



Server-Side Tracking & Multi-Platform Conversion Analytics

A tracking infrastructure implementation for more reliable ecommerce event measurement across Meta, GA4, Google Ads and TikTok.

BRAND Herb Ghor	ROLE Server-Side Tracking & Conversion Analytics Specialist
GOAL Build reliable, cross-platform ecommerce event tracking with server-side delivery.	SCOPE Web GTM + Server GTM + Meta CAPI + GA4 + Google Ads + TikTok Events API

Project Description

Herb Ghor needed a stronger measurement layer for ecommerce marketing. The implementation connected browser-side Google Tag Manager with a server container, then routed conversion events into Meta, Google Analytics 4, Google Ads and TikTok. The setup focused on key funnel actions such as page view/view item, add to cart, begin checkout, purchase and engagement events, while preserving platform-specific tags and server-side event delivery.

Strategy & Execution

1. Event architecture

Mapped the ecommerce funnel into consistent event stages and matching triggers so the same commercial actions could be measured across advertising and analytics platforms.

2. Web GTM implementation

Configured browser-side tags for Meta Pixel, GA4, Google Ads remarketing/conversions, TikTok Pixel and Microsoft Clarity, with custom triggers for product and checkout actions.

3. Server-side routing

Configured a dedicated server GTM container with Meta Conversions API, GA4 and TikTok Events API tags, using a shared server trigger to process incoming event payloads.

4. Validation & QA

Used platform test-event diagnostics to confirm server receipt and event sequencing, including view content, add to cart, initiate checkout, custom engagement and purchase events.

Results & Impact

The screenshots verify that the tracking stack was implemented and that server-side events were being received. No before/after attribution or revenue-lift dataset was supplied, so the impact below is stated as implementation and measurement outcomes rather than invented performance gains.

Multi-platform	Server events	Validated
Meta + GA4 + Google Ads + TikTok	Purchase, checkout, cart, content & custom engagement	TikTok Events Manager shows server connection and received test events

Verified outcomes

- Created a unified measurement architecture spanning browser and server containers.
- Configured core ecommerce events for Meta Pixel, GA4, Google Ads and TikTok Pixel on the web container.
- Implemented server-side tags for Meta Conversions API, GA4 and TikTok Events API.
- Confirmed TikTok server-side receipt in Test Events, including Purchase and Initiate checkout events.
- Added engagement measurement such as 15-second-on-page and scroll depth to improve behavioral visibility.
- Established an infrastructure designed to reduce dependence on browser-only tracking and provide stronger first-party measurement foundations.

Skills & Tools Used

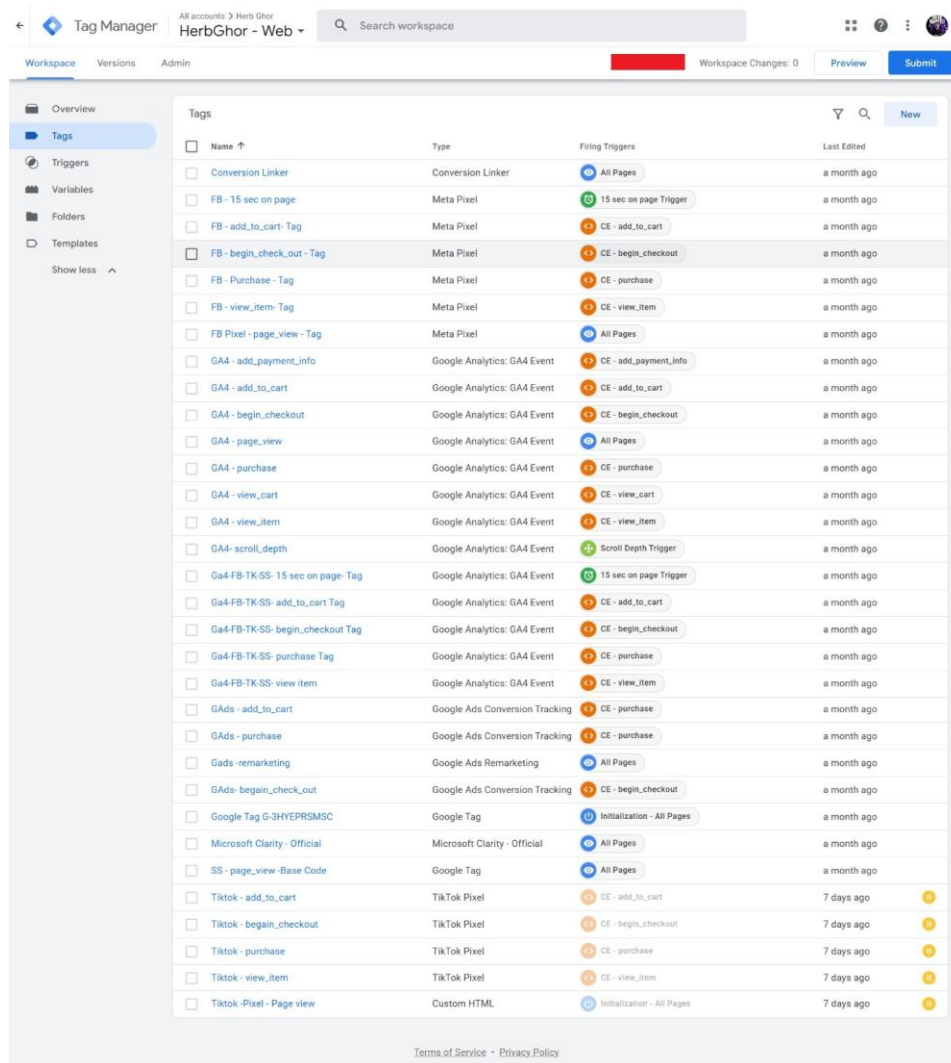
Google Tag Manager (Web & Server)	Meta Pixel & Conversions API	Google Analytics 4 (GA4)	Google Ads Conversion Tracking & Remarketing	TikTok Pixel & Events API
Microsoft Clarity	Ecommerce Event Mapping	Custom Events & Triggers	Server-Side Tracking	Tracking QA & Diagnostics

