

Why should you switch to server-side tracking?

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.

How to find the right server-side tracking provider

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 multiple 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.

Getting started with JENTIS

Implementing JENTIS is swift and simple.

With **over 100 tested connectors and integrations**, JENTIS integrates smoothly into businesses' tech setups, including Google Analytics 4, Google Ads, Google Floodlight, Amplitude, Adobe, Meta, LinkedIn, and many more.

As a hybrid solution, JENTIS supports both client-side and server-side tracking.

The transition is seamless, allowing parallel operation while migrating without altering existing data pipelines, **avoiding costly tool changes or retraining.**

Teams can continue to use their existing reports and tools.

Easy implementation in minutes



Create JENTIS container



Implement JavaScript snippet



Set DNS A Record



Configure connectors

More than 100 platforms and tool integrations



Trusted by



The easiest way to better campaign performance.

Explore how JENTIS' state-of-the-art data protection measures, unmatched data quality, and compliance capabilities can empower your business to confidently adapt to evolving regulatory demands globally.

Learn how JENTIS can help you increase your ROAS.

*Book a free consultation today:
www.jentis.com/contact*

