IPG MEDIABRANDS **KINESSO**

Google Tag Gateway (GTG): The Bridge Between Privacy & Performance

Stronger data. Enhanced performance. Built for a privacy-first future.

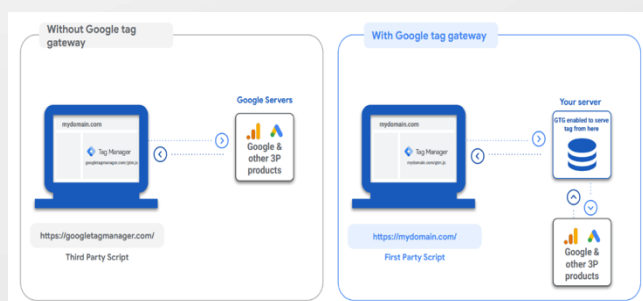**Stay ahead of your competition with First-Party tagging.**

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The Data Imperative

In 2025, marketers have faced additional pressures. Privacy rules are tightening, increased browser restrictions, more widespread ad blockers making it harder to track and measure campaigns accurately, and AI-driven optimisation demanding cleaner, more reliable data than ever before.

That's where Google Tag Gateway (GTG) comes in. By migrating Google tags from Third-Party to First-Party infrastructure, GTG captures more data for greater accuracy in measurement and reporting – enabling media campaigns to perform at their best, all while protecting user privacy.

As Third-Party tracking becomes less reliable, GTG strengthens the data advertisers' campaigns depend on, helping Google's AI to learn faster and deliver results at scale.

What is Google Tag Gateway?

GTG is a new tagging solution from Google that enables advertisers to deploy Google tracking tags (via Google Tag Manager of the standard Google tag etc) using their own domain/infrastructure.

Simply put, an advertiser's website loads the Google tag through their own domain, and their server then sends it on to Google – meaning that the browser views it as First-Party content, instead of the traditional googletagmanager.com.

GTG strengthens data continuity by making Google tags more resilient to browser restrictions and privacy tools. With tagging delivered in a First-Party context, marketers retain control over measurement, protect valuable optimisation signals, and keep platforms like GA4 and Google Ads performing at their best.

With GTG, tag scripts and measurement data are

routed through a client-controlled setup. This setup is often a Content Delivery Network (CDN), like Cloudflare, or a load balancer (e.g., Google Cloud or Amazon Web Services).

This setup enables server requests to appear as though they're coming from the advertiser's domain, while the data still reaches Google's endpoints.

According to Google, advertisers using Google Tag Gateway have seen an average 14% boost in signal capture, resulting in more recorded conversions that provide deeper performance insights and allow for better use of AI-powered tools compared to standard setups.

Content Mode and GTG

Consent Mode is Google's mechanism for respecting user privacy by adapting how tags behave – delaying, anonymising or withholding data – all based on a user's consent choices for analytics, advertising or personalisation.

GTG works alongside Consent Mode. By routing tags through an advertiser's own infrastructure, GTG gives brands greater control over how signals are processed. This ensures that user consent is verified before any data is sent.

Advertiser Benefits of Implementing GTG

Implementing GTG gives advertisers immediate, measurable advantages by strengthening data resilience, enhancing campaign performance and provider greater control over their measurement setup.

Superior Data and Performance: GTG delivers richer, more reliable signals that enables Google's AI to optimise campaigns more intelligently. This means improved efficiency, lower CPA and a better ROI by recovering "invisible" conversions and reducing data discrepancies across platforms.
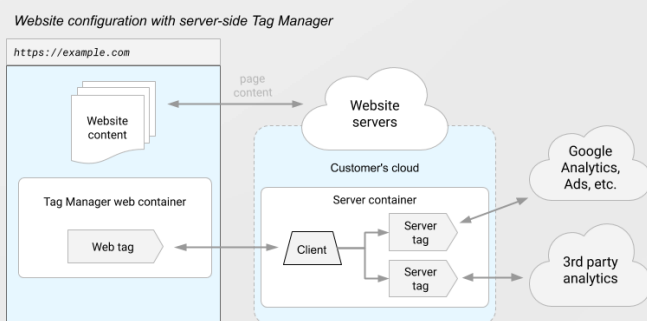
Enhanced Control and Resilience: By serving tags in a First-Party context via a secure proxy, GTG helps future-proof campaign measurement against ad blockers and browser changes, thus giving brands more transparency and control. This includes the ability to audit data flows, manage consent routing, and uphold compliance standards.

