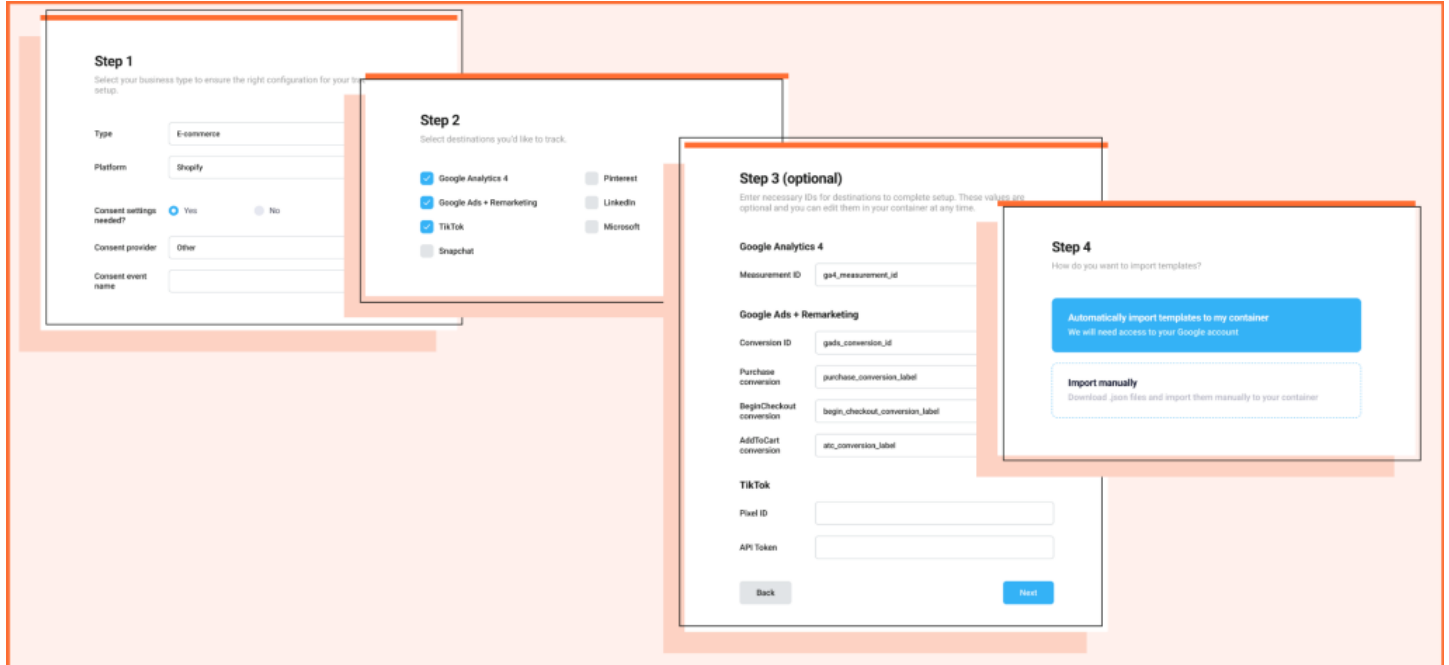


Stape Makes Server-Side Tracking Accessible to Non-Technical Marketers With New GTM Setup Assistant

Free tool generates customized, ready-to-import Google Tag Manager templates, eliminating the need for coding knowledge or developer support to launch tracking.



The image displays a four-step guided workflow for setting up Google Tag Manager tracking.
Step 1: Select your business type to ensure the right configuration for your tracking setup. Fields include Type (E-commerce), Platform (Shopify), Consent settings needed? (Yes/No), Consent provider (Other), and Consent event name.
Step 2: Select destinations you'd like to track. Options include Google Analytics 4, Google Ads + Remarketing, TikTok, Pinterest, LinkedIn, Microsoft, and Snapchat.
Step 3 (optional): Enter necessary IDs for destinations to complete setup. Fields include Measurement ID (ga4_measurement_id), Google Analytics 4 Conversion ID (ga4_conversion_id), Google Ads + Remarketing Conversion ID (purchase_conversion_label), Begin/Checkout conversion (begin_checkout_conversion_label), AddToCart conversion (atc_conversion_label), TikTok Pixel ID, and API Token.
Step 4: How do you want to import templates? Options are 'Automatically import templates to my container' (with a note about Google account access) and 'Import manually' (with a note to download JSON files).

Dover, Delaware Jun 19, 2026 ([IssueWire.com](https://www.issuewire.com)) - Stape, a leading server-side tracking provider, announced [GTM Setup Assistant](#), a free tool designed to let marketers and business owners set up web and server-side tracking without writing code or relying on a developer.

Server-side GTM configuration has historically been a technical barrier for many businesses: setting up clients, tags, triggers, and variables correctly across multiple advertising platforms typically requires specialized knowledge. GTM Setup Assistant removes that barrier by turning the process into a guided questionnaire that produces a ready-to-use container template tailored to the user's specific setup.

A guided, no-code workflow

To use the tool, a person selects their setup type - eCommerce or lead generation - along with their CMS platform and the advertising and analytics destinations they want to track. After entering the relevant platform IDs and tokens, GTM Setup Assistant builds matching web and server GTM container templates and offers two ways to deploy them: an automatic import directly into the user's Google Tag Manager account, or a manual download-and-import option for teams that prefer more control.

The tool is built for businesses on Shopify, WordPress, Magento 2, BigCommerce, Wix, PrestaShop, Salla, and custom websites, and supports tracking destinations including Google Analytics 4, Google Ads, Meta, Microsoft Ads (Bing), LinkedIn, Snapchat, TikTok, Pinterest, Awinq, Reddit, and Klaviyo.

Expert-built templates, no technical skills required

Each template reflects configuration practices drawn from Stape's experience as one of the leading contributors to the Google Tag Manager Template Gallery and from thousands of GTM implementations the company has completed for its client base. Stape has paired the tool with step-by-step instructions covering everything from locating platform-specific IDs to testing and publishing the final setup, so users can complete configuration on their own.

Built for agencies and in-house teams alike

Beyond individual businesses, GTM Setup Assistant is designed to help agencies and freelancers managing tracking across multiple client sites work faster, replacing repetitive manual setup with a standardized, repeatable process for each new container.

Availability

GTM Setup Assistant is free for all Stape users, including those on the company's Free plan. It requires an existing web and server GTM container, with the server container hosted on Stape, and is accessible from the Stape dashboard under the sGTM section.

Stape supports more than 200,000 clients globally and maintains ISO 27001, HIPAA, SOC 2, and GDPR compliance.

Learn more and get started at: <https://stape.io/blog/setup-assistant-by-stape>

About Stape

Stape provides server-side Google Tag Manager hosting and a suite of tools for marketers, agencies, and developers to implement accurate, privacy-conscious tracking. Its product line includes server GTM hosting, Conversions API gateways for Meta, TikTok, and Snapchat, CMS integrations, and tools for debugging and monitoring tracking setups.

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