

Stape Case Studies Show Server-Side Tracking Clients Recovering Up to 162% More Conversions and Cutting Ad Costs

Dover, Delaware Apr 16, 2026 ([IssueWire.com](https://www.issuewire.com)) - Stape, a leading server-side tracking platform, today published a roundup of client results showing that businesses switching from browser-only to server-side tracking are recovering significant lost data — with documented gains including up to 162% more tracked conversions, up to 58.67% lower cost per purchase, and 100% order tracking accuracy across platforms.

The Results

Ad blockers, Intelligent Tracking Prevention, and cookie restrictions are causing businesses to lose the conversion signals that ad platform algorithms depend on. Stape's client case studies show how server-side tracking closes that gap:

- **Transparent Digital Services** helped a skincare brand go from 1,724 to 4,512 tracked GA4 purchases (+162%), cut Google Ads CPA by 39%, and raised Meta match quality from 0–5 to above 9.
- **MCB** implemented server-side tracking for three Danish retailers through Stape: Helm achieved 100% order tracking matching bank revenue, Special-Butikken recorded +55% conversions, and Bolighuset saw +56% revenue with ROAS improving from 10x to 12x.
- **seoplus+** ran a 4.5-month A/B test and found server-side GTM delivered 24% more Google Ads conversions and recovered 12% of blocked interactions. [Read case study →](#)
- **Obsidian Digital** measured +53% Google Ads revenue and +57% conversions for Ecooking, and +115% measured value for Onyx Cookware. [Read case study →](#)
- **Optimize With Data** reported +30.7% conversions and –58.67% cost per purchase for a client where 81.3% of traffic came from Safari. [Read case study →](#)
- **Finobo** increased tracked leads from 10% to 85% after switching to server-side Meta Conversions API delivery. [Read case study →](#)

"Tracking accuracy is the foundation of effective marketing," said Stape CEO Denis Golubovskiy. "These results prove that better data doesn't just improve reporting — it directly lowers costs and drives revenue."

Stape's platform starts at \$20/month. A free Website Tracking Checker at stape.io lets any business audit their setup and estimate the data they may be losing.

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