

#1 KPI for 2026

Data Strength

What
Why
How

Hi! I'm Doug.

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DUGA?

Duga means "to help or to produce" in Old Norse English.

- Build
- Create
- Partnership
- Share Knowledge
- GROW

Act 1: Define Data Strength

Four dimensions of data strength

Volume

%age of possible signal collected

- Red Flag - offline events

Quality

Consistent, clean, complete

- Red Flag - missing gclids

Durability

Resilient to tech challenges

- Red Flag - no sGTM

Maturity

Are you activating your data?

- Red Flag - basic tagging only

Build data strength to maximise customer visibility



Data strength isn't just a volume exercise





Global AI water consumption >1.5 trillion gallons by 2027



Global animal agriculture water consumption
~50 trillion gallons

**Every wasted signal costs
water, money and
performance**

Don't waste water or data!

The connection is vital



The connection is not trivial



Data Strength Challenges

Navigating the ecosystem of data sources isn't easy, never has been.

Signal Loss

- 3P Cookies
- Tag Coverage
- 1P Cookies
- GCLID
- Consent
- Browsers
- Blockers

Driver	Impact	Control	Solution
Owned Technology <ul style="list-style-type: none">- Infra- Tools	High	High	\$\$\$

Signal Loss

- 3P Cookies
- Tag Coverage
- 1P Cookies
- GCLID
- Consent
- Browsers
- Blockers

Driver	Impact	Control	Solution
Owned Technology <ul style="list-style-type: none"> - Infra - Tools 	High	High	\$\$\$
External Technology <ul style="list-style-type: none"> - Browsers - Blockers 	High	Low?	
Regulation <ul style="list-style-type: none"> - ITP - GDPR - ePrivacy 	High	Low?	

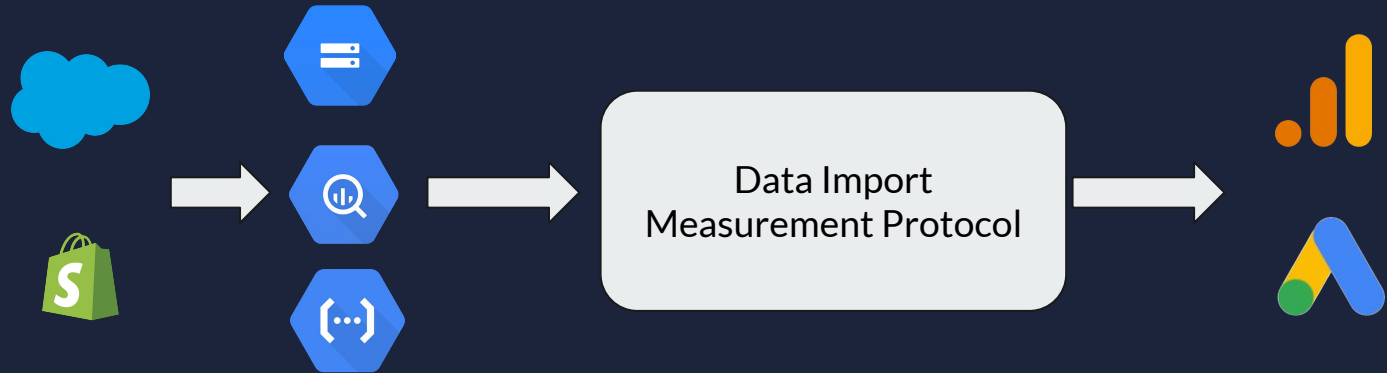
Signal Loss

- 3P Cookies
- Tag Coverage
- 1P Cookies
- GCLID
- Consent
- Browsers
- Blockers

Driver	Impact	Control	Solution
Owned Technology <ul style="list-style-type: none"> - Infra - Tools 	High	High	\$\$\$
External Technology <ul style="list-style-type: none"> - Browsers - Blockers 	High	Low?	Server side GTG
Regulation <ul style="list-style-type: none"> - ITP - GDPR - ePrivacy 	High	Low?	+Server side +GTG +CoMo +Hashed PII - 3P

Act 2: Data Strength Solution

Data Strength joins all data sets



Where do the sales start?



