COMMANDERS **ACT**

Server-Side

Optimise your conversion rates and regain control over your tracking data

January 2026

COMMANDERS **ACT**

10k+
Users

Top 3
European - Gartner

Our Mission

Helping digital teams work better with data thanks to a SaaS platform covering the entire data value chain.

13+
Years of expertise

510
Clients

European company

Based in Paris (HQ), Munich, Milan and Budapest.

Cookieless Marketing Platform (CDP)

- **S2S**: First-Party Data Collection Platform
- **CMP**: GDPR consent management
- **MTA**: Multi-Touch Attribution (MMM)
- Customer Data **Activation**

Solution recognised by

Gartner® FORRESTER® CDP CUSTOMER DATA PLATFORM INSTITUTE

65
FTE employees

The Cookieless Marketing Platform

| Tag & Consent Management | Customer Data Platform | Campaign Analytics |

Certified CMP Partner • iab europe Transparency and Consent Framework • CNIL. • Deloitte. Technology Fast50 • FORRESTER • CDP CUSTOMER DATA PLATFORM INSTITUTE • Gartner.

New opportunities
Greater control over your customer data

Better protection of your customer data (GDPR)

A new framework for data exchange + More efficient
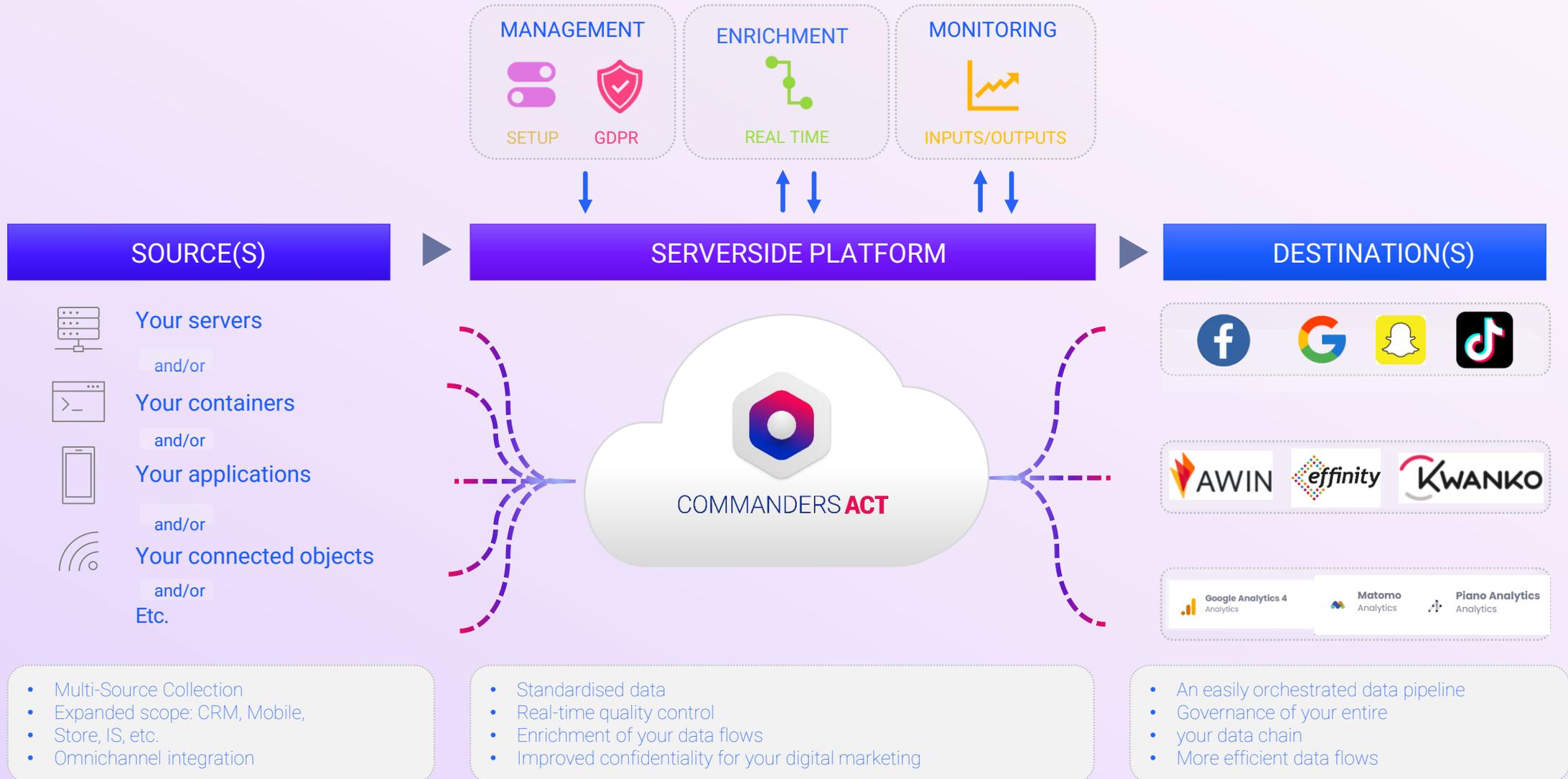
Better quality of collected data

