

Server-side Tracking

How to find the right provider

Because we know companies often struggle with finding the right information on implementing server-side tracking and evaluating vendors, we have created this checklist to give you guidance. The market for server-side tracking is growing rapidly but these points are essential and will remain relevant as the technology progresses.

Server-side tracking technology checklist:

1 At this point in your research, you will have learned about the benefits server-side tracking can provide for your business. Next, get an overview of the server-side tracking providers on the market.

2 When evaluating vendors, make sure to check how they handle the following criteria:

Data quality

- Is first-party data capture possible?
- Is data capture unaffected by ad-blockers?
- Is data capture unaffected by tracking preventions in browsers?

Compliance

- Are the servers located in the EU and operated by a European company? (Schrems II)
- Is compliant data anonymisation and pseudonymisation available?
- Can you get written confirmation of GDPR and ePrivacy compliance from the vendor?

Connectivity

- Which tool integrations are available?
- Which ecommerce plug-ins are available?
- Can your CMP be integrated with the server-side tracking product?
- How much customisation is possible?

Setup

- How is the solution implemented?
- How much time and resources are needed?
- How much support is available?
- How good is the documentation?
- Do you need specific SLAs?

3 Request offers from vendors.

4 Make sure to compare the total costs of ownership (licence, implementation cost, etc.).

5 Select the vendor that meets your criteria.

If you take these criteria into consideration when selecting your server-side tracking provider, you can maximise the data quality, data sovereignty and data compliance you get to ensure the resilient success of your online business.

Refer to our blogpost [What is server-side tracking?](#) for a complete overview.