Ad Clicks...but



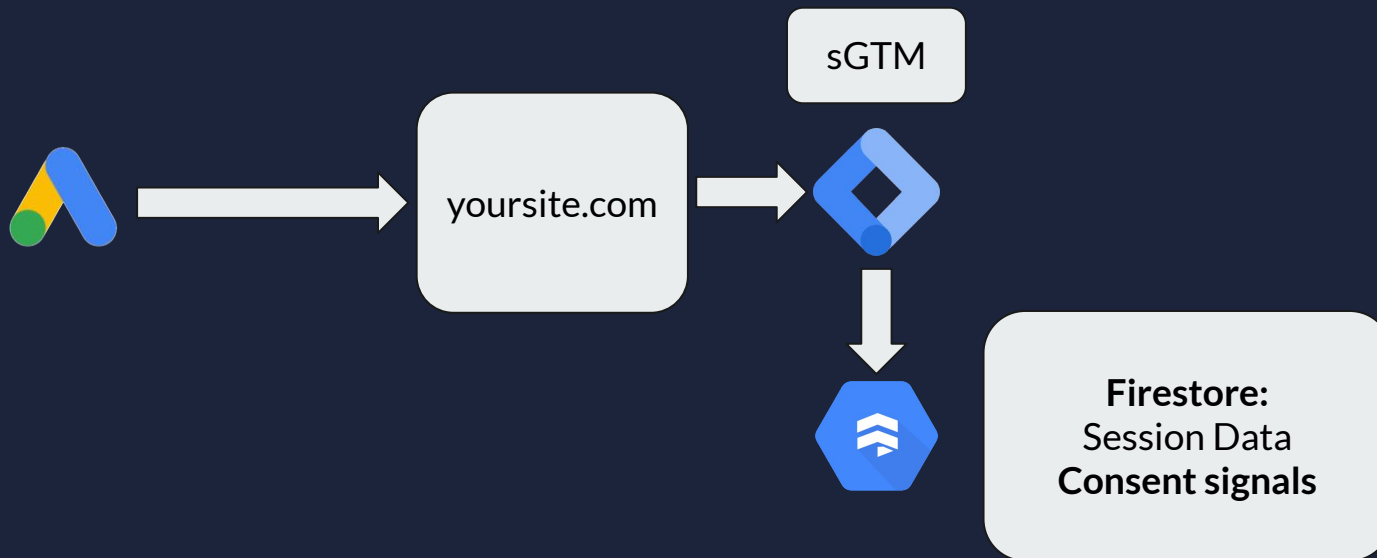
Ad clicks -> leads

Leads -> ?

