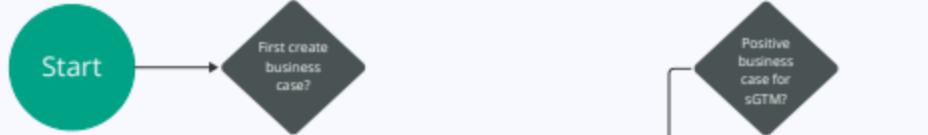




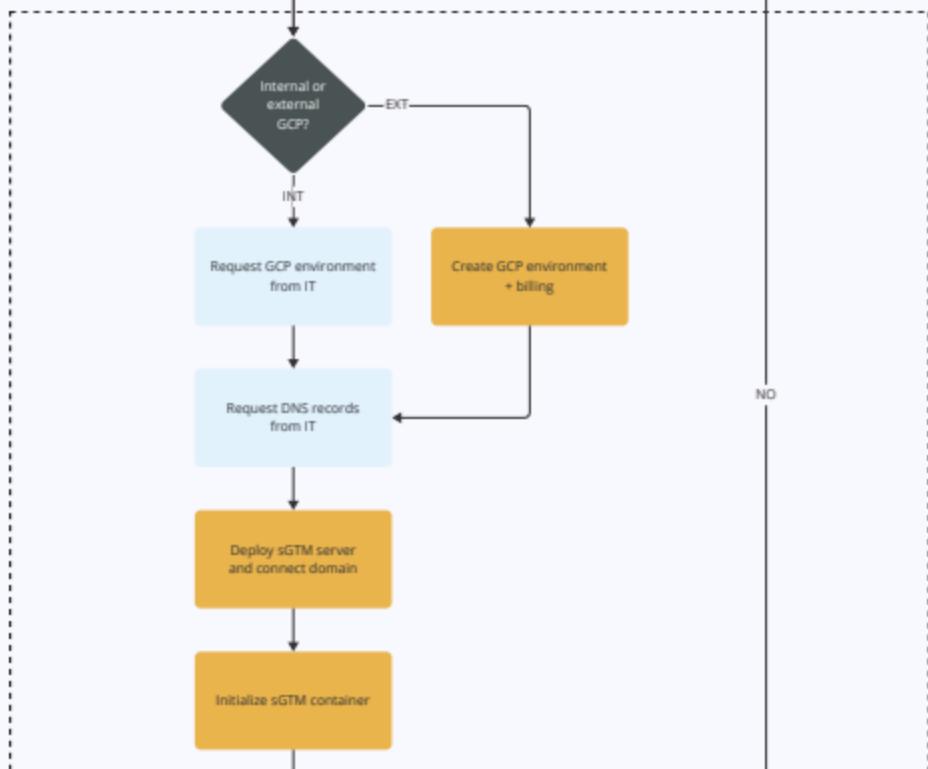
Marketing Engineers

Server-side tagging with Google Tag Manager

Analysis



Positive business case for sGTM?



Integrate anonymous data collection in regular GTM and reporting

Follow-up project

