ToolGPA

NOVEMBER 2026

Stape

The Insider's Guide

Server-side GTM hosting and tracking gateways



Every plan, grade, refund rule and rival among website and product analytics tools, read from Stape's own pages.

Made by Stape Inc. · checked Nov 13, 2026 · toolgpa.com

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Stape's own pages, its app-store listings and our grades. Every fact in it is on Stape's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.4

GPA, above 55 of the 100 other website and product analytics tools we grade

Stape hosts server-side Google Tag Manager containers and offers dedicated gateways for sending tracking events from a server rather than the browser. Add-ons cover cookie lifetime extension, bot detection, logs and store integrations such as Shopify. Plans are priced by the number of monthly requests.

To get you started, here are **9 things to know about Stape**, taken from its own pages and our grades.

> **Server-side GTM, domains and tags to set up, and no store rating on record.**
>
> From our grade for ease of use

1 **Best for server-side Google Tag Manager hosting**

Stape hosts server-side Google Tag Manager and tracking gateways, with 10K requests free.

2 **Paid plans start at $17 a month**

As its pricing page puts it: $17 per month for up to 500K requests, billed annually ($20 billed monthly).

3 **There is a free plan**

Up to 10K requests, with Custom Loader, Requests Analytics, Setup Wizard, Global CDN and Anonymizer; no credit card required.

4 **It runs on Web**

Web.

5 **Server-side GTM hosting**

Runs server-side Google Tag Manager containers on Stape's infrastructure, with a global CDN served through Cloudflare.

6 **Custom Loader**

Modifies gtm.js and gtag.js paths so tracking is harder for tracking prevention and ad blockers to stop.

7 **Cookie Keeper**

Extends cookie life in browsers running the latest Safari ITP. Standard cookies start on Pro, custom cookies on Business.

8 **A 2.4 GPA, above 55 of 100**

That is against the other website and product analytics tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

Nothing Stape does is plain enough to make in a weekend. The 4 things listed below take a company.

Stape at a glance

PRICING Free plan, from $17 per month for up to 500K requests, billed annually ($20 billed monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY Stape Inc.	CATEGORY Website & Product Analytics
OUR GRADE 2.4 GPA, fair	

The report card

Best for server-side Google Tag Manager hosting

Stape hosts server-side Google Tag Manager and tracking gateways, with 10K requests free. Logs, Cookie Keeper and the Data Store need Pro at $17 a month, and dedicated gateways are a separate product.

TOOLGPA REPORT CARD	Stape	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Pro is $17 a month billed annually for 500K requests, just above the $13 the cheaper quarter starts at.
Free plan and trial	C	A free plan with 10K requests and no card, which a real store would pass.
Features	B	Server-side GTM hosting, a custom loader, Cookie Keeper, bot detection, a data store and many store and CRM apps cover the whole job.
Ease of use	C	Server-side GTM, domains and tags to set up, and no store rating on record.
Platforms and integrations	B	Web, with GTM, GA4, Shopify, WordPress, HubSpot, Klaviyo, Pipedrive and Salesforce.
Grade point average		Fair, out of 4.0 **2.4**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Stape is for

- ✓ Fits if you want server-side GTM hosted for you
- ✓ Works for Shopify and WordPress stores

Who it is not for

- ✗ Tight if you stay free, as it stops at 10K requests a month
- ✗ Watch out: logs, Cookie Keeper, bot detection and the Data Store need Pro
- ✗ Watch out: custom cookies and multi-domain support need Business at $83
- ✗ Watch out: dedicated gateways have their own pricing page, and some apps are paid

Good to know

Good for

- ✓ Marketers moving GA4 and ad tags to server-side tracking
- ✓ Shopify and WordPress stores that want an app-based setup
- ✓ Agencies needing multi-domain containers

Worth knowing

- ⓘ Plans are priced by monthly requests: 10K on Free, 500K on Pro, 5M on Business and 20M on Enterprise.
- ⓘ Logs, Cookie Keeper, Bot Detection and Data Store need Pro; custom cookies and multi-domain support need Business.
- ⓘ Dedicated Gateways are a separate product line with their own pricing page.
- ⓘ Some store and CRM apps, such as Salesforce and PrestaShop, are listed as paid apps.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$17

A month to start. There is a free plan too

Stape has a free plan. Paid plans start at $17 per month for up to 500K requests, billed annually ($20 billed monthly).