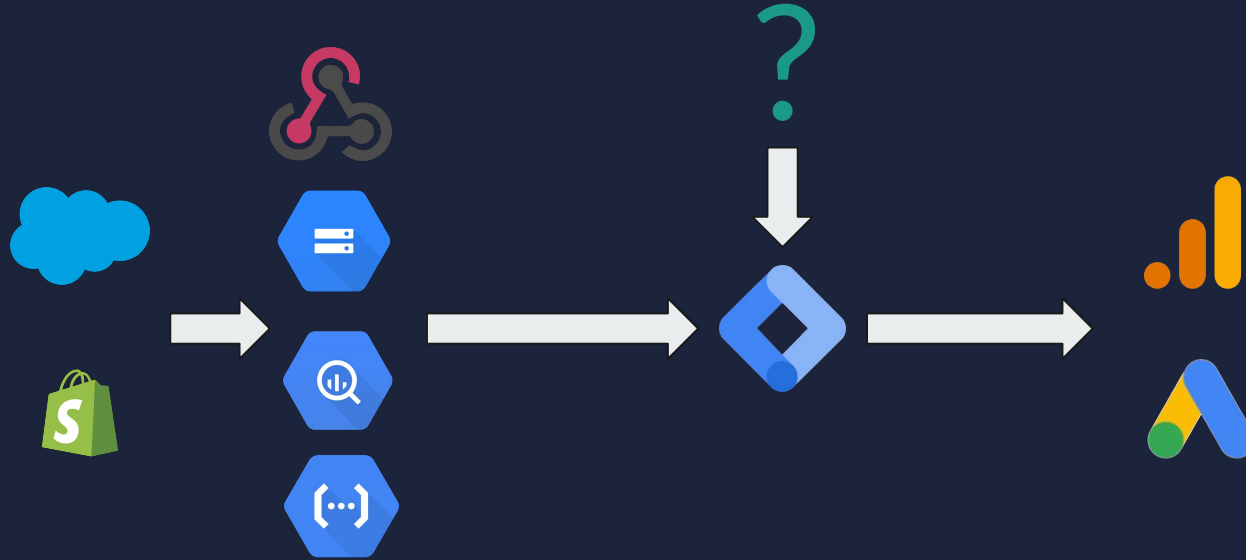
Offline conversion ->
signal loss



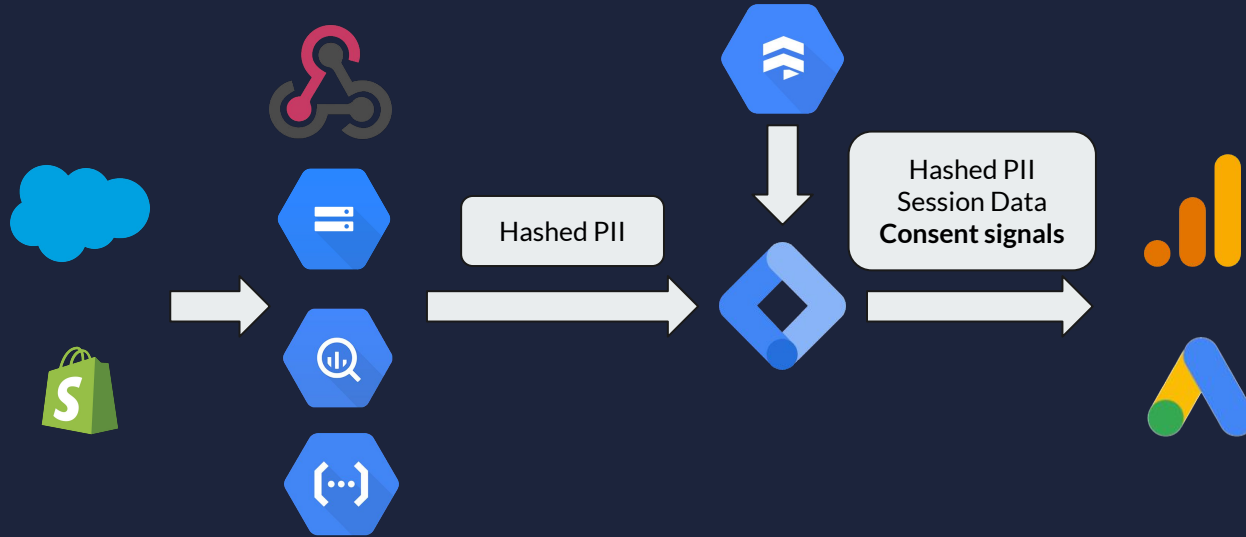
When the interaction starts, do this:



When the conversion happens:



When the conversion happens:



CONSENT TALK

Everyone's favourite subject

Consent Signals

analytics_storage
ad_storage

ad_user_data
ad_personalization
(documentation for V2.0)

