



Example #1 of the GA4 Implementation instructions: Server-to-server conversion tracking for an affiliate marketing agency across 20 websites.

Case: Server-to-server GA4 conversion tracking for an affiliate marketing agency across 20 websites.

The business goal

This client came with the following request: they needed GA4 tracking for conversions, based on closed leads postback from their affiliate network.

Additionally, after configuring one website, the goal was to scale the approach to 20 websites.

The solution

What was done:

- We created a strategy for the entire tracking model. We used the GA4 Measurement Protocol in combination with an affiliate tracker (called “Binom”).
- Then we created instructions for the client’s developers.
- After implementation, we thoroughly tested our system and made corrections.
- Finally, we guided the client on how to use this approach on 20 different websites that they have.

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- Submit any contact form on our website: <https://triodox.com/contact/>
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Server-to-server tracking: GA4 Measurement Protocol + Binom

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What we need to cover:

- Accounts structure - Google Tag Manager
- Accounts structure - Google Analytics
- Basic GTM setup
- Basic GA setup(via GTM)
- Import/Export of GTM account
- Measurement Protocol hit

One domain → one GTM container(ID) → One GA4 property(ID)

For every single domain(and its subdomains) we decided to use:

- Single GTM container(unique ID);
- Single Google Analytics property(unique ID)

Such an approach simplifies control and tracking and prevents problems with cross-domain tracking in Google Analytics 4.

Naming

Let's include the top-level domain name into the:

- GA4 property name
- GTM container name

Such practice simplifies finding the necessary property/container via the search box.

For example, for client-domain we use:

- GA4 property name: "*client-domain.com - GA4*";
- GTM container name: "*client-domain.com*".

Accounts and containers - Google Tag Manager









Google Tag Manager uses the following structure/grouping:

- GTM accounts
- GTM containers

One Google user can have access to multiple GTM accounts.

And one GTM account may have multiple GTM containers "inside".

For example, the GTM account "Marketing Whale" has several GTM containers for different websites:

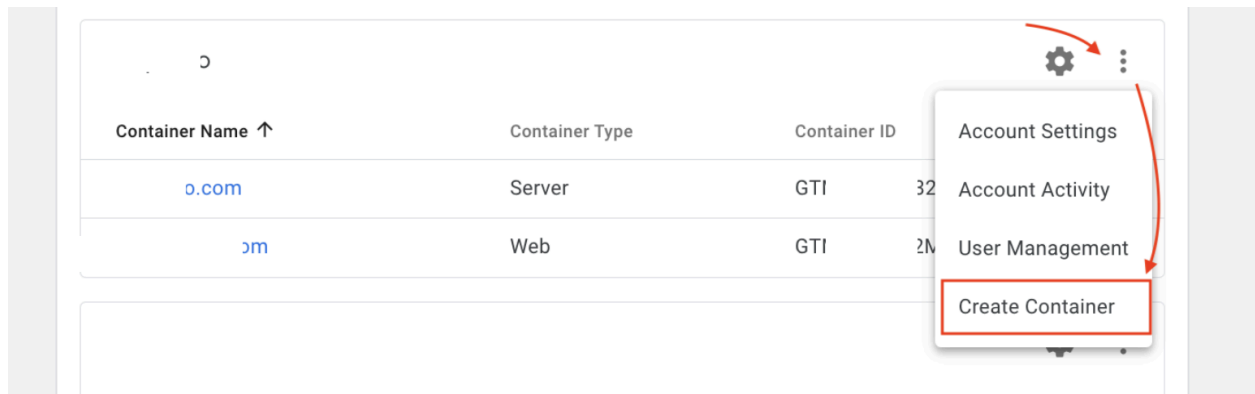
| GTM account | | | |  |  |
|------------------|----------------|--------------|--|---|---|
| Container Name ↑ | Container Type | Container ID | | | |
| ro.com | Web | GTM-W | | |  |
| om | Web | GTM-TI | | |  |
| tus.com | Web | GTM-W | | |  |
| ism.com | Web | GTM-PI | | |  |
| l.com | Web | GTM-PI | | |  |
| om | Web | GTM-W | | |  |

Google Tag Manager setup

Google Tag Manager has:

- Accounts;
- Containers under each account.

How to create a new Google Tag Manager container



Step 1: Open Google Tag Manager;

Step 2: find a necessary account;

Step 3: click three dots near the settings icon and click "Create container";

Step 4: give a name to the container. Ideally - use include the domain in it;

Step 5: Choose "Web" and click "Create";

Step 6: You'll see the code in a popup window. You need to copy GTM ID(GTM-XXXXXXX) from the code.