Better governance and security

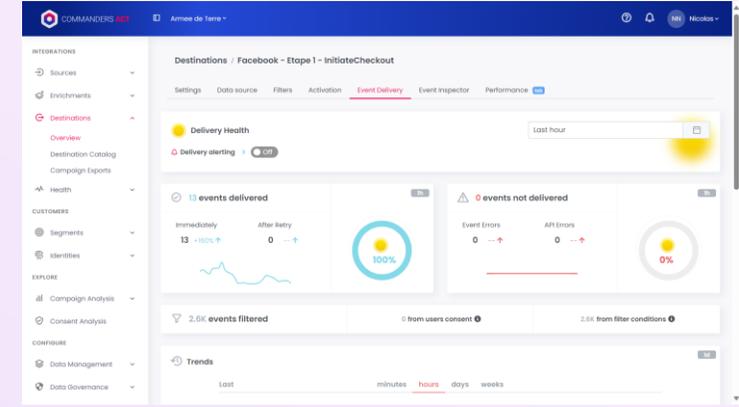# Server-side platform
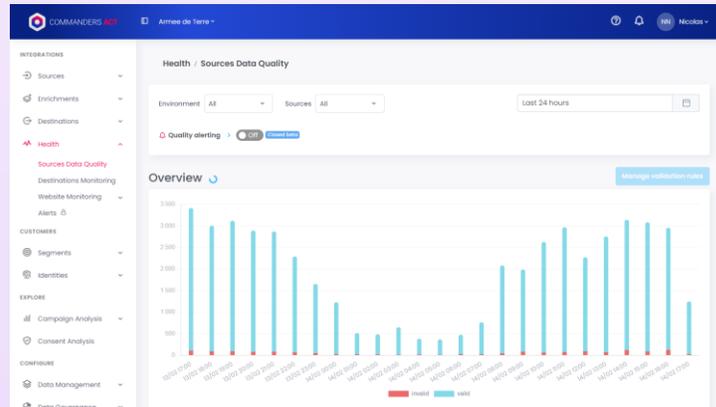## APIs at the heart of the digital system

MANAGEMENT

SETUP   GDPR

ENRICHMENT

REAL TIME

MONITORING

INPUTS/OUTPUTS

SOURCE(S) ▶ **SERVERSIDE PLATFORM** ▶ **DESTINATION(S)**

Your servers

and/or

Your containers

and/or

Your applications

and/or

Your connected objects

and/or

Etc.

COMMANDERS **ACT**

- Multi-Source Collection
- Expanded scope: CRM, Mobile,
- Store, IS, etc.
- Omnichannel integration

- Standardised data
- Real-time quality control
- Enrichment of your data flows
- Improved confidentiality for your digital marketing

- An easily orchestrated data pipeline
- Governance of your entire
- your data chain
- More efficient data flows

AWIN   effinity   KWANKO

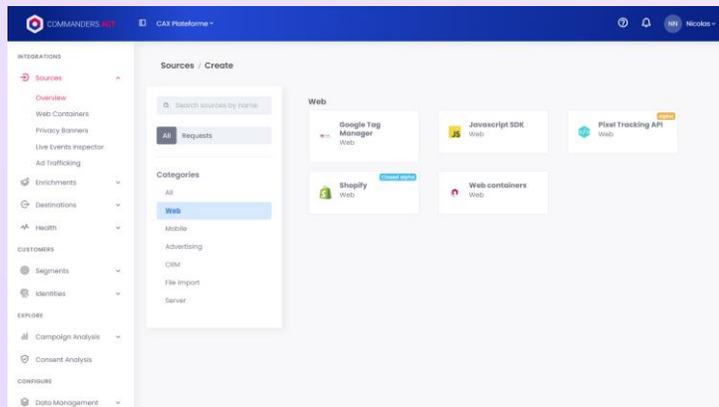Google Analytics 4
Analytics

Matomo
Analytics

Piano Analytics
Analytics

Features overview: Server-side
Three pillars to support you in your data governance

