 100% ready.	Critical/Must-have for server-side tagging	☐	If all boxes are checked, you are ready to start with server-side tagging / sGTM today. If not, there is still work to be done and you aren't fully prepared.
Data Prepped	You have a standardized data structure on your website (aka robust dataLayer already).	High	☐	
Cloud Friendly	You are comfortable with using Google Cloud and the potential additional costs.	Medium/Should-have for server-side tagging	☐	
Cloud Friendly	You have an experienced Cloud + tag management team, or you are partnering with InfoTrust as your tag management/ governance and/or Cloud partner.	Medium	☐	
Analytics + **Facebook NOW** Only	Your tag management is primarily focused on first-party, non-remarketing type of tags or just GA + Facebook without heavy audience remarketing feature usage.	High	☐	

Is sGTM Right for Me?

	Use Case	sGTM Fit		Note
Performance	You are looking to manage or improve site performance by moving tags to server side.	Low	☐	As it currently stands, Google has template tags for GA Universal and GA4, but they do require analytics.js and/or gtag.js to run client side. There is a Facebook tag to send data to their conversion API (CAPI), but you would still need a client-side tag for targeting. This may change in the future, but this is the state of the current product.
Control/Security	You have a clear understanding of the data (aka a governance policy) desired to be captured either by your team or InfoTrust for analytics tags, or other tags needed, at a minimum.	High	☐	With client-side tagging, companies have limited control over what data is shared with platforms. sGTM offers the ability to better manage and control what platforms receive what data. You can manage and mitigate receiving PII data, IP address, and user device information.
Data Durability	Ad blockers, ITP/ETP, etc. are a significant issue for you but you are still very privacy-focused to ensure there is no data leakage and reduced piggybacking/third-party tags on your website.	High	☐	sGTM can, and is recommended to, run on a first-party domain. This allows things like GA and GTM to make calls to sgtm.domain.com instead of www.google-analytics.com and www.googletagmanager.com which are more easily blocked by ad blockers and script blockers. In addition, this allows for setting server-side cookies which can help mitigate changes browsers are making around client-side cookies like ITP.

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Eligibility Requirements

Must be using Google Tag Manager

With existing GTM container tag on site

Be willing to use Google Cloud

Free beta tester program
Less than $150/m

Google Analytics tags supported out of the box

Supported Tags*

Google Analytics 4
Universal Analytics
Measurement Protocol

*Conversions and Remarketing Audiences from GA to Google Ads and DV30 are supported

In Development*

Google Ads
Google Ads remarketing
Floodlight Tags

*New server templates and server-to-server tags are rapidly being developed

Server-Side Tagging is right for you if you need

Control over 3P tag security
Server-Side Tagging reduces the risk of data leakage/scraping of private user information. Data leakages may carry high financial penalties (e.g. financial institutions)

Own custom internal/3P MTA solution
Ensure optimum performance for Google tags, used to value media performance, by recommending Google's server based tagging solution

Server-Side Tagging compared to Client-Side Tagging

	Server-Side Tagging	Client-Side Tagging
Ease of implementation	Requires you to set up a cloud instance with a simplified user-flow	Easy to install, existing expertise for client-side tagging
Security Control and Reliability	High degree of control on the server instance and the transmission of data to 3rd parties	Requires a high degree of governance. Increased risk of loss of tag data transmission across varying devices, browsers and connectivity
Cost of Operation	Cost limited to GCP*; may vary depending on amount of tags and traffic. Free for beta testers.	Generally lower since data transmission (and costs related) are handled on the end-user's device
Contextual Data Collection	Server-Side Tagging is in beta and supported tags and templates are growing	Rich and established library of templates and tags to choose from

*Google Cloud Platform