FREE

$0

Up to 10K requests, with Custom Loader, Requests Analytics, Setup Wizard, Global CDN and Anonymizer.

PRO

$17

per month for 500K requests, billed annually ($20 billed monthly)

Adds 3 days of logs, Cookie Keeper (standard cookies), Bot Detection, Data Store, POAS Data Feed and 24/7 email and chat support.

BUSINESS

$83

per month for 5M requests, billed annually ($100 billed monthly)

Adds multi-zone infrastructure, 10 days of logs, custom cookies, up to 20 domains and monitoring.

ENTERPRISE

$167

per month for 20M requests, billed annually ($200 billed monthly)

Adds an account manager, up to 50 domains, log export to S3 or GCS and call support.

CUSTOM

Custom

Unlimited requests, custom DPA, BAA for HIPAA, dedicated IP, private cluster and SSO; sold through sales.

The free plan

Up to 10K requests, with Custom Loader, Requests Analytics, Setup Wizard, Global CDN and Anonymizer; no credit card required.

Read from stape.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page labels annual billing as 20% off, for example Pro at $17 a month billed annually against $20 monthly.

Stated on stape.io

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Server-side GTM hosting and tracking gateways. Here is what it does, as its own site describes it, and what it covers: public API, dashboards, web analytics.

> **Server-side GTM hosting, a custom loader, Cookie Keeper, bot detection, a data store and many store and CRM apps cover the whole job.**
>
> From our grade for features

Server-side GTM hosting

Runs server-side Google Tag Manager containers on Stape's infrastructure, with a global CDN served through Cloudflare.

Custom Loader

Modifies gtm.js and gtag.js paths so tracking is harder for tracking prevention and ad blockers to stop.

Cookie Keeper

Extends cookie life in browsers running the latest Safari ITP. Standard cookies start on Pro, custom cookies on Business.

Requests Analytics and logs

Shows how data quality changed after moving to server-side tracking, and logs incoming and outgoing requests for debugging.

Data Store and Enricher

A built-in database inside the container, and a power-up that merges user data from requests to identify returning users.

Store and CRM apps

Apps for Shopify, WordPress, HubSpot, Klaviyo, Pipedrive, Zoho and HighLevel send status and conversion data to ad platforms.

Where it runs

- Web

What it works with

- Google Tag Manager
- GA4
- Shopify
- WordPress
- HubSpot
- Klaviyo
- Pipedrive
- Salesforce

Stape is made by Stape Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

55/100

Other website and product analytics tools it is graded above

Stape's GPA of 2.4 is higher than 55 of the 100 other website and product analytics tools we grade, and level with 14.

