ToolGPA

NOVEMBER 2026

TAGGRS

The Insider's Guide

Server-side tracking and server-side GTM hosting



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

Made by TAGGRS B.V. · checked Nov 13, 2026 · toolgpa.com

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TAGGRS



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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 TAGGRS's own pages, its app-store listings and our grades. Every fact in it is on TAGGRS'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

2.2

GPA, above 29 of the 100 other website and product analytics tools we grade

TAGGRS hosts server-side Google Tag Manager containers and a Meta Conversions API gateway so that tracking events are sent from a server instead of the browser. It is aimed at advertisers and agencies who want more complete conversion data, and it adds request analytics and consent reporting. Plans are priced by monthly requests.

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

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

1 **Best for server-side tracking without running the server**

Plans are priced by requests, it is infrastructure rather than a reporting dashboard, and the page opens in euros.

2 **Paid plans start at $24 a month**

As its pricing page puts it: $24 per month for 750,000 requests, billed annually ($28 billed monthly).

3 **There is a free plan**

10,000 requests a month with every core tracking feature included.

4 **It runs on Web**

Web.

5 **Server-side GTM hosting**

Runs server-side Google Tag Manager containers on a custom subdomain, with hosting offered for every platform.

6 **Meta CAPI Gateway**

Sends consented events to Meta through its Conversions API.

7 **Enhanced Tracking Script**

Uses masking techniques that the page says defend against ad blockers and Safari tracking prevention (ITP).

8 **A 2.2 GPA, above 29 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**

The plain part of TAGGRS you could make: reports. What surrounds it you could not. The 1 things listed below take a company, not a weekend.

TAGGRS at a glance

PRICING Free plan, from $24 per month for 750,000 requests, billed annually ($28 billed monthly)	FREE PLAN Yes
FREE TRIAL None stated	RUNS ON Web
MADE BY TAGGRS B.V.	CATEGORY Website & Product Analytics
OUR GRADE 2.2 GPA, fair	

The report card

Best for server-side tracking without running the server

TAGGRS hosts server-side Google Tag Manager and tracking gateways, with 10,000 requests free. Plans are priced by requests, it is infrastructure rather than a reporting dashboard, and the page opens in euros.

TOOLGPA REPORT CARD **TAGGRS** Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	Basic is $24 a month billed annually for 750,000 requests, which sits in the typical range, and the price rises with traffic.
Free plan and trial	C	A free plan with 10,000 requests a month and every core feature, which a real store would pass.
Features	C	It hosts and enriches tracking fully, but that is a smaller job, and reports still live in your other analytics tools.
Ease of use	C	Server-side GTM, subdomains and tags to set up, and no store rating on record.
Platforms and integrations	B	Web, with Google Tag Manager, Meta Conversions API and GA4.

Grade point average Fair, out of 4.0 **2.2**

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 TAGGRS is for

- ✓ Fits if you run a store and want server-side Google Tag Manager hosted for you
- ✓ Works for sites under 10,000 requests a month on the free plan

Who it is not for

- ✗ Tight if you stay free, as it stops at 10,000 requests a month
- ✗ Watch out: advanced graphs, POAS tracking, offline conversions and multi-domain support need Pro at $63
- ✗ Pricey if your traffic grows, as plans are priced by requests up to 10 million
- ✗ Watch out: the page opens in euros and the dollar figures come from its USD option

Good to know

Good for

- ✓ Advertisers who want to recover conversions lost to browser tracking limits
- ✓ Agencies running server-side tracking for several clients
- ✓ Teams that need EU-hosted infrastructure

Worth knowing

- ⓘ Plans are priced by monthly requests, from 10,000 on Free to 10 million on Ultimate; Enterprise is unlimited and sold through sales.
- ⓘ Advanced graphs, POAS tracking, offline conversions and multi-domain support need Pro.
- ⓘ The pricing page opens in euros (Basic €22, Pro €57, Ultimate €127 billed annually); the dollar figures here come from its USD option.
- ⓘ It handles tracking infrastructure and is not a reporting dashboard by itself; reports still live in your analytics and ad tools.

PART 02 · PRICING

What it costs

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

$24

A month to start. There is a free plan too

TAGGRS has a free plan. Paid plans start at $24 per month for 750,000 requests, billed annually ($28 billed monthly).

FREE

$0

10,000 requests a month, with a custom subdomain, the Enhanced Tracking Script, cookie recovery and the PII anonymizer.

BASIC

$24

per month for 750,000 requests, billed annually ($28 billed monthly)

Adds the Consent Approval Graph. Priced by requests, so the price rises with traffic.

PRO

$63

per month for 3 million requests, billed annually ($72 billed monthly)

Adds advanced graphs, POAS tracking, offline conversions and multi-domain support.