Alternatively, you can find the GTM container ID in settings("Admin") OR in the top of the screen in the GTM interface.

Step 7: save the GTM container ID into the document;

Step 8: proceed to the next section("Placement the Google Tag Manager container on the domain").

Placement the Google Tag Manager container on the domain

We need to paste this code on every page in the <head> section of the website on the domain and its sub-domains, as high as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-ABC123');</script>
<!-- End Google Tag Manager -->
```

Additionally, this code should be placed immediately after the opening <body> tag on every page as well:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-ABC123"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

This is example for client-domain2.com(GTM container ID=*GTM-ABC123*).

Notes

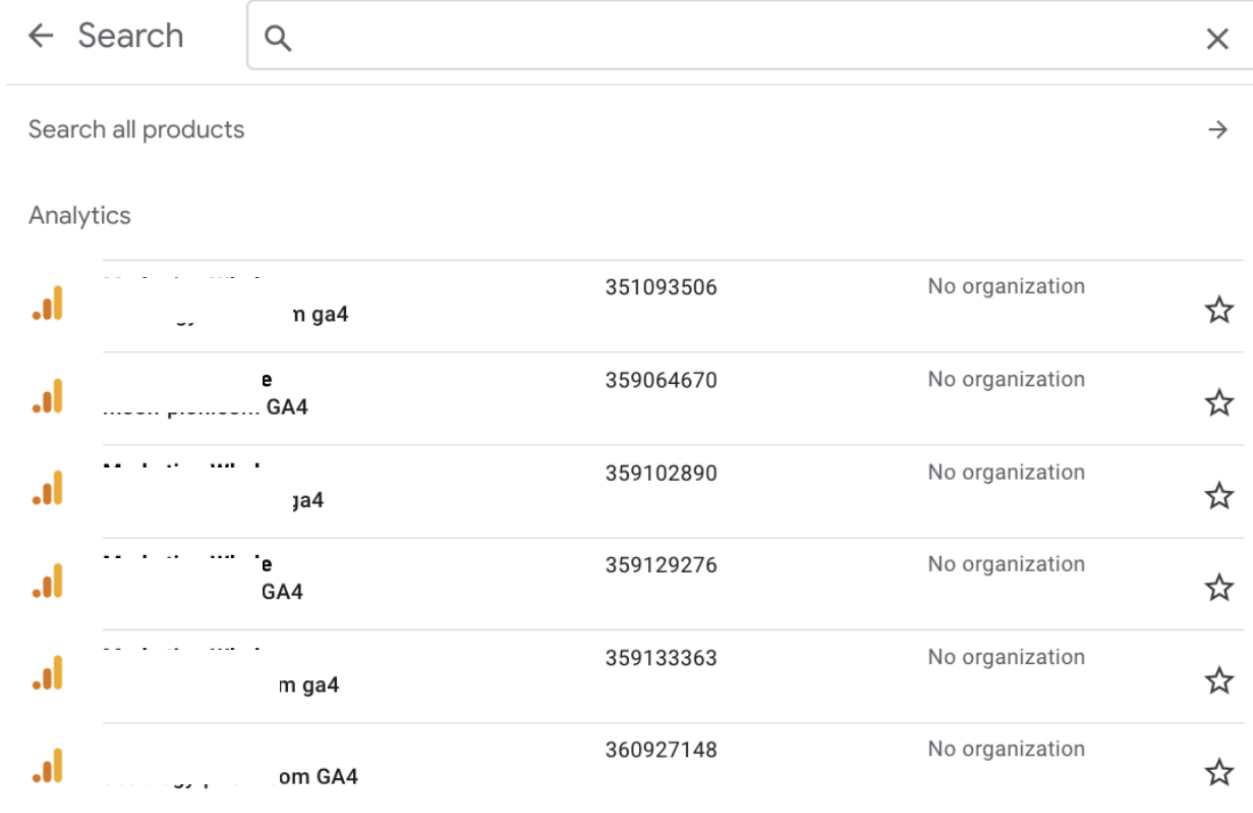
- The code above - is an example for client-domain2.com. We need to use the unique GTM container ID(like “GTM-ABC123”) for each domain;
- We keep GTM IDs for each domain in this document;
- Both pieces of the code should be placed only once;
- **One GTM ID** should be used on **one domain**(and its sub-domains).
- We should not use GTM IDs from other domains. For example, we **shouldn't** use GTM container *GTM-ABC123*(created for client-domain2.com) at client-domain.com

Google Analytics accounts and properties

Google Analytics 4 uses the following structure:

- Accounts
- Properties

For example, we have a “Marketing Whale” GA4 account, where we have GA4 properties for different websites:



The screenshot shows a search interface for Google Analytics. At the top, there is a search bar with a magnifying glass icon and a close button (X). Below the search bar, the text "Search all products" is followed by a right-pointing arrow. Underneath, the word "Analytics" is displayed. A list of search results follows, each row containing a small bar chart icon, a property name, a numerical ID, the text "No organization", and a star icon.