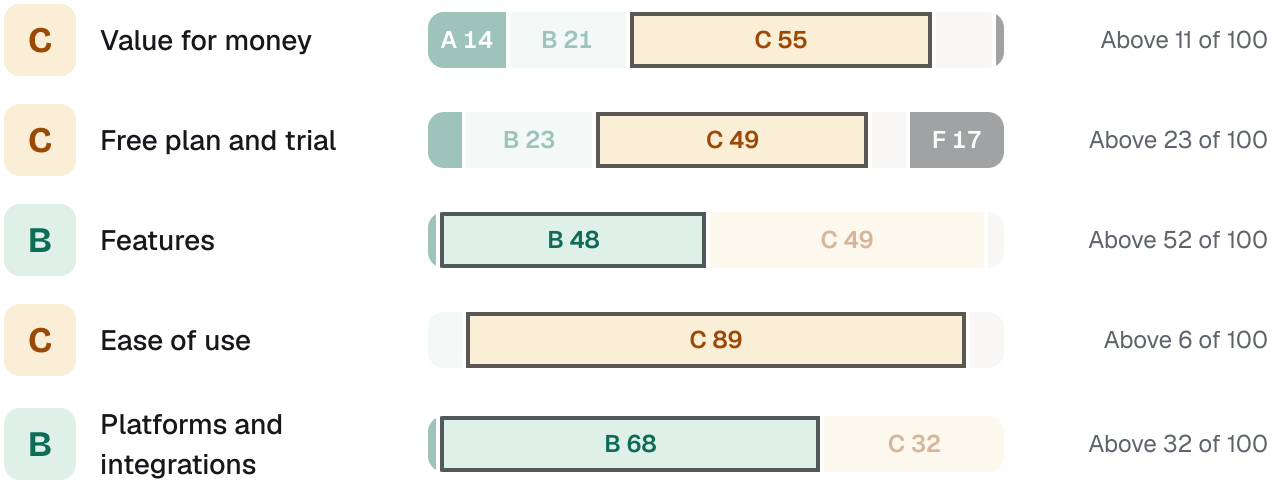
It stands best on features (B, above 52 of 100) and worst on ease of use (C, above 6).

Its paid plans start at $17 a month, against a middle price of $25 for the category: 24 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.7 out of 4. 1 tool scores higher and costs less.

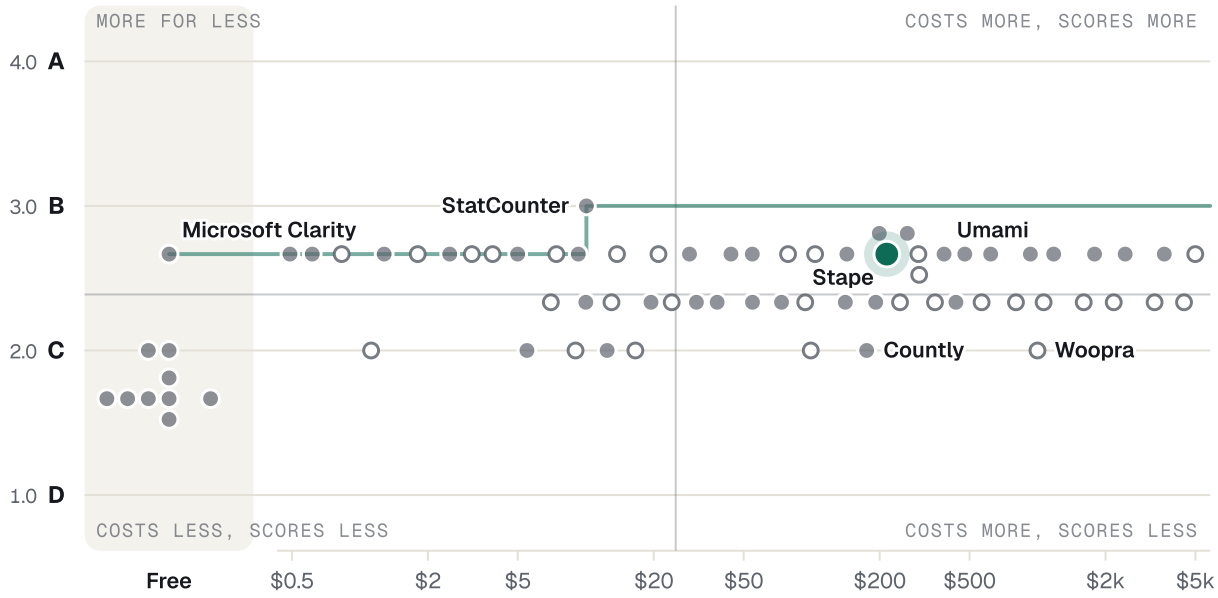
Each grade against the category

Every bar is all 101 website and product analytics tools we grade, cut by the letter each got. Stape's own letter is outlined.



Price against what you get

Each dot is one of 74 website and product analytics tools. Further left costs less; higher up scores better on features, ease of use and platforms. Stape is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

Nothing Stape does is plain enough to make in a weekend. The 4 things listed below take a company.