Implementation Notes

The configuration shown in the evidence indicates a hybrid tracking model: browser-side tags collect and dispatch user actions, while the server container forwards events to platform endpoints. Event naming and trigger consistency are especially important in this setup because mismatches can cause duplicate, missing or misclassified conversions. The test-event screen provides direct evidence that the TikTok server connection was active during validation.

Web Container: Browser-Side Event Layer

Google Tag Manager web container configured with platform tags and ecommerce triggers.



The screenshot displays the Google Tag Manager interface for the 'HerbGhor - Web' workspace. The left sidebar shows navigation options: Overview, Tags (selected), Triggers, Variables, Folders, and Templates. The main area lists various tags with columns for Name, Type, Firing Triggers, and Last Edited. The tags include Conversion Linker, Meta Pixel events (e.g., FB - 15 sec on page, FB - add_to_cart, FB - begin_checkout, FB - Purchase, FB - view_item, FB Pixel - page_view), Google Analytics: GA4 Events (e.g., GA4 - add_payment_info, GA4 - add_to_cart, GA4 - begin_checkout, GA4 - page_view, GA4 - purchase, GA4 - view_cart, GA4 - view_item, GA4 - scroll_depth, GA4-FB-TK-SS- 15 sec on page, GA4-FB-TK-SS- add_to_cart, GA4-FB-TK-SS- begin_checkout, GA4-FB-TK-SS- purchase, GA4-FB-TK-SS- view item), Google Ads Conversion Tracking (e.g., GAds - add_to_cart, GAds - purchase, GAds - remarketing, GAds - begin_checkout), Google Tag G-3HYEPRMSC, Microsoft Clarity - Official, SS - page_view - Base Code, and TikTok Pixel events (e.g., Tiktok - add_to_cart, Tiktok - begin_checkout, Tiktok - purchase, Tiktok - view_item, Tiktok - Pixel - Page view). Each tag entry includes a checkbox, a name, a type, a list of firing triggers (e.g., All Pages, 15 sec on page Trigger, CE - add_to_cart, CE - begin_checkout, CE - purchase, CE - view_item, Scroll Depth Trigger), and the last edited date (e.g., a month ago, 7 days ago).

