

Google Tag Gateway

Observe the **unobservable**.

THE CHALLENGE

The release of Safari 13.1 in 2020 was the beginning of Apple's [absolute suppression of 3rd-party cookies](#) across its browser. Between 2020 and 2026, Safari has maintained around a **30% share of the browser market** in the US. As a result, advertisers have experienced **15%-30% degradation in conversions** reported in Google Ads.



THE SOLVE

With **Google Tag Gateway**, advertisers can fire conversion tags in a **1st party context**, bypassing restrictions against 3rd parties and improving the chances of conversion signals reaching host servers where they can be attributed to media exposures (median 14% lift).



The Gold Standard

Google Tag Gateway opens a reliable path of communication for Google tags so that conversion signals don't get blocked during transmission (median +14% lift).

Enhanced Conversions supplements Google conversion signals with durable PII to boost odds of attribution (median 5% lift, 14% on YouTube).

A migration to a **server-side GTM** container extends these same benefits to the conversion tags of non-Google partners.

