

Markedsføringsforeningen i Kristiansand

Datainnsamling og sporing i 2024

Onlynx AS



Tom Ågedal



Tom@onlynx.no

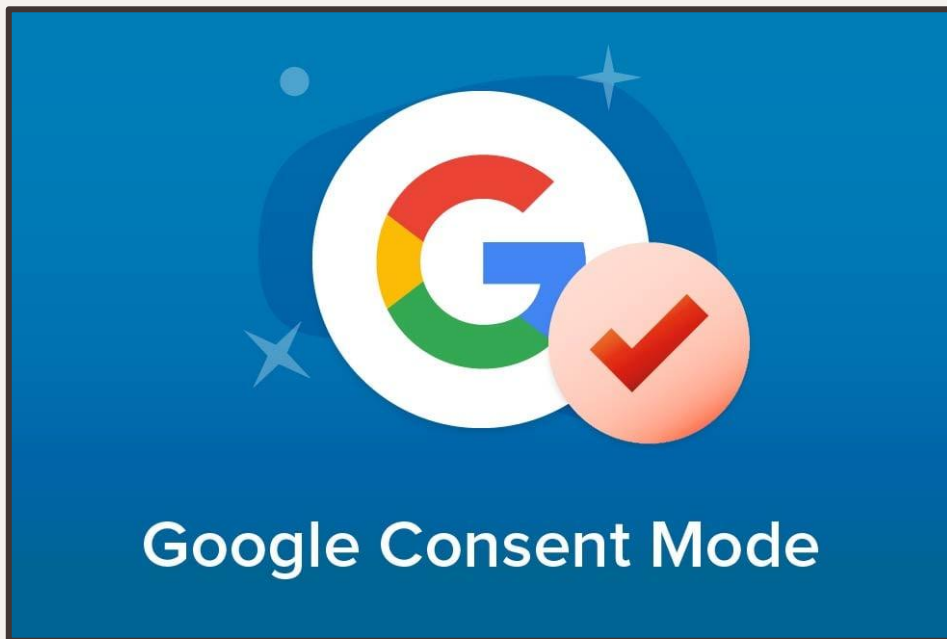
- Daglig leder i Onlynx AS siden 2018
- Tagmanager nerd siden 2015
- Vi hjelper store og små bedrifter i Agder med oppsett og utfordringer rundt datainnsamling og sporing i GA4, Bigquery, lookerstudio og generelt hele Google sin programstack. I tillegg til at vi også driver med markedsføring i Google ADS og sosiale medier.

01

Google Consent mode V2

Hva, hvorfor og hvordan?





Hva er Google Consent mode V2

- Samle inn data fra brukere som **ikke** har gitt consent
- Simulere adferd og konvertering
- Sende anonyme pinger som droppes etter behandling.



Google Consent types



Ad_storage

Tillater lagring av data til markedsføring



ad_user_data

Tillater personlig data til bruk i markedsføring



Analytics_storage

Tillater lagring av data til analyse



ad_personalization

Tillater personlig tilpasset markedsføring



Advanced VS Basic

Ved bruk av Basic mode mister man modellering av adferd og konverterings modellering blir mindre nøyaktig.

	Advanced implementation	Basic implementation
Tag behavior	<ul style="list-style-type: none">• Google tags are loaded before the consent dialog appears• Tags send cookieless pings when cookie consent declined	<ul style="list-style-type: none">• Google tags blocked until consent is granted
Behavioral modeling in GA4	✓	
Conversion modeling in GA4	✓	✓ *
Conversion modeling in Ads	✓	✓ *

* When tags are blocked due to consent choices, no data is collected, and conversion modeling in Ads is based on a general model. The models use features such as browser type, conversion action type, time of day, and other high-level, non-identifying variables. [Learn more about consent mode and conversion modeling for Ads](#).