ULTIMATE

$141

per month for 10M requests, billed annually ($161 billed monthly)

Adds a dedicated account manager.

ENTERPRISE

Custom

Unlimited requests and single sign-on; sold through sales.

The free plan

10,000 requests a month with every core tracking feature included.

Read from taggrs.io on Nov 13, 2026.

Ways to pay less

ANNUAL DISCOUNT

Annual billing saves 13%

The pricing page's billing toggle labels annual billing as a 13% saving over monthly billing.

Stated on taggrs.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 tracking and server-side GTM hosting. Here is what it does, as its own site describes it, and what it covers: reports, web analytics.

> **It hosts and enriches tracking fully, but that is a smaller job, and reports still live in your other analytics tools.**
>
> From our grade for features

Server-side GTM hosting

Runs server-side Google Tag Manager containers on a custom subdomain, with hosting offered for every platform.

Meta CAPI Gateway

Sends consented events to Meta through its Conversions API.

Enhanced Tracking Script

Uses masking techniques that the page says defend against ad blockers and Safari tracking prevention (ITP).

Cookie Recovery

Extends the 7-day ITP cookie lifespan in browsers running the latest ITP version.

Request analytics and consent graphs

Shows request types and the effect of tracking prevention; the Consent Approval Graph (Basic and up) shows how consent restrictions affect traffic.

PII anonymizer and data enrichment

Anonymizes IP addresses and user agents, and enriches events with location, device, browser and bot detection details.

Where it runs

Web

What it works with

Google Tag Manager

Meta Conversions API

GA4

TAGGRS is made by TAGGRS B.V.

PART 04 · STANDING

Where it stands

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

29/100

Other website and product analytics tools it is graded above

TAGGRS's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

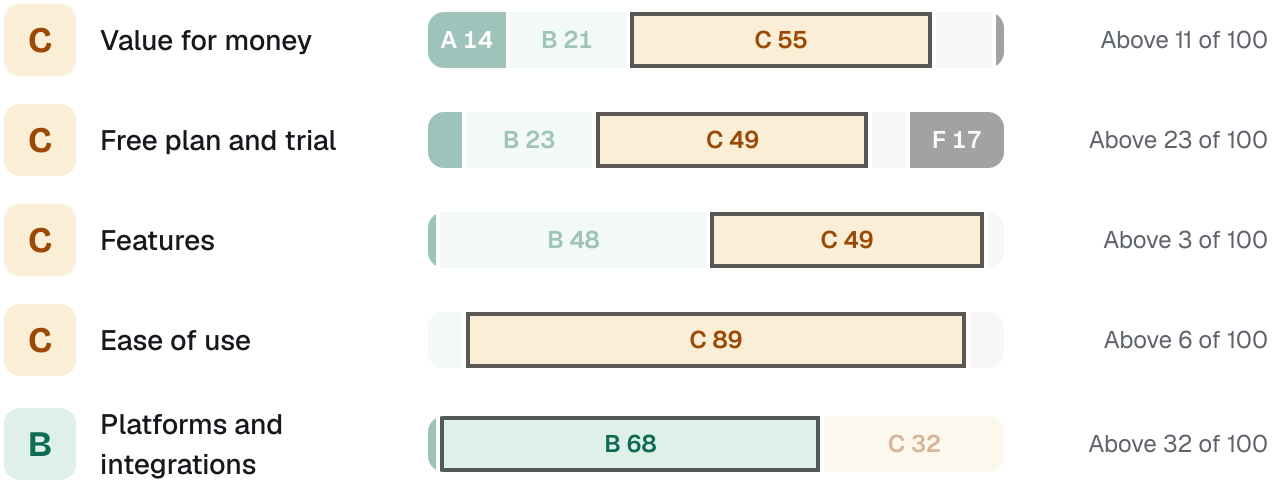
It stands best on platforms and integrations (B, above 32 of 100) and worst on features (C, above 3).

Its paid plans start at $24 a month, against a middle price of $25 for the category: 29 of the 63 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. 22 tools score higher and cost less.

