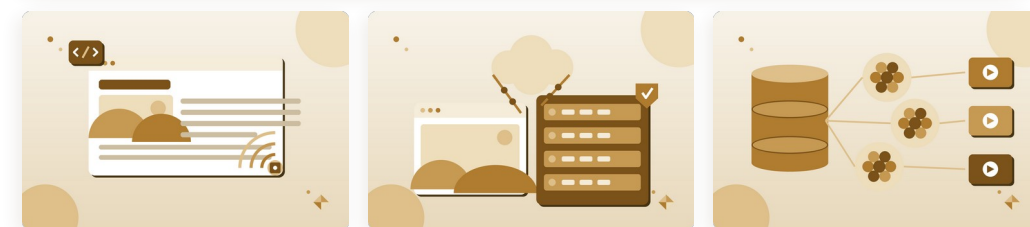
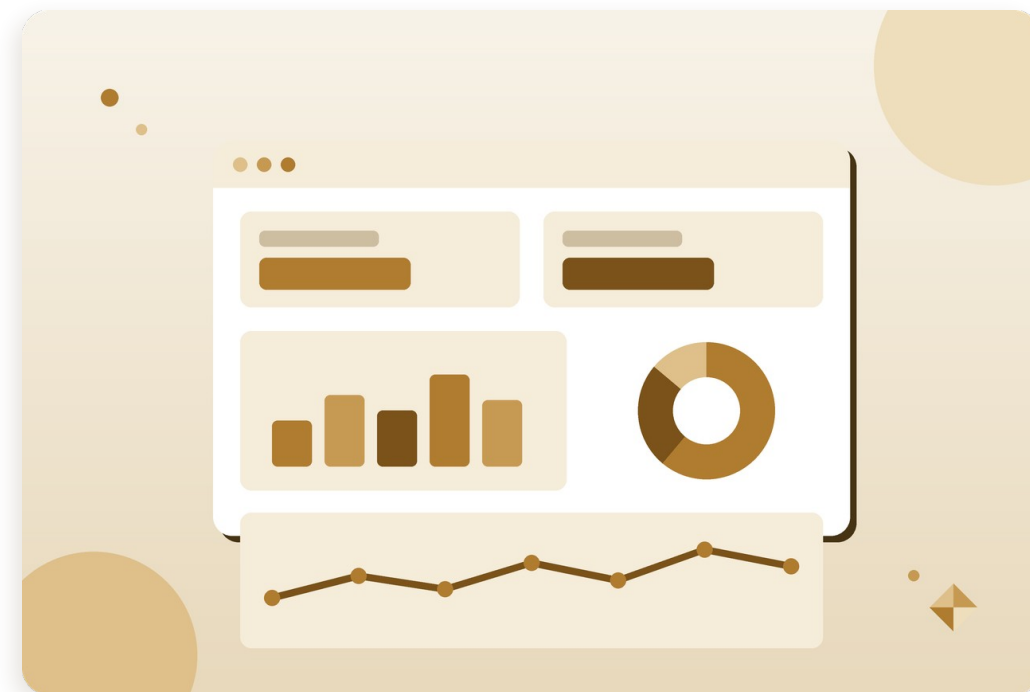


TECHNOLOGY

MEDIA KIT

The technical foundation behind measurable marketing

● 2026



TRACKING · DATA · MEASUREMENT · INSIGHT



SPALDER MEDIA GROUP

Spalder Media Group is a media agency with a focus on performance & image marketing, having successfully implemented over 3,000 campaigns built around branding, bookings and enquiries.

Our strength is the combination of our agency and our own travel-related websites. We know the travel market and how the target audience moves. We are based in the Netherlands, with websites in five different countries.