Kilde: Google



The screenshot shows the Chrome DevTools Network tab. The 'Headers' tab is selected, and the 'Request URL' is visible. A red arrow points to the 'Request URL' field, and another red arrow points to the 'GCS' and 'GCD' parameters in the URL. The URL is: `https://analyse.onlynx.no/g/collect?v=2&tid=G-LDQJPDx86S>m=45je4210v9104655377z89104656259za200&p=1708771378465&dbg=1&gcs=G111&gcd=13r3r3r5&npa=0&dma_cps=sypham&dma=1&gdid=dMWZhNz&cid=518012905.1708341921&ul=en-us&sr=2000x1334&fpic=0&ur=NO-42&uaa=x86&uab=64&uafvl=Not%2520A(Brand%3B99.0.0.0%7CGoogle%2520Chrome%3B121.0.6167.75%7CChromium%3B121.0.6167.75&uamb=0&uam=&uap=Windows&uapv=10.0.0&uaw=0&tpscdl=noapi&ssst.uc=NO&ssst.rnd=268660826.1708771446&ssst.etld=google.no&ssst.gsub=region1&ssst.gcd=13r3r3r5&ssst.us_privacy=1---&ssst.tft=1708771378465&s=1&sid=1708771446&scst=3&seg=0&idl=https%3A%2F%2Fonlynx.no%2F%3Fgtm_debug%3D1708341629805&dr=https%3A%2F%2Ftagassistant.google.com%2F&dt=Onlynx%20AS%20-%20Hjem&en=page_view&_ss=1&tfd=69077&richst=sse`

Name	Request Method	Status Code	Remote Address
js?id=G...	GET	200 OK	51.158.227.185:443

For å verifisere at man forholder seg til Consent mode V2 må man se etter kodene "GCS" og "GCD" i nettverksrequesten til Google Analytics. Er disse tilstede får Google Consent signaler å forholder seg til disse.



Event Consent State ⓘ

Type	On-page Default	On-page Update	Current State
ad_storage	Denied	Granted	Granted
analytics_storage	Denied	Granted	Granted
ad_user_data	Denied	Granted	Granted
ad_personalization	Denied	Granted	Granted
functionality_storage	Denied	Granted	Granted
personalization_storage	Denied	Granted	Granted
security_storage	Granted	Granted	Granted

```

_ga: 176857010201
gcd: 1313131311

```

```

gcs: G100
gcd: 13p3p3p3p5

```

```

_ga: 1768547097515
gcs: G111
gcd: 13r3r3r3r5

```

Hvordan lese consent

- L : Ingen tillatelse gitt via Consent mode. Ikke gyldig consent banner
- P: Advance consent mode på(G100), tillatelse ikke gitt, ingen oppdatering
- R: tillatelse var av (default) , etter oppdatering nå på.



Container Settings

Container name

Onlynx - Web

Target platform



Web

For use on desktop and mobile web pages

Default workspace name

Default Workspace

Additional settings

Enable consent overview (BETA) ⓘ

Consent Configured



<input type="checkbox"/> Tag Name ↑	Type	Built-in consent	Additional consent	Last Edited
<input type="checkbox"/> cEvent - GA4 - Lead	Google Analytics: GA4 Event	<code>ad_storage</code> <code>ad_personalization</code> <code>ad_user_data</code> <code>analytics_storage</code>	<code>ad_storage</code> <code>analytics_storage</code> <code>personalization_storage</code>	9 days ago
<input type="checkbox"/> GA4 - viewItem	Google Analytics: GA4 Event	<code>ad_storage</code> <code>ad_personalization</code> <code>ad_user_data</code> <code>analytics_storage</code>	<code>ad_storage</code> <code>analytics_storage</code> <code>personalization_storage</code>	9 days ago
<input type="checkbox"/> Google Analytics GA4 Configuration	Google Tag	<code>ad_storage</code> <code>ad_personalization</code> <code>ad_user_data</code> <code>analytics_storage</code>	<code>ad_storage</code> <code>analytics_storage</code> <code>personalization_storage</code>	9 days ago