functionality_storage
personalization_storage

ads_data_redaction
url_passthrough

Write to Firestore					
Element	1. Ad and Analytics Granted	2. Ad Denied / Analytics Granted	3. Ad Granted / Analytics Denied	4. Ad and Analytics Denied	
Client ID	✔ OK	⚠ Risk (Don't send to GAds)	⚠ Risk (Don't send to GA)	✘ NO	
Landing Page URL	✔ OK	⚠ Scrub URL (Remove gclid)	✔ OK	✘ NO	
Referrer	✔ OK	✔ OK	✔ OK	✘ NO	
User-Agent	✔ OK	✔ OK	✔ OK	✘ NO	
IP Address	⚠ Anonymize (Mask last octet)	⚠ Anonymize (Mask last octet)	⚠ Anonymize (Mask last octet)	✘ NO	
Ad Identifiers	✔ OK	✘ NO	✔ OK	✘ NO	
User PII (Hashed)	✔ OK	✘ NO	✔ OK	✘ NO	
Send to Google Analytics					
Element	1. Ad and Analytics Granted	2. Ad Denied / Analytics Granted	3. Ad Granted / Analytics Denied	4. Ad and Analytics Denied	4. -> Fails because no Client Id, no ad identifiers, and no user id
Client ID	✔ OK	✔ OK	✘ NO	✘ NO	
Landing Page URL	✔ Full URL	✔ Full URL	✔ Full URL	✔ Full URL	
Referrer	✔ OK	✔ OK	✔ OK	✔ OK	
User-Agent	✔ OK	✔ OK	✔ OK	✔ OK	
IP Address	⚠ Anonymize (Mask last octet)	⚠ Anonymize (Mask last octet)	⚠ Anonymize (Mask last octet)	⚠ Anonymize (Mask last octet)	No for EEA in all cases
Ad Identifiers	✔ OK	✘ NO	✔ OK	✘ NO	
User PII (Hashed)	✔ OK	✘ NO	✔ OK	✘ NO	
Send to Google Ads					
Element	1. Ad and Analytics Granted	2. Ad Denied / Analytics Granted	3. Ad Granted / Analytics Denied	4. Ad and Analytics Denied	
Client ID	✔ OK	✘ NO	✔ OK	✘ NO	
Landing Page URL	✔ Full URL	⚠ Scrub URL (Remove gclid)	✔ Full URL	⚠ Scrub URL (Remove gclid)	
Referrer	✔ OK	✔ OK	✔ OK	✔ OK	
User-Agent	✔ OK	✔ OK	✔ OK	✔ OK	
IP Address	⚠ Anonymize (Mask last octet)	⚠ Used for Geo then Deleted	⚠ Anonymize (Mask last octet)	⚠ Used for Geo then Deleted	No for EEA in all cases
Ad Identifiers	✔ OK	✘ NO	✔ OK	✘ NO	
User PII (Hashed)	✔ OK	✘ NO	✔ OK	✘ NO	
		Ad Denied Column	Analytics Denied Column		
	G111	G101	G110	G100	
	Both Google Ads and Google Analytics have consent	Google Analytics has consent, Google Ads does not.	Google Ads has consent, Google Analytics does not.	No consent has been granted.	

Act 3: Data Strength Use Cases

Use Cases - all 1P, no 3P!

Offline Sales

Batched
GCS -> sGTM

Online sales

Batched
Sales file -> GCS
Process file -> sGTM

Audiences

Batched
CRM -> GCS -> sGTM

Offline Sales

Lead Gen
BQ -> sGTM

Online sales

Realtime
Shopify webhook -> sGTM

Audiences

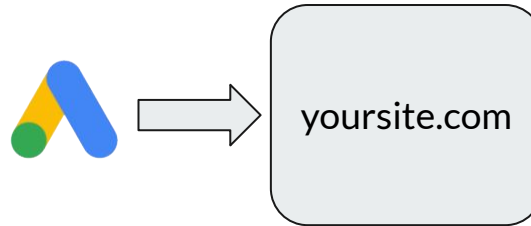
Realtime
CRM webhook -> sGTM

User enters

User lands on website.
Do nothing.
Respect consent (G100).

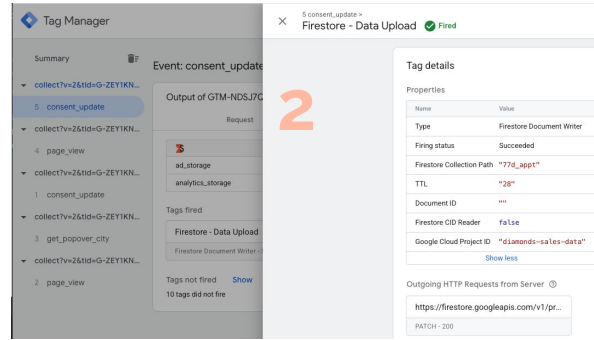
Tag Manager console showing a 'consent_update' event. The 'Firestore - Data Upload' tag is highlighted as 'Fired'. A large orange number '1' is overlaid on the screenshot.