SERVER SIDE **THEMATIC**
Data collection

Activation of collection
on the server side

SERVER SIDE **THEMATIC**
QA

Improvement of data quality
on the server side

SERVER SIDE **THEMATIC**
Data Activation

Activation of your partners
on the server side

Server-side Commanders Act
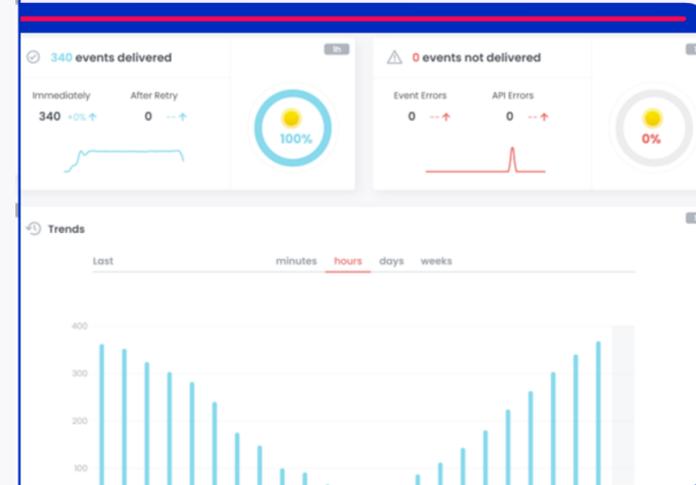
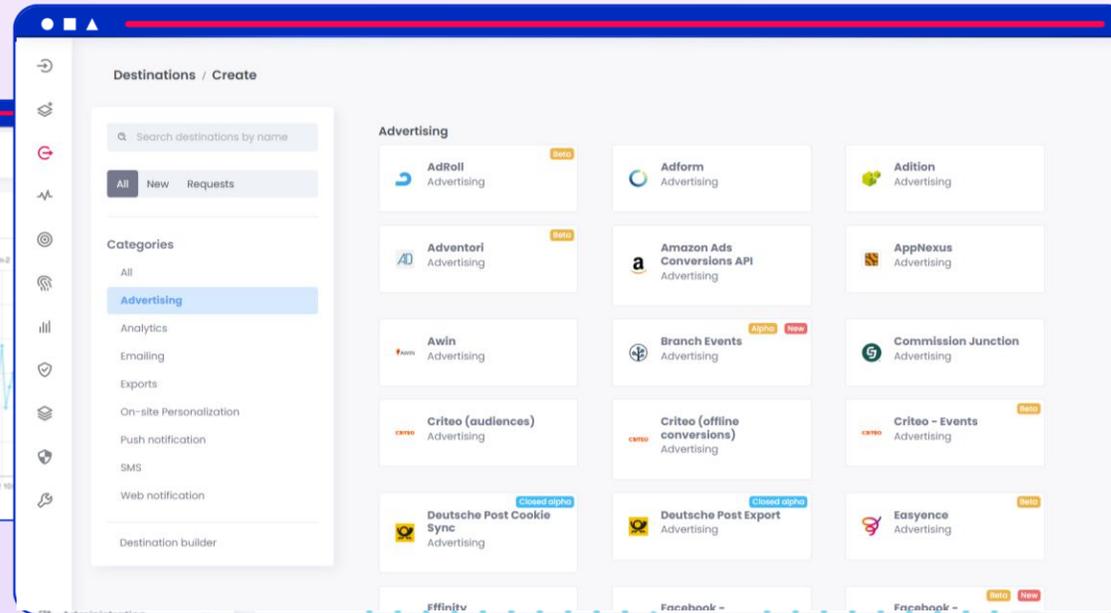Data governance at the heart of the overall system

1 COLLECTION → **2** ACTIVATION → **3** MONITORING

- Event monitoring
- Compliance control
- Correction of corrupted data.
- Event enrichment
- Cross-device reconciliation
- Alerting your teams