Faster and Scalable: GTG is quicker to implement than custom server-side setups, often without the need to re-tag. Its modular infrastructure supports future tool expansions such as advanced modelling, integrations, and server-side tagging, making it easier to scale and evolve measurement over time.

Implementation Options – sGTM and CDN Gateway

The Google Tag Gateway is a powerful tool, and advertisers can set it up in several different ways. The two most popular and recommended methods are Server-Side Google Tag Manager (sGTM) and using an Infrastructure Gateway.

Server-Side Google Tag Manager (sGTM): Server-Side Google Tag Manager acts as a centralised data pipeline that sits on the advertiser's own server. Instead of sending tracking data directly from the customer's web browser to Google, the advertiser sends it to this server-side container first.

Website configuration with server-side Tag Manager

How it Works: The data from their website goes to this central Server-Side Google Tag Manager container. Here, the advertiser can clean, filter and control the data before Server-Side Google Tag Manager decides what to send to Google, Facebook and other places. It's a powerful way to centralise and tidy all measurement in one place.

The Catch: This method offers a high degree of flexibility and control, but it requires more technical expertise and effort. The advertiser needs to set it up, plus maintain and manage the server to ensure it can handle all the traffic and is always reliable.

Content Delivery Network or Load Balancer?

How it Works: The advertiser uses a Content Delivery Network (CDN) or web infrastructure, such as a load balancer, as the initial "front door" for their tags. When the website tries to load a Google tag, the infrastructure intercepts that request and acts as a proxy.

This makes the tag appear to be loading directly from the brand's own First-Party domain, even though it's still being routed to Google in the background.

Google's preferred route is using a CDN for this setup wherever possible due to the significant performance and caching benefits.

The Technical Requirements: This method requires careful technical work on the advertiser's side, including precise configuration of web addresses (routing), security headers and caching policies.

These must be handled perfectly to ensure the tags function reliably without negatively impacting site performance or security.

What this means for advertisers

As browsers and privacy protections increasingly block Third-Party scripts, marketers are losing visibility into consumer conversions, user journeys and campaign attribution.

Google Tag Gateway tackles this by making tag traffic appear First-Party, recapturing data that might otherwise be blocked. This enhances data accuracy, which is crucial for AI-driven marketing tools such as bidding algorithms, attribution models and audience targeting.

At the same time, Google Tag Gateway supports privacy and compliance through First-Party data setups, giving brands greater control over tags and ensuring they fire only with user consent.

As browsers evolve and privacy rules tighten, Google Tag Gateway helps marketing and analytics systems stay resilient, keeping data flows reliable and minimising future signal loss.

Next steps

Migrating to Google Tag Gateway isn't just an upgrade. It's a smarter way to strengthen and streamline your data strategy. The Solutions team is here to guide you every step of the way:

Discovery call: To understand the advertiser's unique needs.

Migration plan: To define the "how" and create a clear, actionable roadmap tailored to advertiser's goals.

KINESSO-supported migration: To ensure seamless implementation with expert guidance and enterprise-

level precision.

Post-implementation partnership: To realise the "so what" and create ongoing value and continuous improvement through data-driven insights.

Get in Contact

Email us at Solutions.EMEA@KINESSO.com to learn more about our approach and how the Google Tag Gateway Implementation service can help prepare advertiser operations.

If you have any questions or concerns in the meantime, please reach out to Rob Carson, SVP, Solutions EMEA, KINESSO - robert.carson@kinesso.com

Further Reading:

Google Blog: Four new ways we're helping marketers improve data strategies and app measurements.

Google Ads Help: Enhance your conversion measurement and ad performance with Google tag gateway for advertisers

Google Blog: What is Google tag gateway for advertisers?

Think with Google: The clock is ticking: 2026 planning starts with peak season measurement

Thank You