Name	Value
Type	Firestore Document Writer
Firing status	Succeeded
Firestore Collection Path	"771_app1"
TTL	"28"
Document ID	""
Firestore CID Reader	false
Google Cloud Project ID	"diamonds-sales-data"



User consents

User grants all consent (G111).
Firestore writer creates
document with client_id as
name, and specific fields.

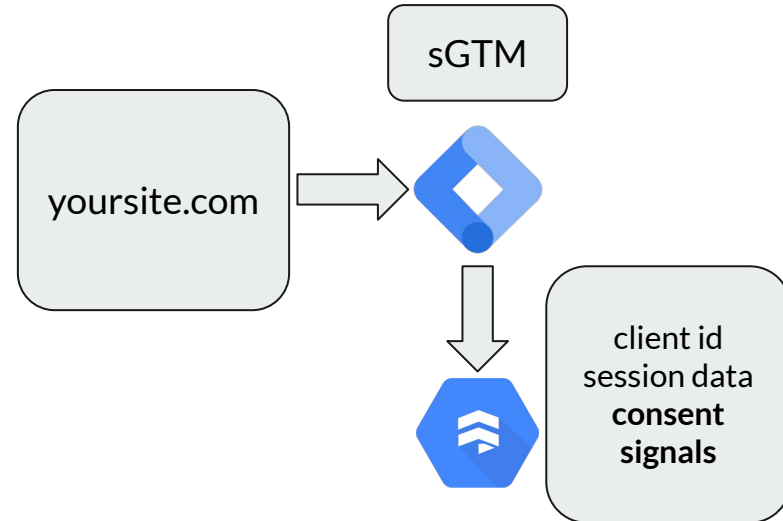


Tag Manager console showing a successful Firestore - Data Upload event. The event details include:

Name	Value
Type	Firestore Document Writer
Firing status	Succeeded
Firestore Collection Path	"77d_abpt"
TTL	"28"
Document ID	""
Firestore CID Reader	false
Google Cloud Project ID	"diamonds--sales-data"

Outgoing HTTP Requests from Server:

```
https://firestore.googleapis.com/v1/pr...  
PATCH - 200
```



User converts (online)

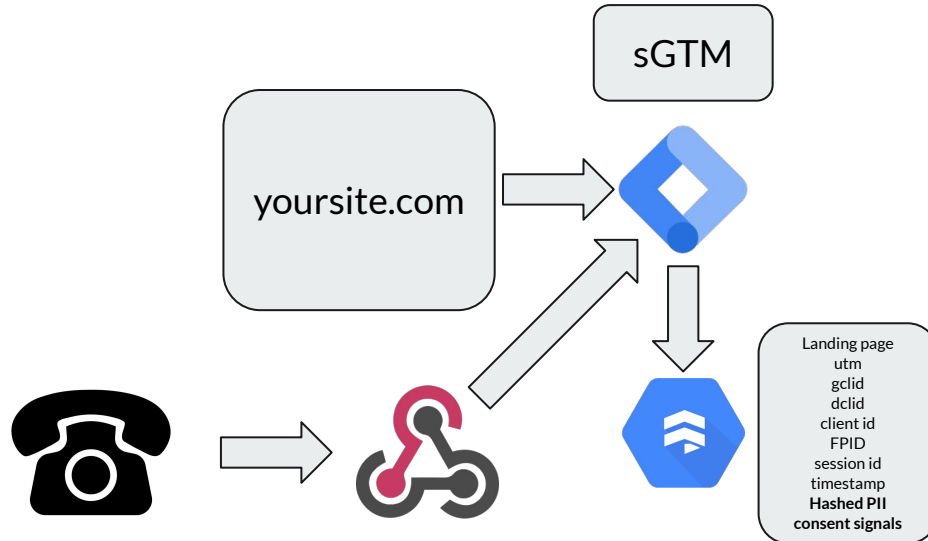
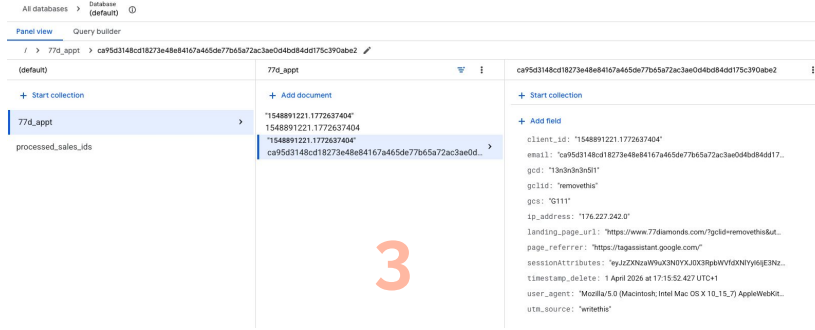
(book_appointment,
newsletter_signup, login,
sign_up, phone call).