Hvordan få Cookieconsent

- Bruke en Google CMP partner f.eks Cookiebot eller Onetrust.
- Oppdatere sporingstag på nettsiden eller i TagManager



Avsluttning



- I løpet av mars 2024 vil consent mode V2 være påkrevd av Google for å samle inn brukerdata og rette markedsføring ved bruk av brukerdata
- Nettsider uten Consent mode V2 **VIL** miste mulighet til brukerdata støttet markedsføring
- Settes opp via CMP (Consent management platform) og springstag.
- Verifiseres via nettverks request



Spørsmål?

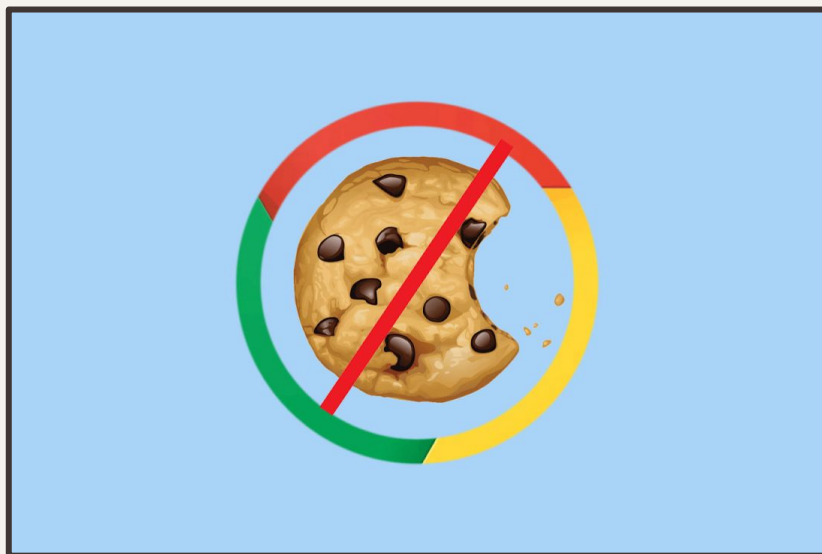


02

Datainnsamling i 2024

Server side tracking og Conversions API





What a cookieless world.

- Innen 2024 vil internett være tomme for småkaker fra 3. parter
- Hva har dette å si for datainnsamling i 2024
- 1. party vs 3. party tracking





Simo Ahava
@SimoAhava



Once more for the people in the back:

When “third-party” cookies are phased out, Google Analytics (and others) will continue to work just fine. They use “first-party” storage for persisting identifiers.

And stop with this crap about a “cookieless future” thank you.

7:01 AM · Nov 17, 2023 · **15.1K** Views

32 Reposts **5** Quotes **218** Likes **18** Bookmarks

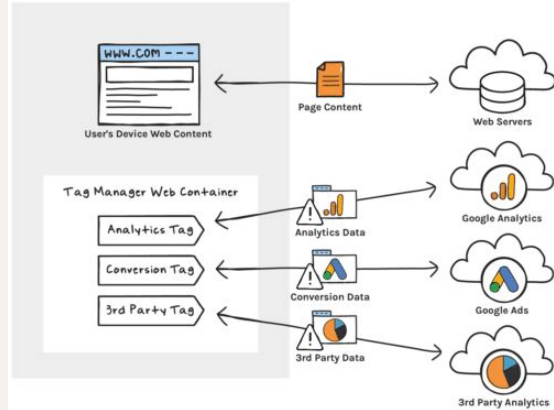
Veldig lite!

For noen tilbydere av annonser og datainnsamling har det en effekt, men de fleste har nå oppgradert til å benytte 1st party cookies.