| Property Name | ID | Organization |
|---------------|-----------|-----------------|
| ... n ga4 | 351093506 | No organization |
| ... e GA4 | 359064670 | No organization |
| ... ja4 | 359102890 | No organization |
| ... e GA4 | 359129276 | No organization |
| ... m ga4 | 359133363 | No organization |
| ... om GA4 | 360927148 | No organization |

How to create new GA4 property

How to create new GA4 property:

Step 1: Open GA4 Admin Panel;

Step 2: Choose GA4 account;

Step 3: Click "+ Create Property";

Step 4: Give a name to the property.

Ideally, include the domain in the property. For example, "client-domain.com - GA4".

This approach simplifies finding GA4 property when needed.

Step 5: set the timezone and currency;

Step 6: in the "Start collecting data" popup choose "Web".

This will create a new data stream.

Paste the website URL and give a name to the data stream.

Then click "Create".

Step 7: in the data stream settings copy the Measurement ID.

Then save it into the document.

Step 8: Data stream:

- in the data stream settings open "Measurement Protocol API secrets".
- Then review data acknowledgment.
- Then click "Create" and give a name to the API secret key.
- Copy the "Secret value" and paste it into the document.

Step 9: You may need to do the additional configuration for GA4:

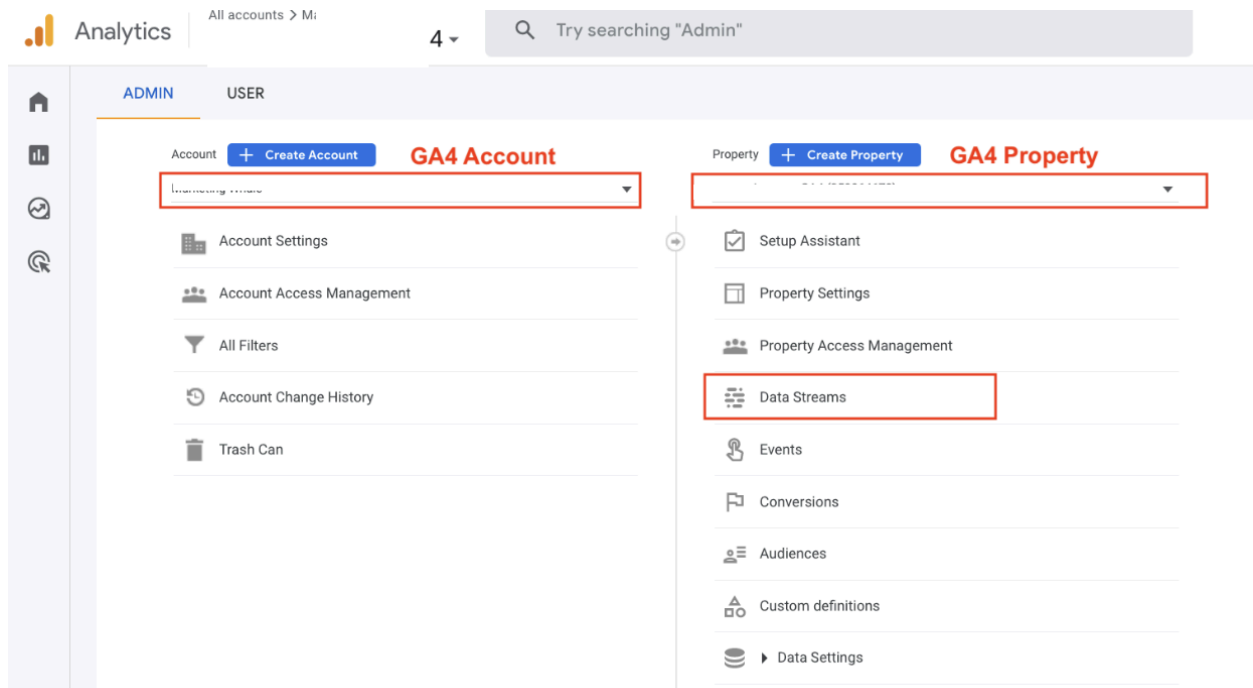
- Enable Google Signals(in "Property settings") - this might be required for Audience creation.
- Connect with Google Ads;
- Import GA4 conversions into Google Ads;
- Configure Audiences and import into Google Ads;

Briefly, we should get two IDs after that:

Measurement ID: used in Google Tag Manager, for s2s-tracking, and for other tools.

Measurement Protocol API secret key: used in Google Tag Manager, for s2s-tracking.

How to find GA4 Measurement ID



Step 1: Choose the GA4 account

Step 2: Choose the GA4 Property

Step 3: Click "Data Streams"

Step 4: Choose the data stream(commonly, we will have one)

Step 5: On the top-right corner you will see the Measurement ID

