

# TRACK SMARTER, TRACK SERVER-SIDE WITH TOMAHAWK

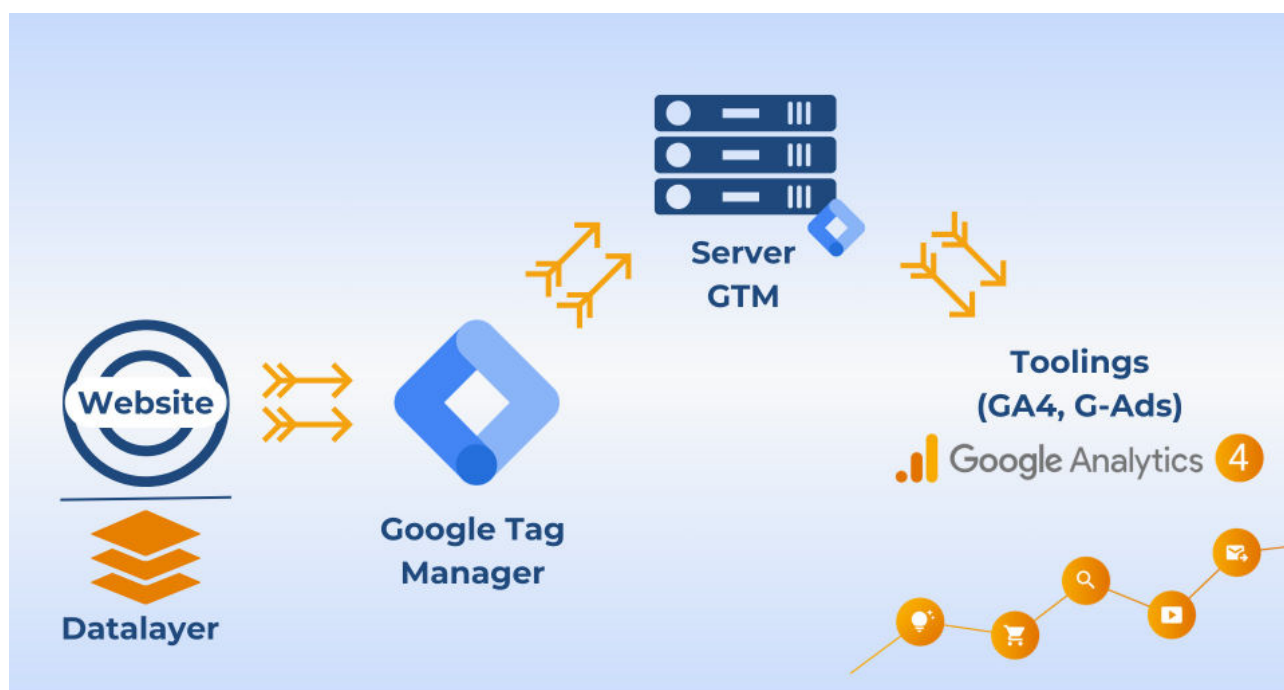
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In the dynamic realm of e-commerce, the shift from Universal Analytics to Google Analytics 4 (GA4) marks an important change. GA4 offers interesting upgrades, but nevertheless, it's crucial to acknowledge that mastering this platform comes with its own set of complexities. Navigating the learning curve of GA4 requires a tactful strategy, a challenge not to be underestimated. Tomahawk Digital Marketing presents the solution in the form of server-side tagging — a tool to unlock the full potential of GA4. With server-side tagging, your website has the crucial means to ensure that your business remains on top in the landscape of digital marketing.

## The Enigmatic “(not set)” Issue

Imagine this: you're delving into your GA4 reports, striving to unravel the performance of your webshop. Suddenly, the “(not set)” value appears, casting its shadow over your data. This phenomenon often materialises in dimensions like traffic sources, leaving you mystified as you endeavour to trace the

origins of your revenue. In the preceding era of Universal Analytics (UA), revenue flowed seamlessly into familiar channels such as “google / cpc” for Google Ads triumphs, “google / organic” for organic engagements, and even “direct” for your steadfast clientele who had your webshop bookmarked.



In the current age of GA4, you're likely witnessing a portion of your hard-earned revenue attributed to "(not set)". This issue can be attributed to a variety of factors, including:

- *Poorly configured transaction tracking:* If your tracking isn't up to a robust standard, vital data may be lost in the changeover to GA4.
- *Errors in UTM parameters:* Equally critical are missteps in UTM parameter handling, potentially muddling your traffic source attributions within the GA4-network.

This issue can be frustrating, hindering your ability to measure and optimise your marketing efforts effectively. Tomahawk Digital Marketing offers the essential solution: we specialise in server-side tracking.

### The Power of Server-Side Tracking

Server-side tracking is the ultimate answer to tackle the challenges posed by GA4. This approach moves tracking activities from the client side to the server side, delivering a multitude of benefits:

#### 1. Accurate Data

Server-side tracking guarantees that every interaction and transaction is relayed seamlessly to GA4 directly from the server. This virtually eliminates the risk of data loss, misleading attributions, and the dreaded "(not set)" values.

#### 2. International Data Privacy Assurance

Every country has its own regulations concerning the safeguarding of user data. By orchestrating tracking operations on the server, sensitive user information remains shielded from probable vulnerabilities on the client side.

Tomahawk ensures that your data collection and storage are compliant with local regulations and the European-wide GDPR regulations.

#### 3. Data-Driven Marketing Decisions

With comprehensive data at your disposal, you'll have the necessary knowledge to make informed marketing decisions. Analyse and optimise the performance of diverse marketing channels and campaigns confidently.

#### 4. Generate up to 30% More Conversions

With third-party cookies facing restrictions, a loss of 10-30% in data is already a reality. Server-side tracking offers the flexibility to capture custom events and data points tailored to the needs of your webshop. Delve deeper into your customers' behaviours and preferences, revealing new insights. Embracing server-side tracking can lead to an increase of up to 30% in conversions and sales. Platforms like Facebook and Google thrive on algorithms. Furnish them with the decisive marketing data you acquired via server-side tracking and score better results.

Server-side tracking, offered by Tomahawk, paired with Google Analytics 4, is the crucial solution to your analytics woes. It solves the "(not set)" issues and equips you with the tools needed to gather data, refine your campaigns, acquire substantial returns and propel your webshop to new horizons.

### Navigate the Future: Elevate Your Analytics

Considering the transition to server-side tracking is a strategic manoeuvre for webshop entrepreneurs. Contact us at Tomahawk today and unlock the full potential of Google Analytics 4 for your business. ••