Name	Type	Firing Triggers	Last Edited
Conversion Linker	Conversion Linker	All Pages	a month ago
FB - 15 sec on page	Meta Pixel	15 sec on page Trigger	a month ago
FB - add_to_cart - Tag	Meta Pixel	CE - add_to_cart	a month ago
FB - begin_checkout - Tag	Meta Pixel	CE - begin_checkout	a month ago
FB - Purchase - Tag	Meta Pixel	CE - purchase	a month ago
FB - view_item - Tag	Meta Pixel	CE - view_item	a month ago
FB Pixel - page_view - Tag	Meta Pixel	All Pages	a month ago
GA4 - add_payment_info	Google Analytics: GA4 Event	CE - add_payment_info	a month ago
GA4 - add_to_cart	Google Analytics: GA4 Event	CE - add_to_cart	a month ago
GA4 - begin_checkout	Google Analytics: GA4 Event	CE - begin_checkout	a month ago
GA4 - page_view	Google Analytics: GA4 Event	All Pages	a month ago
GA4 - purchase	Google Analytics: GA4 Event	CE - purchase	a month ago
GA4 - view_cart	Google Analytics: GA4 Event	CE - view_cart	a month ago
GA4 - view_item	Google Analytics: GA4 Event	CE - view_item	a month ago
GA4 - scroll_depth	Google Analytics: GA4 Event	Scroll Depth Trigger	a month ago
GA4-FB-TK-SS- 15 sec on page - Tag	Google Analytics: GA4 Event	15 sec on page Trigger	a month ago
GA4-FB-TK-SS- add_to_cart Tag	Google Analytics: GA4 Event	CE - add_to_cart	a month ago
GA4-FB-TK-SS- begin_checkout Tag	Google Analytics: GA4 Event	CE - begin_checkout	a month ago
GA4-FB-TK-SS- purchase Tag	Google Analytics: GA4 Event	CE - purchase	a month ago
GA4-FB-TK-SS- view item	Google Analytics: GA4 Event	CE - view_item	a month ago
GAds - add_to_cart	Google Ads Conversion Tracking	CE - purchase	a month ago
GAds - purchase	Google Ads Conversion Tracking	CE - purchase	a month ago
GAds - remarketing	Google Ads Remarketing	All Pages	a month ago
GAds - begin_checkout	Google Ads Conversion Tracking	CE - begin_checkout	a month ago
Google Tag G-3HYEPRMSC	Google Tag	Initialization - All Pages	a month ago
Microsoft Clarity - Official	Microsoft Clarity - Official	All Pages	a month ago
SS - page_view - Base Code	Google Tag	All Pages	a month ago
Tiktok - add_to_cart	TikTok Pixel	CE - add_to_cart	7 days ago
Tiktok - begin_checkout	TikTok Pixel	CE - begin_checkout	7 days ago
Tiktok - purchase	TikTok Pixel	CE - purchase	7 days ago
Tiktok - view_item	TikTok Pixel	CE - view_item	7 days ago
Tiktok - Pixel - Page view	Custom HTML	Initialization - All Pages	7 days ago

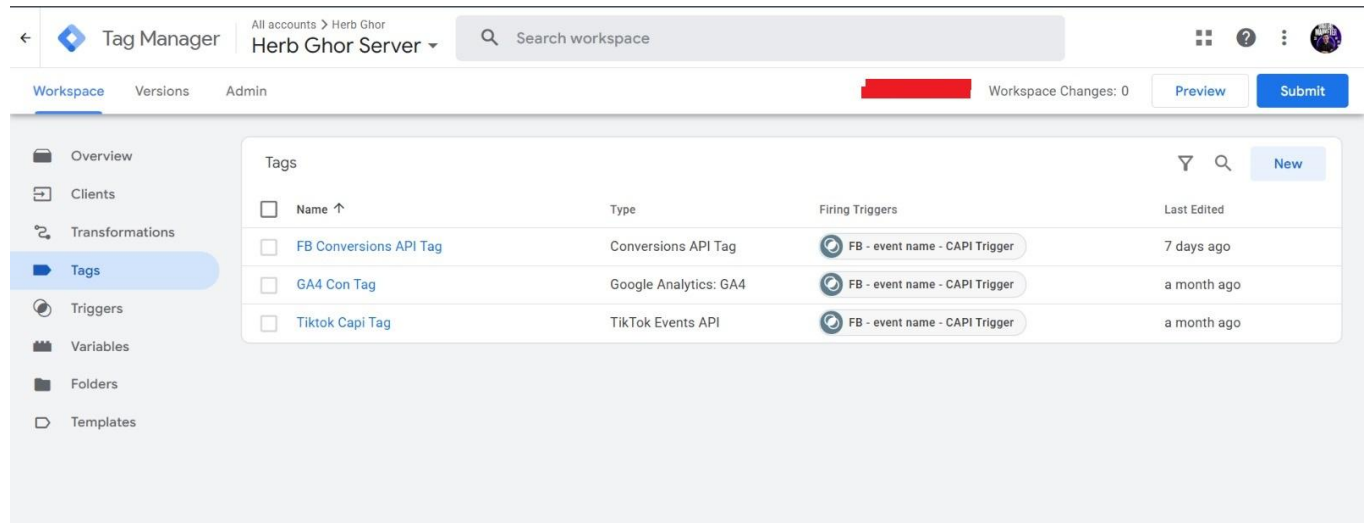
Evidence 1 — Herb Ghor web GTM tag configuration.

What this confirms

- ✓ Meta Pixel events are mapped for page view, view item, add to cart, begin checkout, purchase and a 15-second engagement event.
- ✓ GA4 events cover page view, product/cart/checkout/purchase actions, scroll depth and additional server-forwarding event tags.
- ✓ Google Ads conversion and remarketing tags are present for key commerce actions.
- ✓ TikTok Pixel tags are configured for view item, add to cart, begin checkout, purchase and page view.
- ✓ Microsoft Clarity is included as a supporting behavior-analysis tool.

