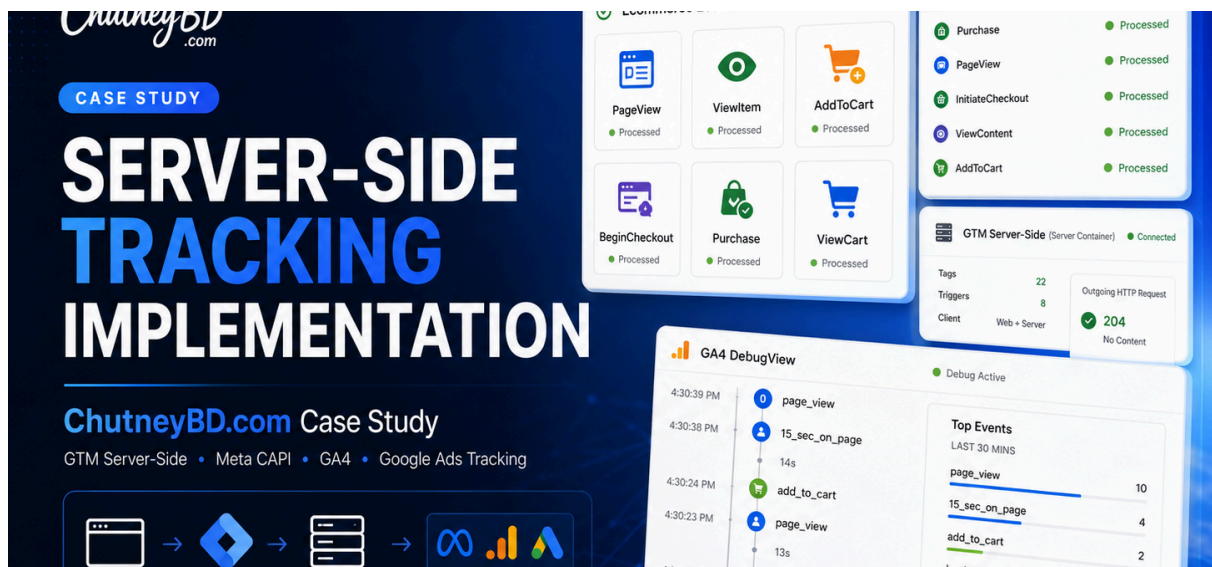




Server-Side Tracking Implementation for ChutneyBD.com

≡ Text

Brand: ChutneyBD.com

Role: Tracking & Analytics Implementation Specialist

Goal

To build a more reliable ecommerce tracking infrastructure for ChutneyBD.com using both browser-side and server-side tracking. The objective was to improve event data collection across Meta, Google Analytics 4 and Google Ads while properly tracking important customer actions throughout the purchase journey.

Project Description

I implemented and validated a complete tracking setup using **Google Tag Manager Web + Server containers, Meta Pixel + Conversions API, GA4, and Google Ads conversion tracking.**

The setup was designed to capture key ecommerce events from product interaction through checkout and purchase, while also forwarding selected events through the server-side environment.

Strategy & Execution

The implementation included:

- Configured **Google Tag Manager Web Container** for browser-side event tracking.
- Created ecommerce tracking for events including:
 - Page View
 - View Item
 - Add to Cart
 - View Cart
 - Begin Checkout
 - Add Payment Info
 - Purchase
 - Scroll Depth
 - 15-Second Engagement
- Integrated **Meta Pixel browser events**.
- Configured **Meta Conversions API (CAPI)** through the GTM Server container.
- Implemented **GA4 server-side event forwarding**.
- Added **Google Ads conversion tracking and remarketing tags**.
- Configured Conversion Linker for Google Ads attribution support.
- Added Microsoft Clarity for behavioral analytics.
- Used GTM Preview, GA4 DebugView and Meta Test Events to validate the implementation.
- Verified server requests were successfully being sent to Google Analytics.
- Confirmed purchase and other conversion events were being processed through both browser and server environments.

Results & Impact

The final setup created a stronger measurement infrastructure for ChutneyBD.com.

Key implementation outcomes included:

- Successful browser and server-side event transmission.
- Meta Purchase events successfully processed from both **Browser and Server**.
- Ecommerce funnel events successfully detected across GA4.

	• GA4 server requests returned successful HTTP 204 responses. • Purchase, Begin Checkout, Add to Cart, View Item and engagement events were successfully validated. • Google Ads conversion and remarketing tracking were integrated into the same tracking architecture. • The setup provides better data resilience than relying only on traditional browser-based tracking. Skills & Tools Used Google Tag Manager • GTM Server-Side Tracking • Meta Pixel • Meta Conversions API • Google Analytics 4 • GA4 DebugView • Google Ads Conversion Tracking • Google Ads Remarketing • Ecommerce Event Tracking • Conversion Linker • Microsoft Clarity • Tracking Debugging & Validation Detailed implementation screenshots and technical validation are available in the full case study PDF.
 Created by	 Shahin Alam
 Detailed Report	<u>ChutneyBD Server Side Tracking Case Study.pdf</u>