



Enhancing Customer Insights and Compliance with Server-Side Tagging on Google Cloud



10% improvement in website performance through streamlined data collection



50+ tracking setups standardized across multiple domains for reliable insights



30+ custom dashboards delivered, providing real-time marketing and attribution visibility



Client

A leading North American financial services company with more than a century of experience in insurance and wealth management set out to modernize its analytics infrastructure to support its digital transformation. With millions of clients and an expanding online presence, the company needed a solution that would improve data accuracy, enhance customer experience, and ensure compliance with evolving privacy regulations – all while laying the groundwork for future growth.

Challenges

The company's existing analytics ecosystem had reached its limits. Its reliance on client-side tagging created multiple challenges that slowed progress and restricted innovation:

- **Performance Bottlenecks:** Heavy scripts and third-party tags slowed website load times, harming conversion rates.
- **Inconsistent Data Quality:** Fragmented tracking and attribution models reduced confidence in analytics.
- **Scalability Constraints:** Manual processes limited the organization's ability to scale and adapt quickly.
- **Compliance Gaps:** Outdated consent management processes increased regulatory risk.

The company needed a solution that addressed immediate performance concerns while creating a future-proof architecture for advanced analytics and personalization



Solution

Munvo partnered with the organization to design and execute a comprehensive analytics modernization strategy, delivered in multiple phases:

1. **Analytics & Tagging Audit:** Munvo began with a complete audit of Google Tag Manager (GTM) and Google Analytics 4 (GA4) environments. We identified over 60 tags, 150 variables, and 80 triggers, many of which were redundant, inefficient, or poorly sequenced.
2. **Tactical Optimization for Immediate Impact:** Our team implemented critical fixes – including tag sequencing, load delay strategies, and UTM standardization – to improve site performance and ensure consistent data capture. These changes immediately enhanced page speed and improved conversion rates.
3. **Server-Side Transformation:** The company's data collection framework was re-architected from the ground up. Munvo migrated from a browser-based setup to a server-side tagging architecture hosted on Google Cloud Platform (GCP), significantly improving data reliability, security, and governance.
4. **Unified Data Ecosystem:** We integrated BigQuery, Salesforce Data Cloud, and Salesforce Marketing Cloud to create a centralized data environment capable of supporting advanced segmentation, identity resolution, and real-time activation across channels.
5. **Compliance and Consent Optimization:** Munvo optimized the company's consent management platform (CMP), aligning data collection practices with privacy regulations while enhancing the user experience and maintaining trust.
6. **Actionable Insights & Reporting:** Finally, we delivered over 30 custom dashboards and reports, giving marketing teams real-time visibility into campaign performance, attribution, and engagement metrics. These dashboards allowed for faster decision-making and more precise campaign optimization.

Benefits

The result was a scalable, compliant, and future-ready analytics ecosystem that transformed how the organization collects, manages, and activates data.

-  **Improved Performance:** Streamlined tagging delivered faster page load times, enhancing user experience and conversions.
-  **Reliable, Unified Data:** Consolidated GA4 tracking provided a single source of truth for analytics and decision-making.
-  **Enhanced Compliance:** Privacy-first design and optimized consent workflows reduced regulatory risk.
-  **Advanced Activation:** Real-time segmentation and activation capabilities supported highly personalized customer journeys.
-  **Business-Ready Intelligence:** Custom dashboards empowered teams to act quickly on accurate, timely insights.

Results

- ✓ Resolved 10+ GTM and GA4 integrity issues, improving data quality and reliability
- ✓ Improved site performance by ~10%, reducing bounce rates and improving engagement
- ✓ Standardized 50+ tracking setups across multiple domains
- ✓ Delivered 30+ dashboards and custom reports for real-time campaign visibility
- ✓ Built a scalable, server-side framework enabling real-time segmentation and activation



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