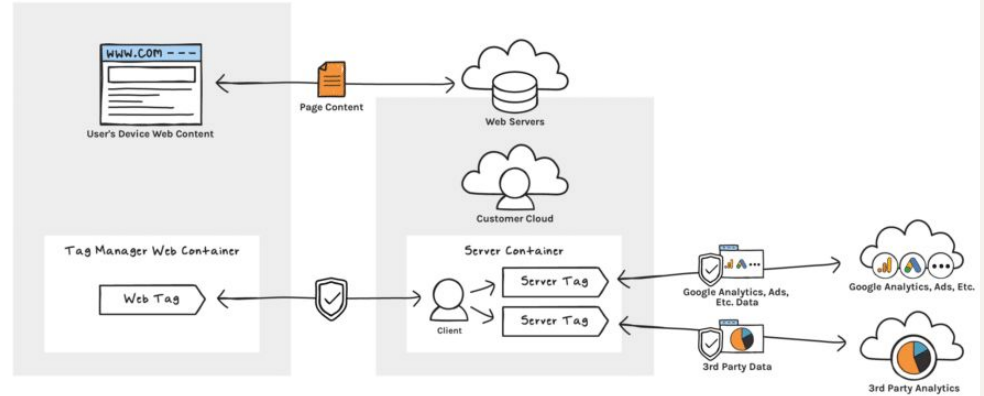


Serverside tracking

WITHOUT SERVER-SIDE TRACKING



WITH SERVER-SIDE TRACKING



Fordeler

- Bedre innsamling av data
- Unngår annonseblokkeringer og andre browser blokkeringer
- Kontroll på hvilken data som sendes
- Data kan anonymiseres og PII lekker ikke.
- 1. party tracking
- Lenger utløpstid på cookies
- Raskere page load



1. party tracking

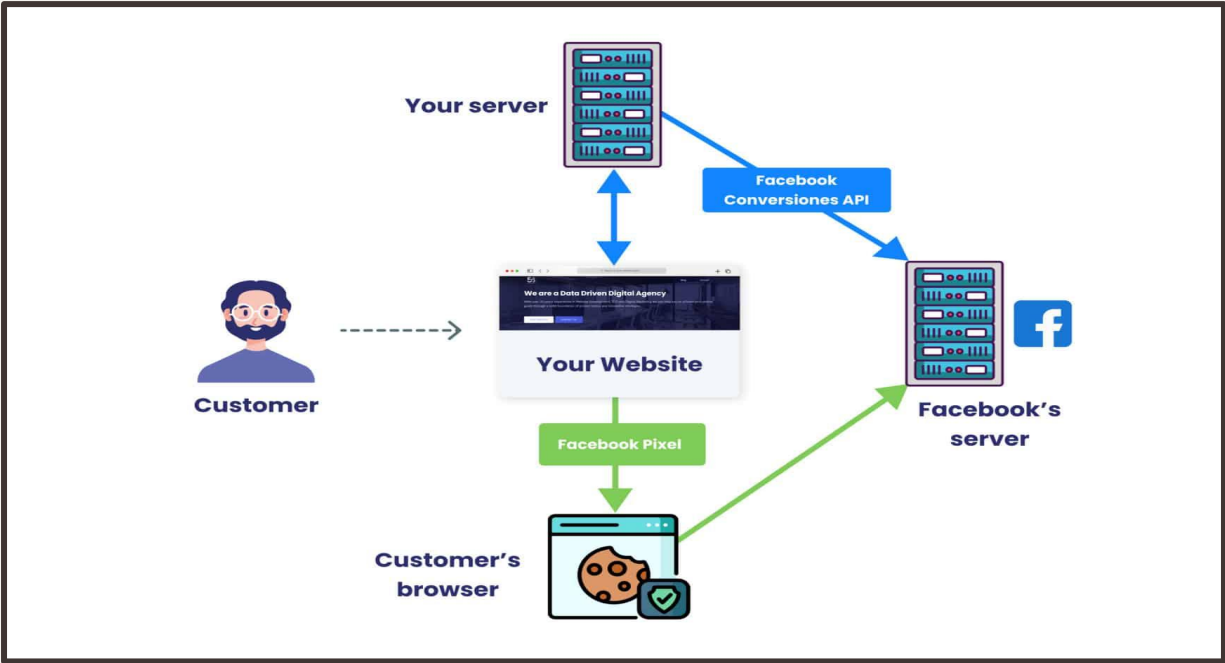
The screenshot shows the Chrome DevTools Network tab. The top navigation bar includes Elements, Console, Sources, Network (active), Performance, Memory, Application, Security, Lighthouse, Recorder, and Performance insights. The Network tab is displaying a list of requests, with the selected request expanded to show its details. The request is a GET method to a Google Analytics endpoint. A red arrow points to the 'Request URL' field.