Firestore writer looks for
matching client_id on Firestore.

If it doesn't exist, it creates a
new document.

If it exists, it creates a new
document and imports the
fields from the matching one.

The new document name is the
user hashed email address.

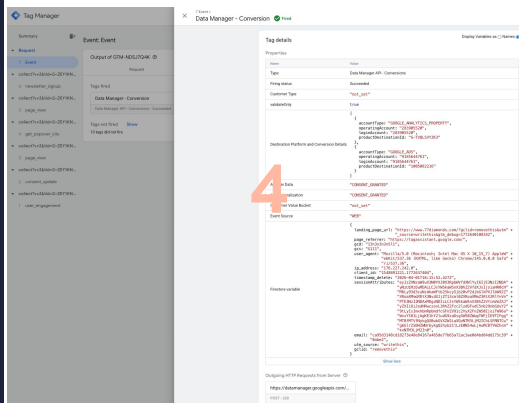


User converts (offline)

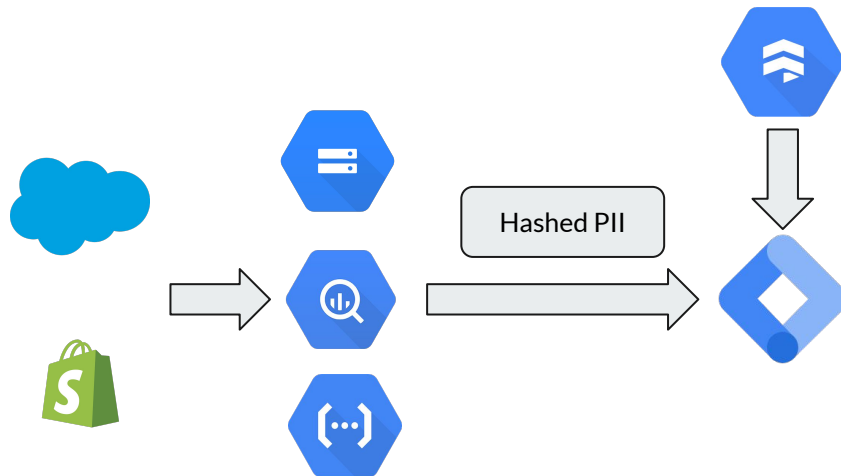
purchase providing email
address.
Data Manager - Conversion fires.

The tag looks for a record with
the same hashed email address
as the one provided.

If it exists, it collects the
document data and add to the
payload, along with the event
data.



The screenshot shows the Google Tag Manager interface. On the left, a list of tags is visible, including 'Data Manager - Conversion'. The main area displays the configuration for this tag, which is set to fire on the 'Conversion' event. A red number '4' is overlaid on the tag configuration area.



5

```

{
  "events": [
    {
      "eventName": "E",
      "eventProperties": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "28390528"
      },
      "loginAccount": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "28390528"
      },
      "productIdentifier": "G-1903LV028",
      "reference": "G-1903LV028"
    },
    {
      "eventName": "E",
      "eventProperties": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "loginAccount": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "productIdentifier": "G-1903LV028",
      "reference": "G-1903LV028"
    },
    {
      "eventName": "E",
      "eventProperties": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "loginAccount": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "productIdentifier": "G-1903LV028",
      "reference": "G-1903LV028"
    }
  ],
  "encoding": "HEX",
  "source": {
    "event": {
      "eventTimezone": "2020-03-04T13:23:29.000Z",
      "eventSource": "WEB",
      "clientId": "154889222_1772837464",
      "sessionId": {
        "id": "154889222_1772837464",
        "start": "2020-03-04T13:23:29.000Z"
      }
    }
  }
}

