Tiide Keep your data flowing

Whitepaper:
You're losing more conversions than you think to browsers & blockers

What's included:

- Tracking in 2026: the biggest issue your marketing team is facing
- How server-side tracking improves your marketing ROI
- A marketer's checklist (find out if server-side tracking is the solution)
- Case study: Server-side tracking recovers 60% of data

Modern marketers are missing more conversions than they realize. This whitepaper provides practical insights for agencies and marketers who are tired of unreliable reporting.

Introduction

Marketing platforms are losing visibility over your data.

Over the last few years, ad blockers, browser privacy updates, cookie restrictions and iOS tracking changes have fundamentally changed how conversion data is collected online. Platforms like Meta and Google Ads are now routinely missing legitimate conversions – a lot of them. And usually without marketers even realising it.

For agencies and marketing teams, this creates a serious problem:

- Campaign reporting becomes unreliable
- Optimization algorithms receive weaker signals
- Attribution becomes inconsistent
- Money is wasted on creative and campaign changes that aren't really required
- Decisions become harder to stand by.

And while server-side tracking has emerged as the solution, implementing it has traditionally been complicated, technical and expensive.

That's exactly why Tiide exists.

Tiide was built to make server-side tracking accessible – without requiring developers, complicated server infrastructure or hours inside sGTM.

The problem

Most websites still rely heavily on client-side tracking.

That means tracking scripts run inside the user's browser – the exact place where modern privacy restrictions are designed to block them.

Today, browsers and devices actively interfere with tracking through:

- Safari's Intelligent Tracking Prevention (ITP)
- Ad blockers
- Cookie limitations
- Privacy-focused browsers
- iOS privacy settings
- Script blocking extensions.

The result? **Marketing platforms miss a significant amount of conversions that actually happened.** Often, around half.

Not because campaigns failed and customers didn't convert. But because the browser prevented the tracking from firing properly and the data never got recorded.

For marketers, **this creates a dangerous situation where budget and optimization decisions are being made from incomplete data**.

Why server-side tracking has become best-practice

Server-side tracking moves data collection away from the browser and into a controlled server environment.

Instead of relying entirely on fragile browser-based scripts, events are processed server-side before being sent to advertising and analytics platforms.

This dramatically improves data reliability.

The benefits are significant:

More accurate attribution: Recover conversions that were previously lost due to blockers and browser restrictions.

Better optimization signals: Platforms like Meta and Google Ads perform better when fed cleaner, more complete conversion data.

Improved campaign performance: Better signals help algorithms optimize more effectively.

More reliable reporting: Gain confidence that reported results are reflecting the reality.

Improved ROI: Better performance, and less budget spent on creative changes that aren't required.

Future-proofing: Privacy restrictions will continue evolving. Server-side tracking helps businesses adapt now rather than later.

The problem with most server-side tracking solutions

Most server-side implementations are designed for technical teams.

Typical setups often involve:

- Complex Google Cloud configurations
- Server provisioning
- Manual sGTM configuration
- DNS complications
- Ongoing maintenance
- Expensive development costs.

For many agencies and businesses, the complexity outweighs the perceived benefit.

That's created a major gap in the market: Businesses know they need server-side tracking – but many don't have the time, budget or technical resources to implement it properly.

Why Tiide is different

Tiide was designed to remove the complexity.

The platform simplifies server-side tracking into a fast, accessible solution that agencies and marketers can actually use without specialist infrastructure knowledge.

Simple setup: Most users can get started in around 10 minutes.

No sGTM knowledge required: Tiide removes the technical overhead typically associated with server-side tracking.

Affordable: Businesses don't need enterprise-level budgets to improve their data quality.

Clear visibility: Users can clearly see how much data is being recovered in real-time.

Good for agencies: Tiide is designed to scale across multiple clients and campaigns.

Designed to pay for itself: Better optimization signals can improve campaign efficiency and reduce wasted spend – often offsetting the platform cost quickly.

Resources:

How do you know if server-side tracking is the solution you need?