Name	Headers	Payload	Preview	Response	Initiator	Timing	Cookies
js?id=G-...	General						
collect?...	Request URL:						
a?id=G-...	Request Method:						
td?id=G-...	Status Code:						
a?id=G-...	Remote Address:						

This is a close-up view of the Network tab's 'Headers' section. The 'Request URL' is highlighted, showing a Google Analytics tracking endpoint. A red arrow points to the 'Request URL' label.

Headers	Payload	Preview	Response	Initiator	Timing	Cookies
General						
Request URL:						

Conversion API

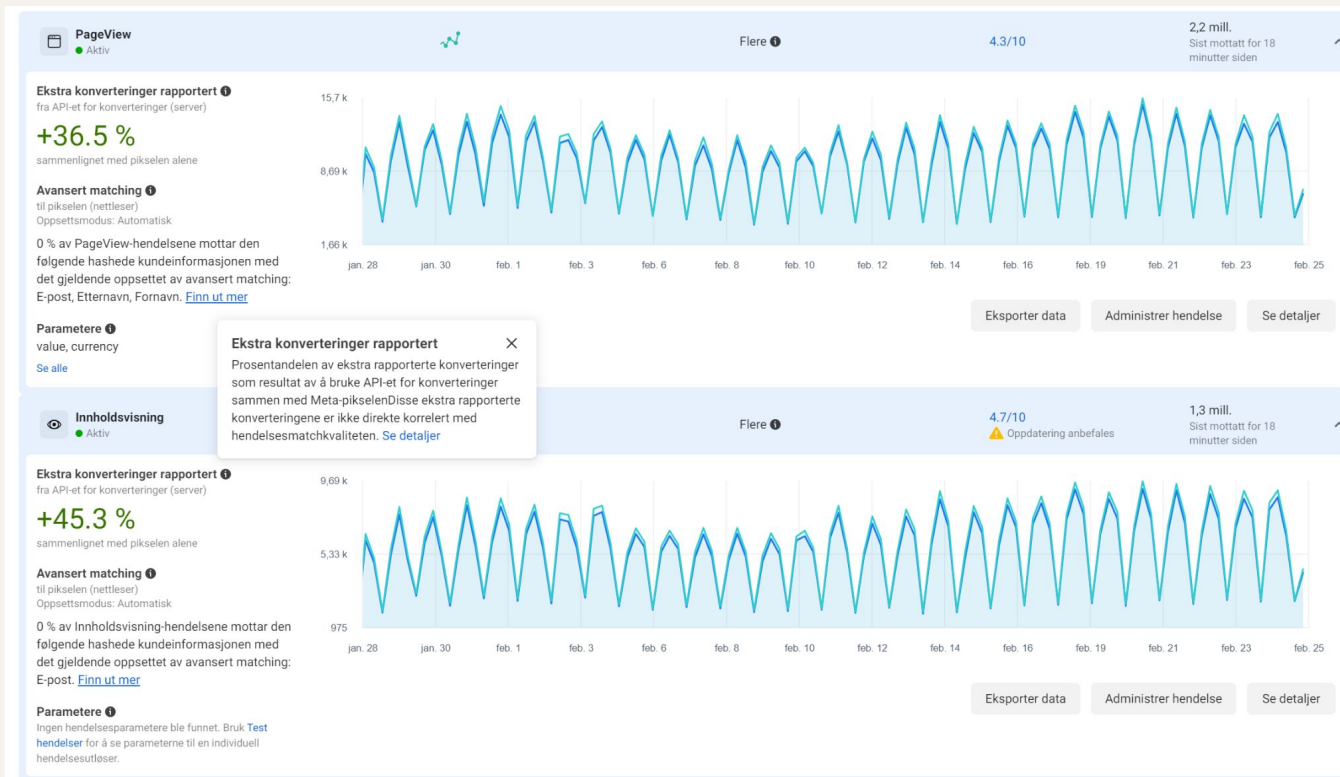


Tik Tok - Conversion API

Event Name	Event details	Diagnostics	Event status	Event code	Event Name	Connection method	Total events	Last received
View Content	View data Event health	⚠️ 2 issues	● Active	ViewContent	PageView	Server & Browser	420237	Last received 0 hours ago