- Data activation with your partners.
- Audience segmentation and trimming
- Over 100 connectors available
- Development/acceptance/production environment

- Partner monitoring
- Integrated retry system
- Error detection
- Alerting your teams

Features overview: Data collection solutions

SERVER SIDE THEMATIQUE
Data Collection

Solutions	Objectives	Resources
Website – Event collection	Cookieless: Ability to collect signals emitted by your customers on your websites	From GTM: Google Tag Manager (GTM) From Commanders Act: OneTag Tutorial
AppMobile - Events collection	Cookieless: Ability to collect signals emitted by your customers on your mobile apps	SDK: Mobile APP
First-party tracking	Cookieless: First-party cookie storage, bypassing ad blockers and ITP.	Implementation mode: Tracking Optimisation: Commanders Tag Gateway
Event enrichment	Enrichment: Ability to enrich your server-side hits with additional data such as a product catalogue, personal data, etc.	Event enrichment: Enrichments

Features overview: QA solutions

Solutions	Objectives	Resources
Data cleansing	Server-side event transformation tool to correct your server-side hits prior to server-side collection.	Data cleansing: <u>Data cleaning</u>
Normalised data layer	Allows you to implement management rules on the data format expected by the server-side.	Normalised data layer: <u>Event specification</u>
Live event inspector	Acceptance testing tool providing access to server-side hit logs.	Live event inspector: <u>Source live event inspector</u>
Data quality dashboard	Dashboard for tracking and monitoring server-side collection.	Data quality: <u>Source data quality</u>

SERVER SIDE **THEMATIQUE**
QA

Features overview: Data activation solutions

SERVER SIDE **THEMATIQUE**
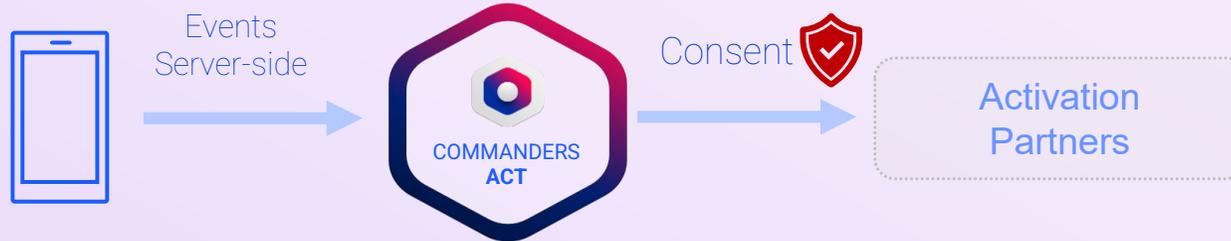**Data Activation**

Solutions	Objectives	Resources
Server-side destinations	Destination catalogue for redistributing your server-side hits to your partners.	Destination catalogue: Destination catalogue
Webhook	Feature allowing you to integrate an external API for redistributing your server-side hits.	Webhook: Webhook
Destination builder	Tool for designing a customised server-side connector to share with all your BUs.	Destination builder: Destination generator
Destination event inspector	Tool to assist you in testing your server-side destinations.	Destination event inspector: Destination event inspector
Event delivery	Monitoring and alerting dashboard for your server-side dashboards	Event delivery: Event delivery

Server-Side for Mobile Apps

## Collection of events and consents from your mobile applications

Enable server-side collection on your mobile applications to benefit from the full power of the CAX platform

Events Server-side → COMMANDERS ACT → Consent → Activation Partners

Compatible with:

iOS | ANDROID | React Native | Flutter

Benefits:

- ❑ Simplified event and consent collection thanks to our SDKs.
- ❑ Interface for implementing your server-side events.
- ❑ Cross-device reconciliation to centralise your web and mobile events.
- ❑ Data Quality Dashboard to monitor your event collection.
- ❑ Server-side destination catalogue for activating your partners.
- ❑ Monitoring and alerting on partner activation.
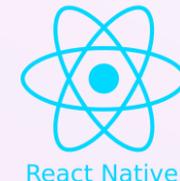
Learn more about our SDKs:
Mobile application

Server-side SDK events:
Mobile App event specificity - Commanders Act X

Integration

Server-side integration
Deployment via Commanders Act TMS in 3 steps

1

IMPLEMENTATION OF 1ST PARTY TRACKING

In order to enable first-party tracking cookies to be stored, set up first-party collection.