✔ Data collection is active in the past 48 hours.

Stream details



STREAM NAME

.com Stream

STREAM URL

https://t .com

STREAM ID

7

MEASUREMENT ID

G-



Events



Enhanced measurement

Automatically measure interactions and content on your sites in addition to standard page view measurement.

Data from on-page elements such as links and embedded videos may be collected with relevant events. You must ensure that no personally-identifiable information will be sent to Google. [Learn more](#)



Measuring: Page views Scrolls Outbound clicks + 4 more



Modify events

Modify incoming events and parameters. [Learn more](#)



Create custom events

Create new events from existing events. [Learn more](#)

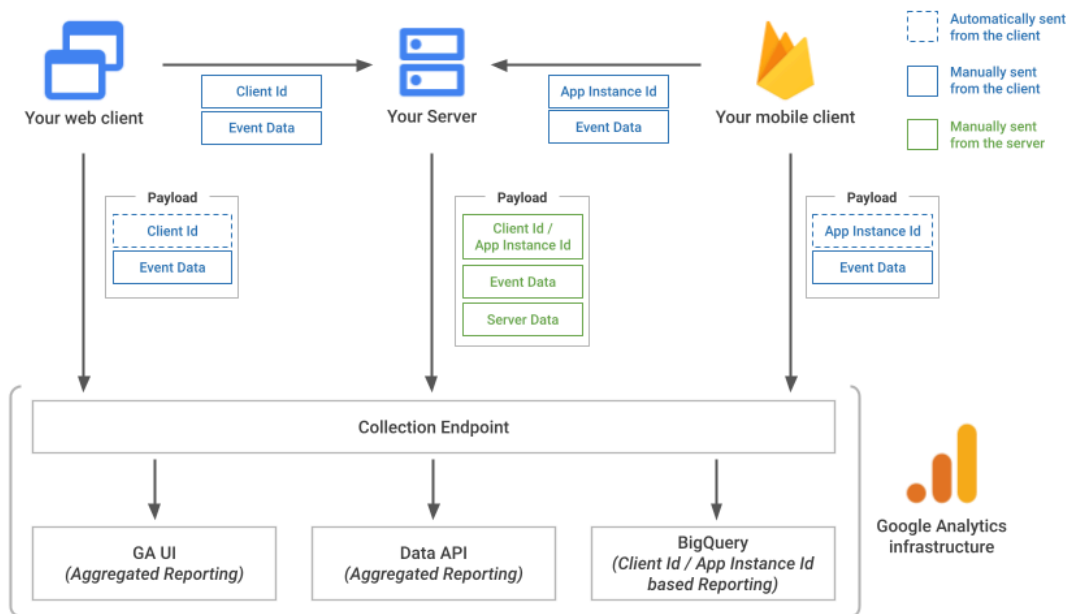


Measurement Protocol API secrets

Create an API secret to enable additional events to be sent into this stream through the Measurement Protocol. [Learn more](#)



Google Analytics 4 s2s-tracking



Part 1: Pass GA4 Client ID to Binom

- Get Client ID from Google Analytics 4 using Google Tag Manager
GTM tag: “GET GA4 ClientID”;
- Write Client ID to cookie `ga_custom_client_id`
GTM tag: “GA4 - write ClientId to cookie”;
- Pass Client ID from cookie to intermediate script
- Pass the Client ID and GA4 Measurement ID from intermediate script to Binom Link

Part 2: Create Binom → Server-side script postback

- Re-write Binom link
- Make a Postback request(Binom→Server Script) in case of conversion

Part 3: Create server-side script to send JSON to GA4

- Receive postback data from Binom
- Parse ClientID and payout data from Binom parameters
- Prepare JSON data for sending to GA4
- Send JSON to GA4 via Measurement Protocol
- Receive postback data from Binom
- Take the data from Binom parameters:
 - GA4 Measurement ID

- GA4 ClientID
 - Payout data
- Take the GA4 api_secret for the certain GA4 measurement_id
- Prepare JSON data for sending to GA4
- Send JSON to GA4 via Measurement Protocol

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