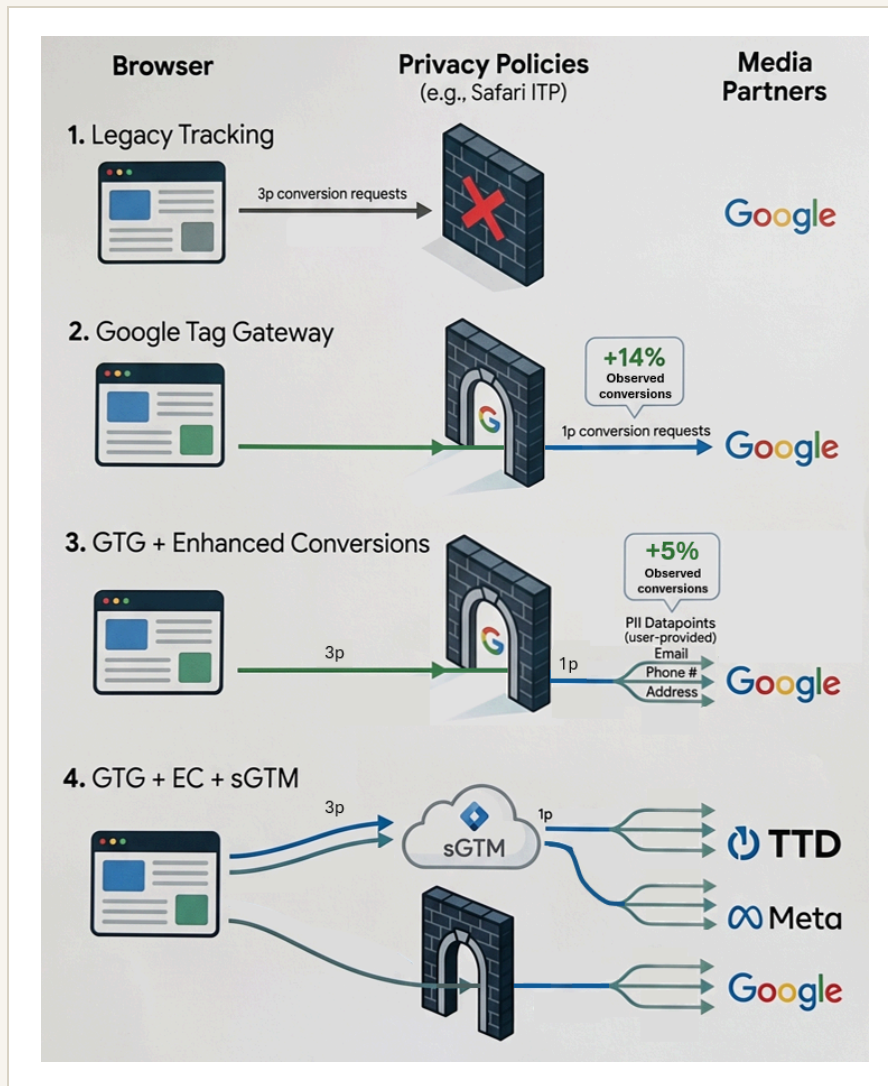


Recovering conversion signal *using first-party data.*

Summarizing the importance of **Google Tag Gateway**, **Enhanced Conversions**, and **server-side tagging** — and how each closes the measurement gap created by browser-level privacy enforcement.

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 U.S. browser market. As a result, advertisers have experienced a **15%–30% degradation** in conversions reported in Google Ads.

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 back to media exposures (**median +14% lift**).



GOOGLE TAG GATEWAY

A first-party path for Google tags.

Opens a reliable channel of communication so conversion signals don't get blocked during transmission — restoring observed conversions that would otherwise be silently dropped at the browser layer.

+14% MEDIAN LIFT · OBSERVED CONV.

ENHANCED CONVERSIONS

Durable PII to win the match.

Supplements Google conversion signals with hashed, user-provided identifiers (email, phone, address) to boost the odds of attribution where cookies alone can no longer carry the join.

+5% MEDIAN · +14% ON YOUTUBE

SERVER-SIDE GTM

Extends the benefit to every partner.

A migration to a server-side GTM container brings the same first-party routing and signal durability to the conversion tags of non-Google media partners — TTD, Meta, and beyond.

All NON-GOOGLE PARTNERS