```

```

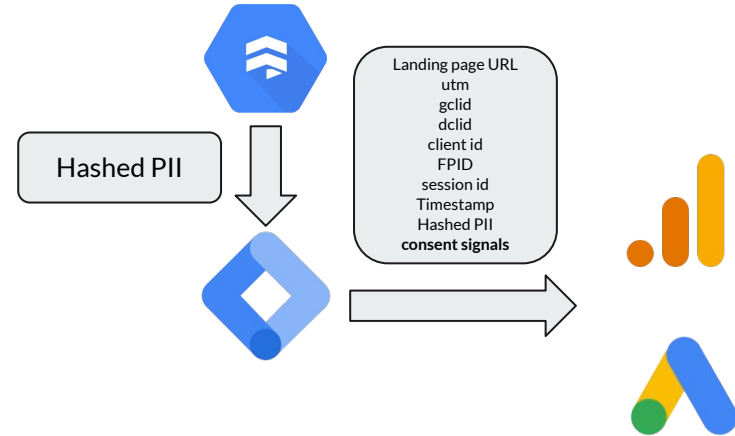
{
  "events": [
    {
      "eventName": "E",
      "eventProperties": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "28390528"
      },
      "loginAccount": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "28390528"
      },
      "productIdentifier": "G-1903LV028",
      "reference": "G-1903LV028"
    },
    {
      "eventName": "E",
      "eventProperties": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "loginAccount": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "productIdentifier": "G-1903LV028",
      "reference": "G-1903LV028"
    },
    {
      "eventName": "E",
      "eventProperties": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "loginAccount": {
        "accountType": "GODDLE_ANALYTICAL_PROPERTY",
        "accountId": "93866476"
      },
      "productIdentifier": "G-1903LV028",
      "reference": "G-1903LV028"
    }
  ],
  "encoding": "HEX",
  "source": {
    "event": {
      "eventTimezone": "2020-03-04T13:23:29.000Z",
      "eventSource": "WEB",
      "clientId": "154889222_1772837464",
      "sessionId": {
        "id": "154889222_1772837464",
        "start": "2020-03-04T13:23:29.000Z"
      }
    }
  }
}

```

Data Strength

The tag then sends the payload to the appropriate destinations.

Ad click -> Lead -> Conversion



Use Cases

Offline Sales

Offline Lead Gen

Online Sales

Audiences

Offline Sales

- Collect **PII, campaign and session data** online
- Import **offline sale data**
- Join with **campaign and session data** - hashed PII keys

- **Join gclid to offline sale**

Offline Lead Gen

- Collect **PII, campaign and lead data** online
- Import **offline sale data**
- Join with campaign and lead data - hashed PII keys

- **Join gclid to lead gen events** to offline sale
 - generate_lead
 - lead_convert_closed

Use Cases

Offline Sales

Offline Lead Gen

Online Sales

Audiences

Online Sales

- Sales data collected by 1P analytics
 - Can still fail
 - Ad Blocker, Brave, Breakage
- Export all sales from backend
 - Import into Google Analytics, Google Ads
- **FULL** 1P data collection

Audiences

- User interact with the site
 - Lifetime value changes
 - Customer status changes
 - Funnel progression
- CRM integration via MP
 - Session id brittle
- **Use webhook to connect CRM to audiences directly**

LET ME CHALLENGE YOU

Can DataManager help you?

Tell me your Use Cases:

Offline Sales

Batched
GCS -> sGTM

Online sales

Batched
Sales file -> GCS
Process file -> sGTM

Audiences

Batched
CRM -> GCS -> sGTM

Offline Sales

Batched
BQ -> sGTM

Online sales

Realtime
Shopify webhook -> sGTM

Audiences

Realtime
CRM webhook -> sGTM

Can Data Manager solve for you?



Offline Sales

Batched
GCS -> sGTM



Online sales

Batched
Sales file -> GCS
Process file -> sGTM



Audiences

Batched
CRM -> GCS -> sGTM



Offline Sales

Batched
BQ -> sGTM



Online sales

Realtime
Shopify webhook -> sGTM



Audiences

Realtime
CRM webhook -> sGTM

Thank you.

If you have any questions, please email doug@dugadigital.com