See page 4 for our simple checklist.

Want some concrete evidence server-side tracking works?

View our case study on page 5.

Want to understand your data loss?

Visit our online Data Loss Calculator (it's free and takes 60 seconds).

Do you need server-side tracking?

A quick checklist for marketers

- ❑ **Your reporting platforms don't agree with each other**
  GA4, Meta Ads and your CRM all show different conversion numbers.

- ❑ **You suspect conversions are being missed**
  Lead volume or sales activity feels higher than what ad platforms are attributing.

- ❑ **A large portion of your audience uses iPhones or Safari**
  Safari aggressively blocks tracking activity, making server-side tracking especially valuable.

- ❑ **Your customers are primarily mobile users**
  Mobile browsers and apps are increasingly restrictive with tracking.

- ❑ **Your audience is privacy-conscious**
  Users running ad blockers or privacy tools can prevent browser-based tracking from firing.

- ❑ **Meta's optimization performance has declined**
  Poor tracking means weaker signals for ad algorithms.

- ❑ **Your retargeting audiences feel smaller than expected**
  Tracking loss can reduce audience pool sizes.

- ❑ **You're spending meaningful money on paid media**
  The more ad spend involved, the more costly inaccurate data becomes.

- ❑ **You want more confidence in marketing decisions**
  Better data leads to smarter optimization and budgeting.

- ❑ **You want a solution that pays for itself**
  Improved optimization and recovered conversions usually offset the platform cost quickly.

How did you go?

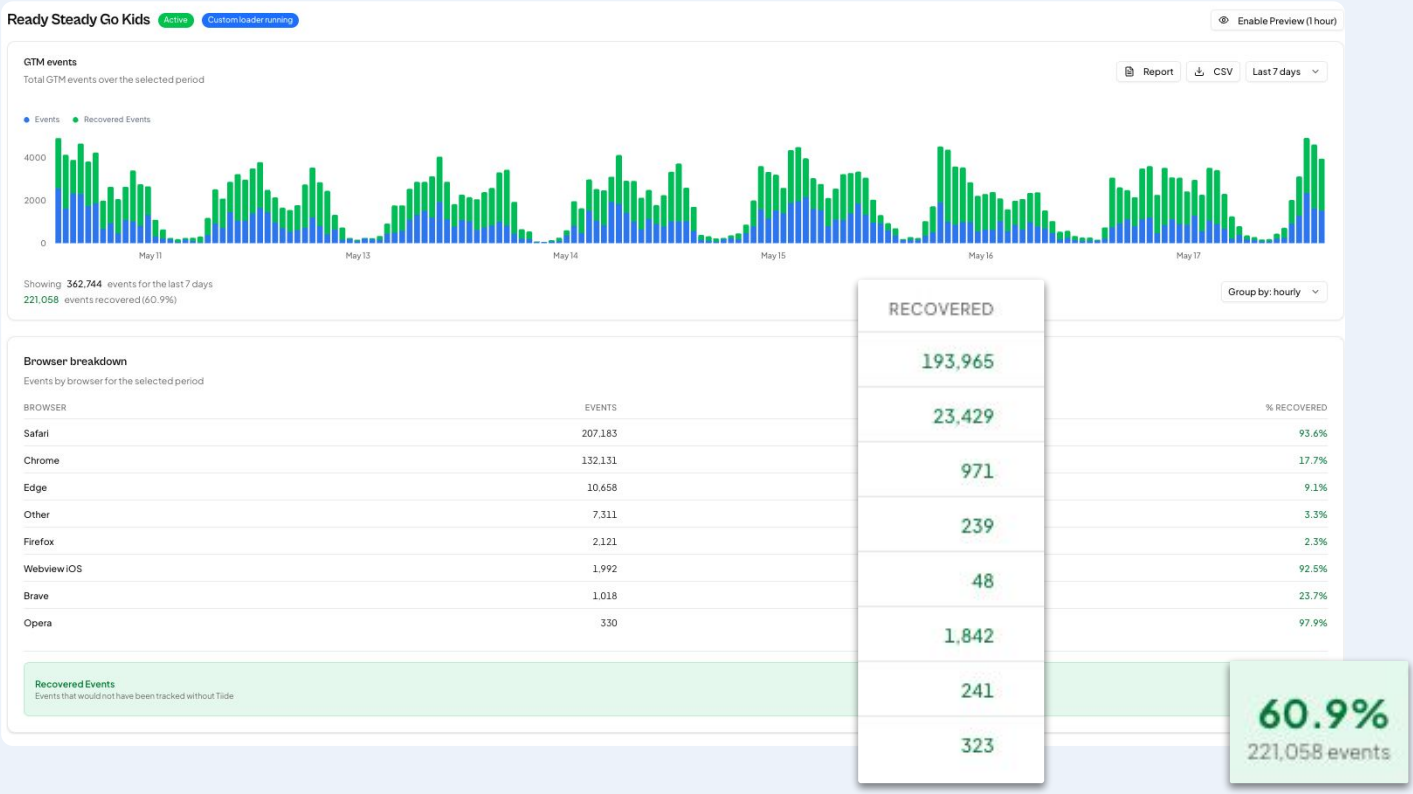
If several of these sound familiar, there's a strong chance your business is currently losing valuable conversion data.