First-party tracking solutions:
[Commanders Gateway](#)

2

ONETAG SETTINGS

Enable server-side event collection by setting up the Commanders Act OneTag on your container.

OneTag integration tutorial:
[OneTag Tutorial](#)

3

PUT YOUR FIRST DESTINATION

Once your server-side event collection is in place, you can deploy your first destinations

Server-side destination catalogue:
[Destination catalogue](#)

Server-side integration

Deployment via the GTM TMS in 3 steps

1

SETTING UP 1ST PARTY TRACKING

To enable first-party tracking cookies to be stored, set up first-party collection.

First-party tracking solutions:
[Commanders Gateway](#)

2

GTM BRIDGE SETTINGS

Enable the collection of your server-side events by setting up the Commanders Act bridge on your GTM container.

Integration tutorial via GTM:
[Google Tag Manager (GTM)](#)

3

PUT YOUR FIRST DESTINATION

Once your server-side event collection is in place, you can deploy your first destinations

Catalogue of server-side destinations:
[Destination catalogue](#)

Use Cases

Facebook CAPI: How it works

Events

Events
Server-side

Pixel
client-side

Consent

COMMANDERS ACT

Consent
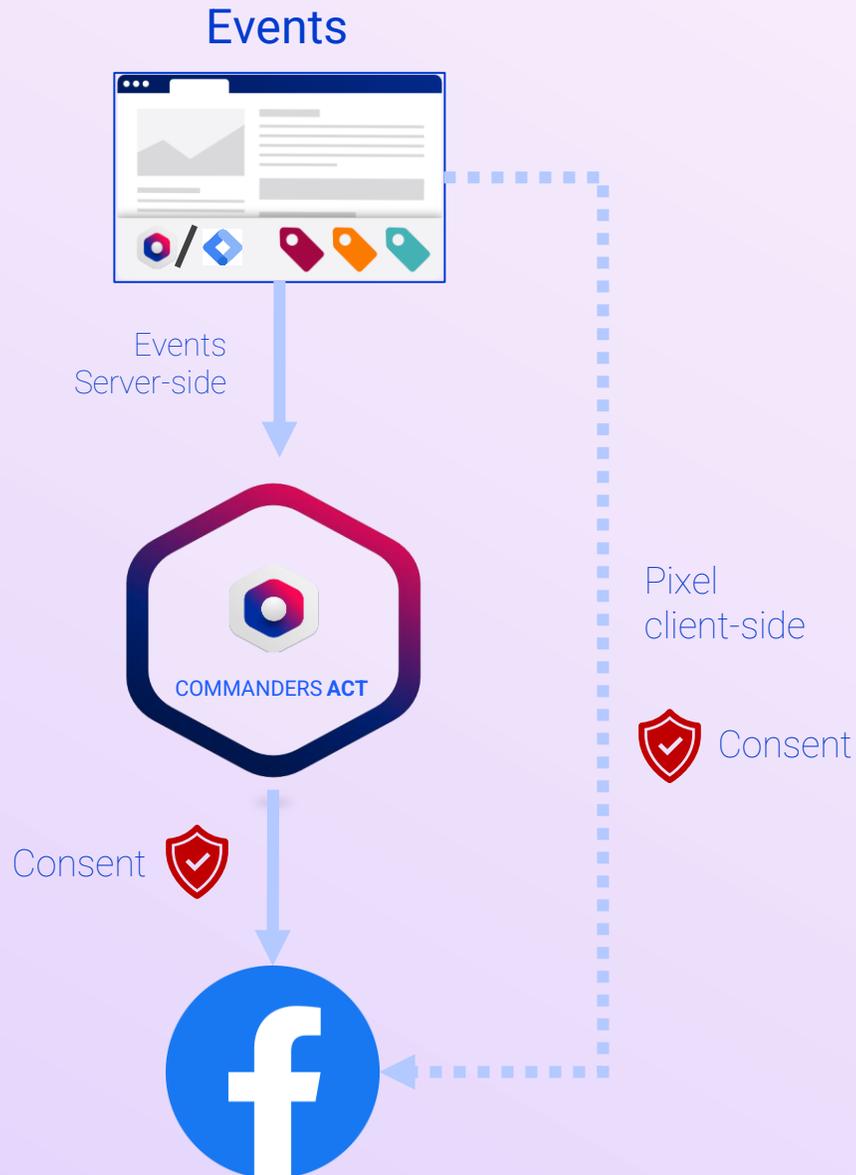
PREREQUISITES:

- Have a TMS (TagCommander / GTM).

