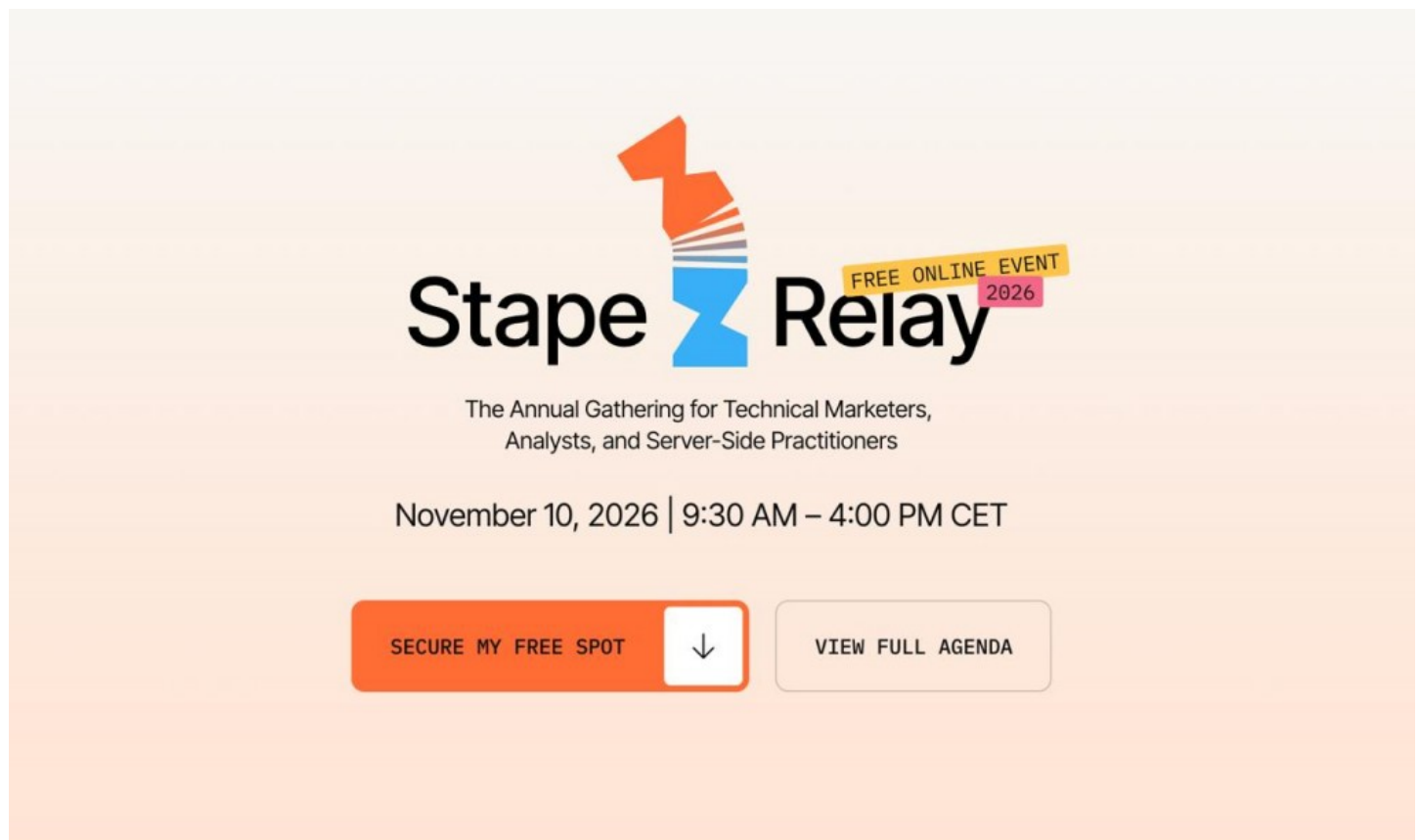


Stape and Simo Ahava Join Forces to Reinvent GTM Templates - And They Want Your Ideas First

2026 GTM Server Side Tracking Online Event with Stape and Simo Ahava



Dover, Delaware Sep 25, 2026 ([Issuewire.com](https://www.issuewire.com)) - USA, Delaware — 25.09.2026 — Stape, the all-in-one platform for server-side tracking, today announced **Stape Relay 2026**, its annual flagship event for technical marketers, analysts, and server-side practitioners, taking place **online on November 10, 2026, from 9:30 AM to 4:00 PM CET**. Alongside the event, Stape has launched the **GTM Templates: Next Generation competition**, run in direct collaboration with web analytics authority **Simo Ahava**, co-founder of Simmer and one of the most recognized voices in the Google Tag Manager ecosystem.

The message to the community is simple: stop guessing what marketers need from their GTM templates — and start asking them.

Now marking five years of Stape, this year's Relay packs **18 sessions** into a single day across two tracks — Strategy & Architecture, and Product & Implementation — with speakers including **Simo Ahava**, **Julius Fedorovicius** (Analytics Mania), **Karolina Wrzask** (Google), **Bhavik Patel** (Huel), and Stape co-founders **Ira Holubovska** and **Denis Golubovskyi**. Free registration includes live Q&A, a Certificate of Attendance, and a shot at the limited-edition Stape Relay Mug.

The Headline Reveal: A Community-Built Templates Roadmap

The centerpiece of Stape Relay 2026 is the joint roadmap between Stape and Simo Ahava to rebuild

and expand the GTM templates that "tens of thousands of practitioners" already rely on daily. Rather than deciding the roadmap behind closed doors, the two are opening it to the public: anyone can pitch a fix to an existing template or propose a brand-new one at **relay.stape.io/templates-competition**, describing the tracking challenge it solves.

How it works: Submit an idea by **October 31** → Stape and Simo Ahava jointly review every entry → the final roadmap is revealed live at Stape Relay on **November 10** → selected templates ship by the **end of 2026**.

Contributors whose ideas make the cut receive:

- **Permanent public credit** in official template documentation and release notes
- An **ecosystem spotlight**, featured across Stape's channels and recognized live on stage with Simo Ahava
- **Exclusive swag**, including Instax instant cameras and the limited-edition Stape Relay Mug

"Stape's GTM templates already help a huge slice of the measurement community get server-side tracking live faster," the companies said in announcing the initiative. "This is the first time the roadmap for what comes next is being built directly from practitioner feedback — not assumptions."

How to Get Involved

- **Register for free** for Stape Relay 2026 (Nov 10, 9:30 AM–4:00 PM CET): relay.stape.io
- **Submit a template idea or feedback** before October 31: relay.stape.io/templates-competition

About Stape

Stape is an all-in-one platform for server-side tracking, offering infrastructure packed with custom scripts, tags, gateways, plugins, and apps, plus 24/7 human support and enterprise-grade security. Learn more at stape.io.

About Simo Ahava

Simo Ahava is a web analytics and tag management expert, co-founder of Simmer and 8-bit-sheep, and a widely followed blogger and speaker on analytics and technical marketing.

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