How much? It is widely accepted that 20–40% of your data could be missing. **But many Tiide users are seeing 50% or more being recovered with Tiide**. Read the case study on the following page to find out more.

CASE STUDY: Recovering 221,000+ previously lost events in just 7 days

Ready Steady Go Kids (Australia's largest multi-sport program for preschoolers) implemented Tiide to improve the reliability of their marketing data.

The results highlighted just how much tracking loss was occurring – particularly from mobile Safari users:



Results over 7 days

- 362,744 total GTM events
- 221,058 events recovered
- **60.9% recovery rate**

This means that 60.9% (more than half) of all measurable events would likely have been partially or completely lost without server-side tracking.

What the data revealed

The data revealed something particularly important: almost 200,000 events were missing from Safari users alone.

Browser	Events	Recovered
Safari	207,183	193,965
Chrome	132,131	23,429
Other	23,430	3664

This is highly significant because Ready Steady Go Kids' audience is heavily mobile-first – primarily mums browsing on iPhones.

Safari's aggressive privacy protections were blocking substantial amounts of tracking data.

Without server-side tracking, marketing platforms were missing enormous volumes of valuable conversion and behavioural data from the brand's core audience.

What this meant for the business *(and what it could mean for you)*

Recovering this data had meaningful downstream benefits.

- **More accurate performance reporting:** A better understanding of what was genuinely driving leads and conversions, rather than relying on partial attribution.
- **Better campaign optimization:** Ad platforms received stronger conversion signals, helping campaigns optimize more effectively.
- **Better return on ad spend (ROAS):** Cleaner conversion signals helped Meta and Google optimize campaigns more effectively, reducing wasted spend.
- **Smarter budget decisions:** Reliable data made it easier to identify what channels, audiences and campaigns deserved more investment.
- **Greater confidence in decision-making:** No more second-guessing data before making strategic decisions.
- **Happier stakeholders:** A significant improvement on investment made for happier stakeholders and more job security for marketers.

Why this matters for agencies

For agencies, server-side tracking is rapidly becoming a competitive advantage where clients are increasingly questioning:

- Why reported conversions fluctuate
- Why campaign performance appears inconsistent, or is decreasing
- If their online creative isn't working
- Whether their investment is worth it.

Agencies that can solve these problems create stronger client trust and better campaign outcomes.

Tiide works with the platforms you rely on:

- Google Analytics 4
- Google Ads
- Meta
- TikTok
- Pinterest
- Snapchat
- Reddit
- Linkedin
- Mailchimp
- Hubspot

Need more info? See the online server-side tracking guide to understand the difference between your current tracking setup versus tracking with Tiide.

Get the free & downloadable guide