- Access to your Facebook Manager, the pixel ID and its access token.

- The list of Facebook events to be sent to the server side.

⚠ Transmit at least the hashed email address to ensure high-quality matching.

DEPLOYMENT TIME:

- Two weeks, from setting up server-side tracking to acceptance of the Facebook CAPI destination.

- Two days, if server-side tracking is already in production.

Facebook CAPI: Project timeline

WEEK 1

SET UP

DAY 1

PIXEL ADJUSTMENT
- Add **test pixel**
- **User properties** (SHA256)
- Add **event ID** (for event deduplication)

SERVER ACTIVATION
- CA server activation

DAY 2

SET UP EVENT SERVER
- Implementation tag server (TMS CA / GTM)
- User properties (SHA256)

TESTS / DEPLOYMENT / ACCEPTANCE TESTS
- Console and override tests
- TMS deployment and acceptance testing

DAY 3 – 4 – 5

MONITORING **TEST PIXEL**
- Receipt of events server on Facebook Manager for acceptance testing
- Monitoring the quality of event reception
- Event server **quantity** vs. event pixel
- **EMQ** monitoring (FB matching score)
- Monitoring event **deduplication** (server/browser)
- Analysis of FB alerts

WEEK 2

FOLLOW-UP

TEST PIXEL SETUP ADJUSTMENT
- Stability of indicators (EMQ, deduplication, number of server events)
- Adjusting the setup accordingly
- Deployment of adjusted setup

TEST PIXEL MONITORING
- Monitoring the quality of event reception following adjustment

DELIVERY TO THE **CUSTOMER PIXEL**
- Stability of indicators
- Validation of server receptions on the test pixel
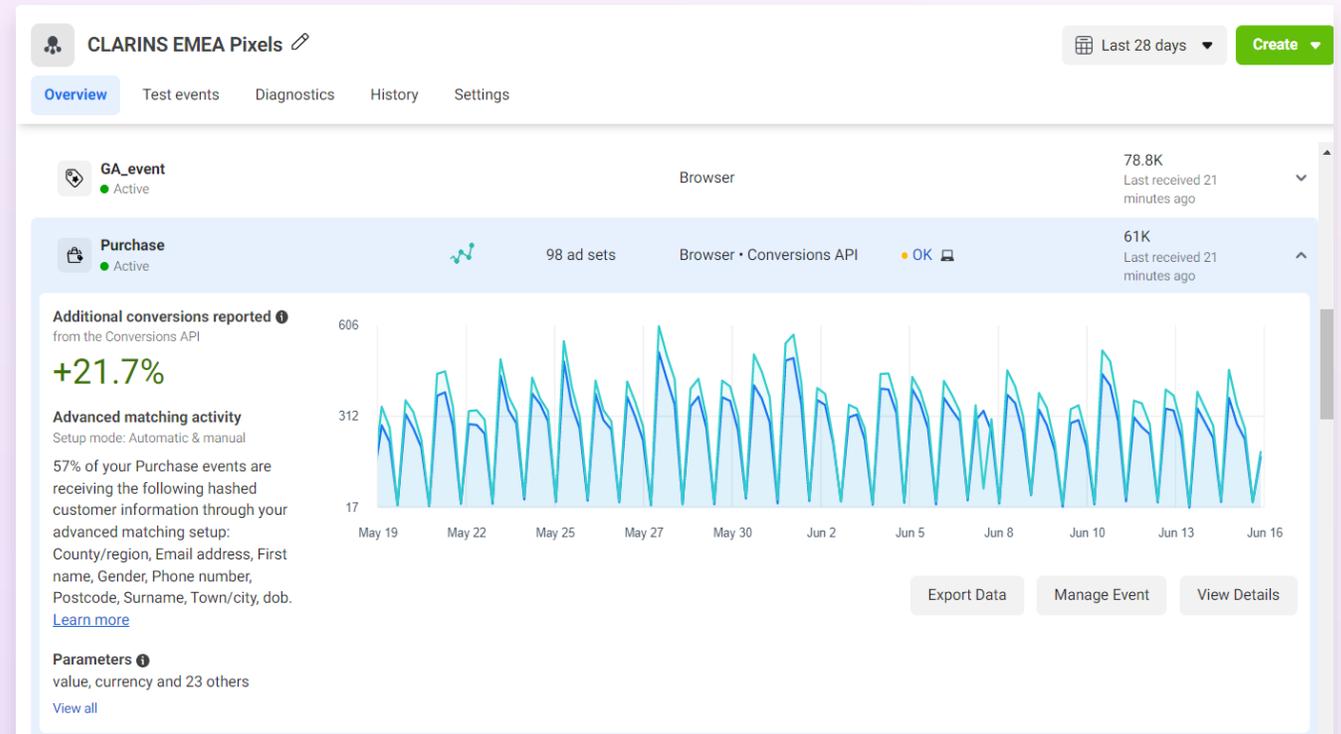- Redirection of server events to the client pixel (no container redeployment required)