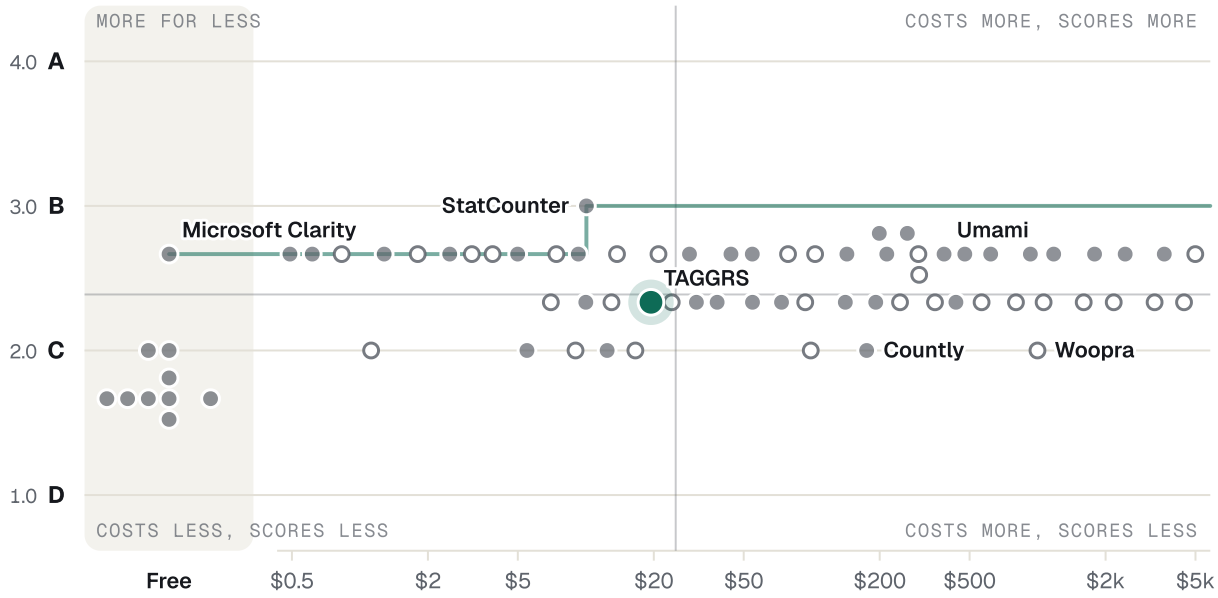
Each grade against the category

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

The plain part of TAGGRS you could make: reports. What surrounds it you could not. The 1 things listed below take a company, not a weekend.

That makes this kind of software worth paying for, not this one in particular: 46 of the 100 other website and product analytics tools grade higher. It costs $288 a year.

What you could make

- Reports: an app builder makes this well.

What you could not

- A tracking script and a database that counts every visit.

What this rests on. TAGGRS'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



Stape, Elevar, Segment, Tealium and RudderStack

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

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Stape

Free plan · from $17/mo

Server-side GTM hosting and tracking gateways.

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

TAGGRS and Stape compared in full

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Elevar

Free plan · from $225/mo

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

TAGGRS and Elevar compared in full



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Segment

Free trial

Customer data platform from Twilio that collects and routes events.

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

TAGGRS and Segment compared in full



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Tealium

Paid

Enterprise customer data platform with tag management and consent.

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

TAGGRS 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.
- TAGGRS also covers reports and web analytics.

TAGGRS and RudderStack compared in full

PART 06 · QUESTIONS

Quick answers

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

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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 TAGGRS free?

TAGGRS has a free plan. 10,000 requests a month with every core tracking feature included.

How much does TAGGRS cost?

TAGGRS lists 5 plans. Free: $0.

What platforms does TAGGRS work on?

TAGGRS is available on Web.

Does TAGGRS offer any discounts?

TAGGRS publicly lists the following: Annual billing saves 13%.

Does TAGGRS have an Android app?

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

Does TAGGRS have an iPhone app?

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

Is TAGGRS open source?

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

What does TAGGRS integrate with?

TAGGRS's listing names Google Tag Manager, Meta Conversions API and GA4.

Who makes TAGGRS?

TAGGRS is made by TAGGRS B.V.

What are the alternatives to TAGGRS?

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

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

TAGGRS's GPA of 2.2 is higher than 29 of the 100 other website and product analytics tools we grade, and level with 25.

Is TAGGRS good value for money?

ToolGPA grades TAGGRS C for value for money. Its paid plans start at $24 a month, against a middle price of $25 for the category: 29 of the 63 others that charge start lower.

Could I make my own version of TAGGRS?

The plain part of TAGGRS you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from TAGGRS'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 TAGGRS'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 TAGGRS B.V. Prices change, so check taggrs.io before you buy.

taggrs.io/

taggrs.io/prices/

PART 07 · ABOUT

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

TAGGRS, kept up to date

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

toolgpa.com/tools/taggrs

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, "TAGGRS: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/taggrs
```

Know someone choosing between website and product analytics tools?

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

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded website and product analytics tools after TAGGRS, 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

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what TAGGRS'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. TAGGRS is a trademark of its owner, and this guide is not made, paid for or approved by TAGGRS B.V. Prices and plans change: check taggrs.io before you buy.