It costs $204 a year.

What you could not

- ✕ A tracking script and a database that counts every visit.
- ✕ Connections that pull numbers from dozens of other services.
- ✕ It plugs into other products, Google Tag Manager, GA4 and Shopify among them, and has an API.

× The depth: we grade its features B, which means it covers the whole job.

What this rests on. Stape's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



TAGGRS, Elevar, Segment, Tealium and RudderStack

The 5 tools Stape is most often weighed against, with where each one differs from it.

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TAGGRS

Free plan · from $24/mo

Server-side tracking and server-side GTM hosting.

- Stape also covers dashboards.
- TAGGRS also covers reports.

Stape and TAGGRS compared in full

2.2 GPA

Elevar

Free plan · from $225/mo

Server-side conversion tracking for Shopify and e-commerce stores.

- Stape also covers dashboards.
- Elevar also covers reports.

Stape and Elevar compared in full



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Segment

Free trial

Customer data platform from Twilio that collects and routes events.

- Stape has a free plan. Segment does not, though it has a free trial.
- Stape also covers dashboards and web analytics.
- Segment also covers workflow automation.

Stape and Segment compared in full



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Tealium

Paid

Enterprise customer data platform with tag management and consent.

- Stape has a free plan. Tealium does not.
- Stape also covers dashboards and web analytics.
- Tealium also covers marketing automation.

Stape and Tealium compared in full



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RudderStack

Free plan · from $265/mo

Customer data platform that collects events and sends them on.

- RudderStack is self-hostable, according to its own site.
- Stape also covers dashboards and web analytics.

Stape and RudderStack compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

14

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Stape free?

Stape has a free plan. Up to 10K requests, with Custom Loader, Requests Analytics, Setup Wizard, Global CDN and Anonymizer; no credit card required.

How much does Stape cost?

Stape lists 5 plans. Free: $0.

What platforms does Stape work on?

Stape is available on Web.

Does Stape offer any discounts?

Stape publicly lists the following: 20% off with annual billing.

Does Stape have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Stape is listed for Web.

Does Stape have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Stape is listed for Web.

Is Stape open source?

Stape is not described as open source on its own site, as read on Nov 13, 2026.

Does Stape have an API?

Yes. Stape offers a public API, according to its own site.

What does Stape integrate with?

Stape's listing names Google Tag Manager, GA4, Shopify, WordPress, HubSpot, Klaviyo, Pipedrive and Salesforce.

Who makes Stape?

Stape is made by Stape Inc.

What are the alternatives to Stape?

The closest alternatives to Stape in our directory are TAGGRS, Elevar, Segment, Tealium and RudderStack.

How does Stape compare with other website and product analytics tools?

Stape's GPA of 2.4 is higher than 55 of the 100 other website and product analytics tools we grade, and level with 14.

Is Stape good value for money?

ToolGPA grades Stape C for value for money. Its paid plans start at $17 a month, against a middle price of $25 for the category: 24 of the 63 others that charge start lower.

Could I make my own version of Stape?

Nothing Stape does is plain enough to make in a weekend. The 4 things listed below take a company.

Where this guide comes from

The prices, plans, platforms and features were read from Stape's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Stape's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Stape Inc. Prices change, so check stape.io before you buy.

stape.io/price

stape.io/

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Stape, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/stape

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Stape: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/stape
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Know someone choosing between website and product analytics tools?

Send them this guide: toolgpa.com/tools/stape/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after Stape, each with an Insider's Guide of its own.

Website & Product Analytics Insider's Guide

Every one of the 101 website and product analytics tools we grade, compared

Google Analytics Insider's Guide

Google's free website and app analytics, with a paid 360 tier

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Microsoft Clarity Insider's Guide

Free session recordings and heatmaps from Microsoft, no traffic cap

3.2 GPA

PostHog Insider's Guide

Open-source product analytics with replays, flags and surveys

3.2 GPA

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Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Stape's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Stape is a trademark of its owner, and this guide is not made, paid for or approved by Stape Inc. Prices and plans change: check stape.io before you buy.