Facebook CAPI: Feedback from our customers

Between

15 and +25%

Increase in conversion rate

- What your visitors do on your site, even if they use browsers that limit tracking capabilities
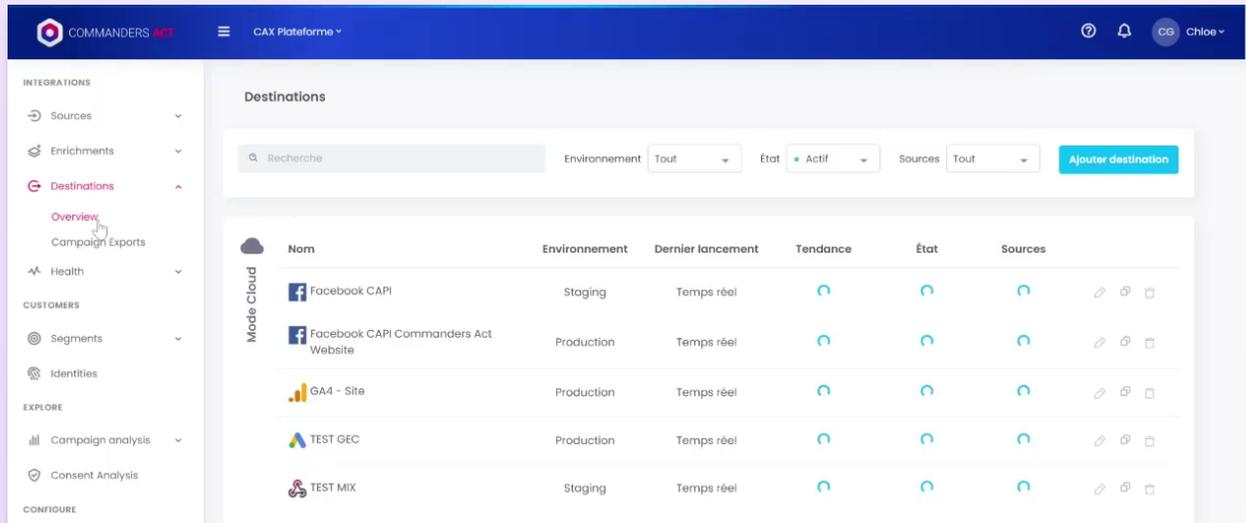- **Provided** that new tracking principles and standards are implemented

Destination catalogue

Activate your campaigns via destinations

Deploy all your use cases with our turnkey connectors

Easily create your marketing campaigns across all your channels

→ Available activation channels

Advertising						...
Analytics						...
Email						...
Exports					FTP	...
On-site personalisation						...
Push Notification						...
SMS						...
Web notifications						...

Rapid integration

Automated cleaning/encryption

Optimised segmentation

Need inspiration?
Discover some use cases for server-side activation

Audience segmentation and sharing
Use the segmentation capabilities of Platform X to deploy new use cases

CUSTOMISED SEGMENTATION IN REAL TIME

- ☐ Universe: Users, Products, Conversion, Custom.

- ☐ Real-time segment creation.

- ☐ Data collection, processing and activation < 50 ms.

- ☐ High segmentation granularity:
    1. By behaviour: page views, clicks, impressions, score, etc.
    2. Multiple operators: equal to, contains, exists, greater than, etc.
    3. Conditions for adding sub-segments: and, or, exclusion, inclusion
    4. Time frame: days, months, minutes, frequency, etc.

- ☐ Segment statistics with customised dashboards.

- ☐ Control group: to find out which action creates value.

Need inspiration?
Discover some use cases for audience sharing!

Thank you