Server Container: Server-Side Destination Layer

Google Tag Manager server container routes incoming events to advertising and analytics platforms.



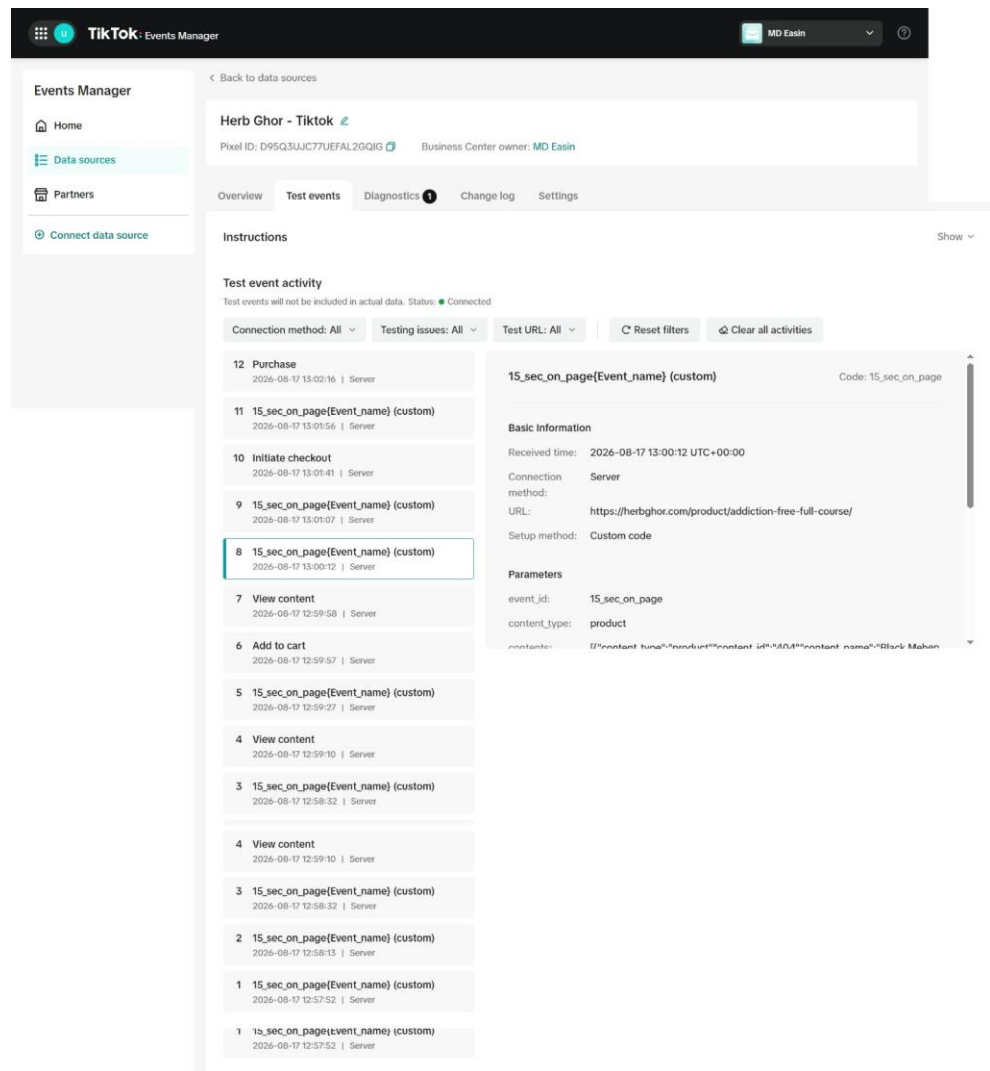
Evidence 2 — Herb Ghor server GTM tags for Meta CAPI, GA4 and TikTok Events API.

What this confirms

- ✓ Meta Conversions API tag is configured in the server container.
- ✓ GA4 server-side tag is present to continue analytics event processing.
- ✓ TikTok Events API tag is configured for server-side delivery.
- ✓ The listed server tags use a shared event-name/CAPI trigger, indicating centralized event routing logic.

Validation: TikTok Server Event Testing

TikTok Events Manager Test Events confirms that server events are reaching the destination.



Evidence 3 — TikTok Events Manager showing server-side test event activity.

What this confirms

- ✓ Connection method is shown as Server and status is connected during testing.
- ✓ Test activity includes Purchase, Initiate checkout, Add to cart and View content events.
- ✓ A custom 15_sec_on_page event is also received server-side, showing custom engagement tracking beyond standard ecommerce events.
- ✓ The event detail panel displays a server-received URL and event parameters, confirming payload delivery during QA.

Case study prepared from the supplied implementation screenshots. Claims are limited to what is directly visible in the provided evidence; no unsupported revenue, ROAS or attribution-lift figures have been added.