Page View	View data Event health	-	● Active	Pageview		Browser	244678	Last received 0 hours ago
Initiate Checkout	View data Event health	⚠️ 1 issue	● Active	InitiateCheckout		Server	8031	Last received 0 hours ago
Place an Order	View data Event health	⚠️ 1 issue	● Active	PlaceAnOrder		Server	279	Last received 0 hours ago



Fordeler med CAPI



Fordeler med CAPI

Events Manager

Manage your event sources and view your event activity. Data may take up to an hour to be updated.

Snap Ads (via Pixel SDK)

ID: 0f7c027a-6240-4241-beaa-3641c87d7154

1 Error

1 Warning

Total Events

3,206



Over 7 Days

Last Event Received

2 hours ago

Domains

5 Domains

[View Pixel Details](#)

Snap Ads (via Conversions API)

ID: 0f7c027a-6240-4241-beaa-3641c87d7154

Total Events

6,115



Over 7 Days

Last Event Received

2 hours ago

Domains

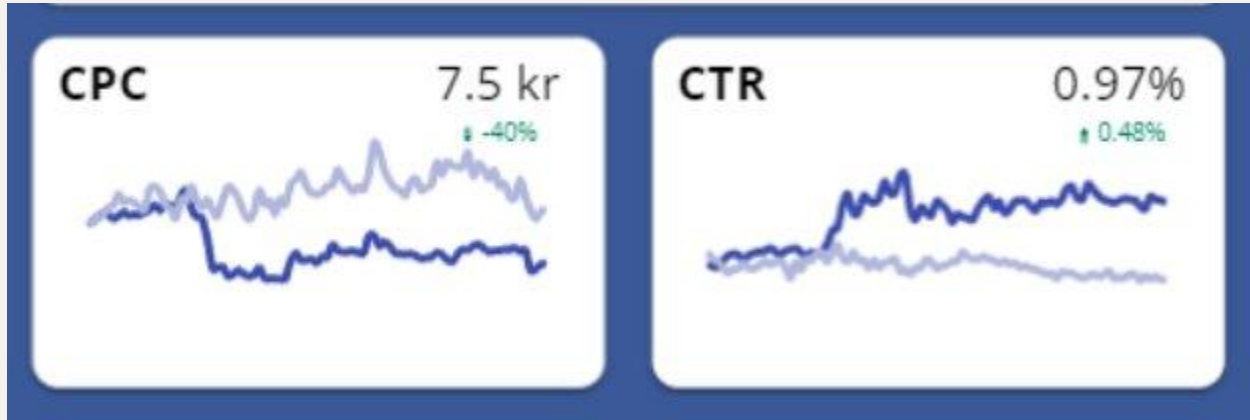
2 Domains

[View Web Events Details](#)

