

CS + SS GTM

Ecommerce Server-Side tracking

Date : 22nd April 2022

PURCHASE TRACKING

Implementation Date: 26th March 2022

Data Analysis: 10th to 20th April 2022



	CS Side GA4	SS Side GA4	Difference
Total Transaction Tracked	475	453	22
Tracked by CS but not by SS	43		
Tracked by SS but not by CS	21		
Tracked by both CS & SS	432		


CS Side Tracking Sends data direct to GA4 Live property


× 1. GA4 Purchase Save


Tag Configuration


Tag Type

 **Google Analytics: GA4 Event**
Google Marketing Platform 



















Configuration Tag 

2. GA4 Configuration 

Event Name 

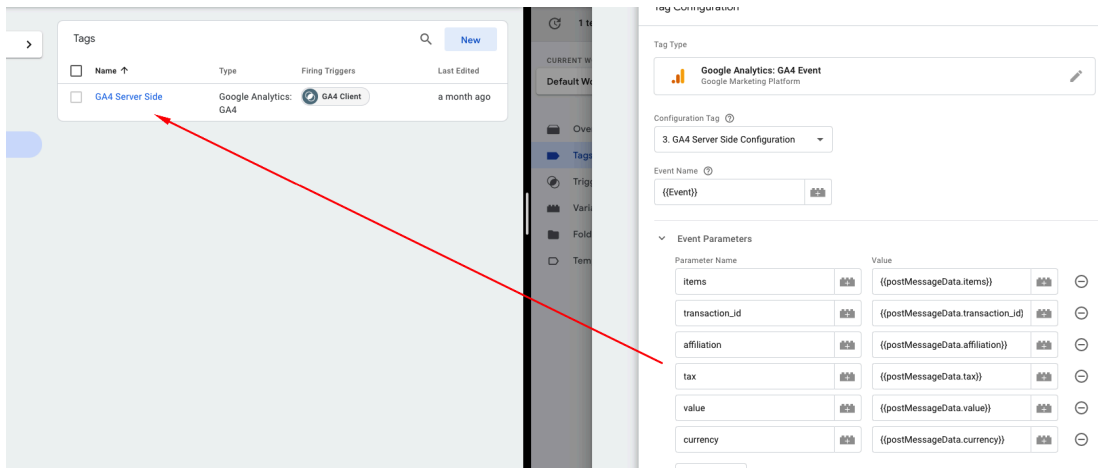
{{Event}} 

Event Parameters

Parameter Name	Value
items 	{{postMessageData.items}}  
transaction_id 	{{postMessageData.transaction_id}}  
affiliation 	{{postMessageData.affiliation}}  
tax 	{{postMessageData.tax}}  
value 	{{postMessageData.value}}  
currency 	{{postMessageData.currency}}  

[Add Row](#)

SS Side Tracking Sends data to SS GTM and then to Test GA4 property



Created GDS report for data comparison.

<https://datastudio.google.com/reporting/41a42bed-873d-44aa-a38e-cb11f86770f1>