Nesten 50% flere registrerte hendelser på Snapchat vil ha en stor innvirkning på annonseringen



Fordeler med CAPI

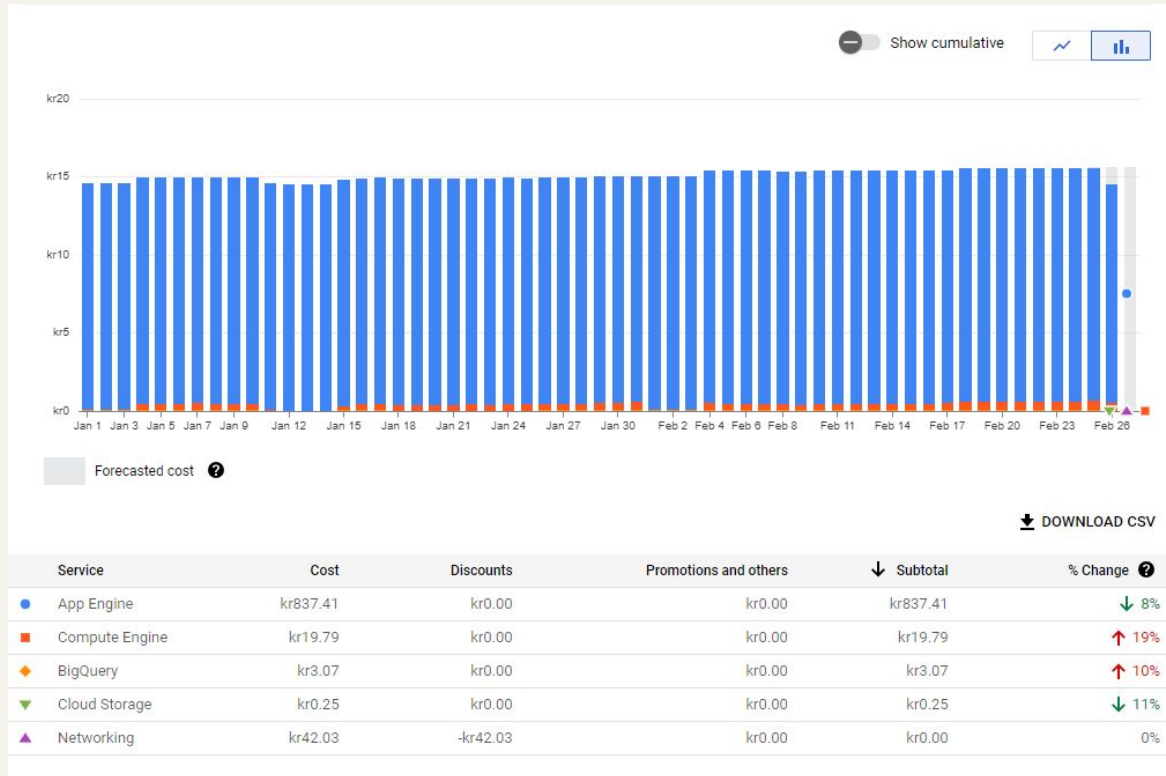


Effekten av Capi og Meta fordel+ publikum på CPC

CPC redusert med 40% og CTR opp med 0,5 % poeng.



Kostnader ved Serverside og CAPI



Hvordan starte med Serverside og CAPI

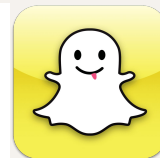
- Oppsett av SS Tag manager og Server løsning.
- Kobling mellom Web tag og Server Tag.
- Implementere data-variabler og deduplication.
- Oppsett av SS sporingstag til hver enkelt annonsørplattform.
- Testing og feilsøking.
- Implementering.



Google Tag Manager



Google Cloud



Spørsmål?



Takk for meg



Flere spørsmål ikke nøl med å ta kontakt.

Tom@onlynx.no

928 63 612