3,000+

Campaigns delivered

3

Specialist divisions

1

Partner for it all

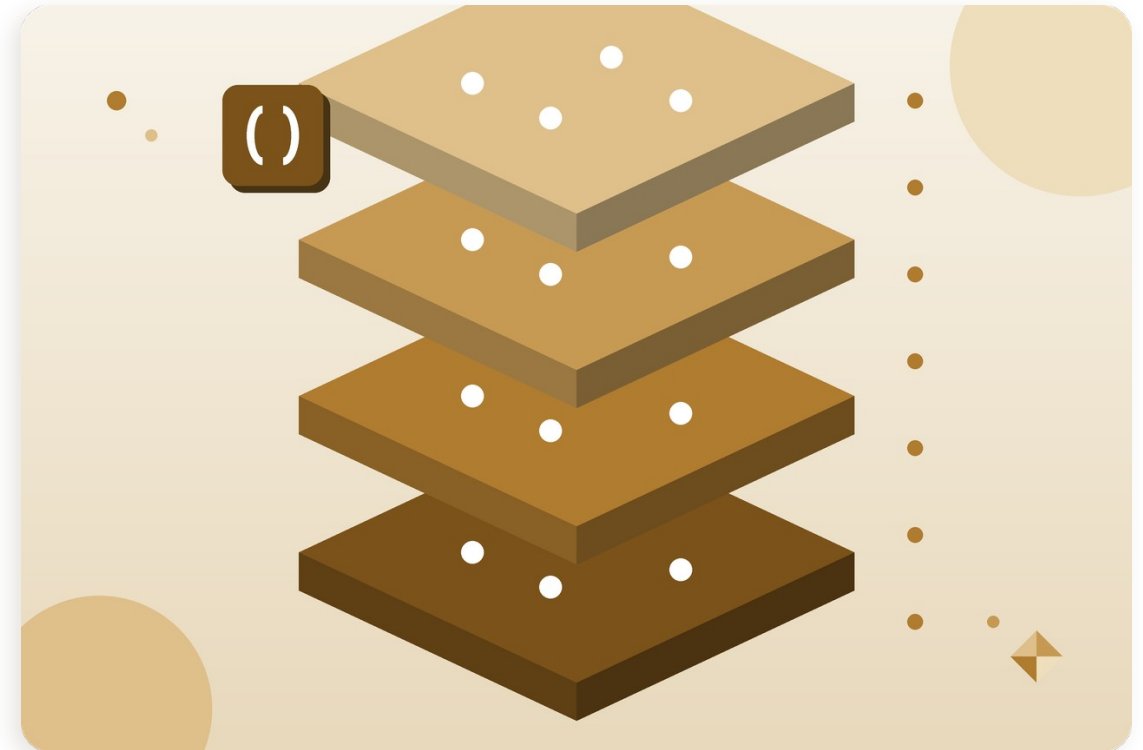
SPALDER TECHNOLOGY

The technical backbone of modern marketing.

Spalder Technology is our specialist division for the technical foundation behind every successful campaign. As a media agency, we don't just buy and create media — we make sure it can be measured, optimised and trusted.

From pixel implementations and server-side tracking to consent management, analytics and reporting, we build a clean, privacy-compliant data foundation that turns marketing activity into reliable insight.

The result: campaigns you can actually steer on, and data you can rely on.



Pixel to dashboard — one partner for your full measurement stack.

OUR APPROACH

From data foundation to growth

Every engagement follows the same proven path — building a measurement setup that is accurate, compliant and ready to optimise on.

01

Foundation

Tracking infrastructure, tags and data layer set up correctly from the ground up.

02

Compliance

Consent management and privacy-by-design, fully aligned with GDPR.

03

Measurement

Accurate analytics and conversion tracking across every channel.

04

Activation

Clean first-party data and feeds powering audiences and campaigns.

05

Optimisation

Clear dashboards and insight to keep improving performance.

WHAT WE DELIVER

Ten technical services

A complete toolkit that gives your marketing a reliable, future-proof foundation — available individually or as one connected setup.

01 Pixel Implementation Correctly fire every marketing pixel.

02 Server-side Tracking Reliable data via the Conversions API.

03 Tag Management All tags controlled in one container.

04 Consent & Privacy GDPR-compliant cookie consent.

05 GA4 Analytics Setup Analytics configured to your goals.

06 Conversion Tracking Measure what truly matters.

07 Data Layer Engineering A structured, consistent data foundation.

08 Product Feed Management Clean feeds for dynamic campaigns.

09 Reporting Dashboards Live insight in one clear view.

10 First-party Data & Audiences Own your data, activate your audience.

TECHNOLOGY SERVICE

Pixel Implementation

Marketing pixels are the starting point of every measurable campaign. Spalder Technology implements and validates the tracking pixels of platforms such as Meta, Google and TikTok — correctly placed, correctly firing and fully aligned with your campaign goals. Every pixel captures the right events, so platforms optimise on accurate data from day one.

WHAT PIXEL IMPLEMENTATION DELIVERS

- Correct placement and validation of all marketing pixels
- Event tracking aligned with your campaign objectives
- Advertising platforms optimise on accurate, complete data
- A clean, reliable starting point for every channel



Every campaign starts with a pixel that fires correctly.

TECHNOLOGY SERVICE

Server-side Tracking

Browser tracking is increasingly limited by ad blockers, cookie restrictions and browser changes. Server-side tracking moves data collection to a secure server environment, sending conversions directly to advertising platforms via the Conversions API — making your measurement more complete, durable and privacy-friendly.

WHAT SERVER-SIDE TRACKING DELIVERS

- More complete and durable conversion data
- Resilient to ad blockers and browser restrictions
- Direct, secure delivery via the Conversions API
- A privacy-friendly, future-proof measurement setup



Recover the data that browser tracking quietly loses.

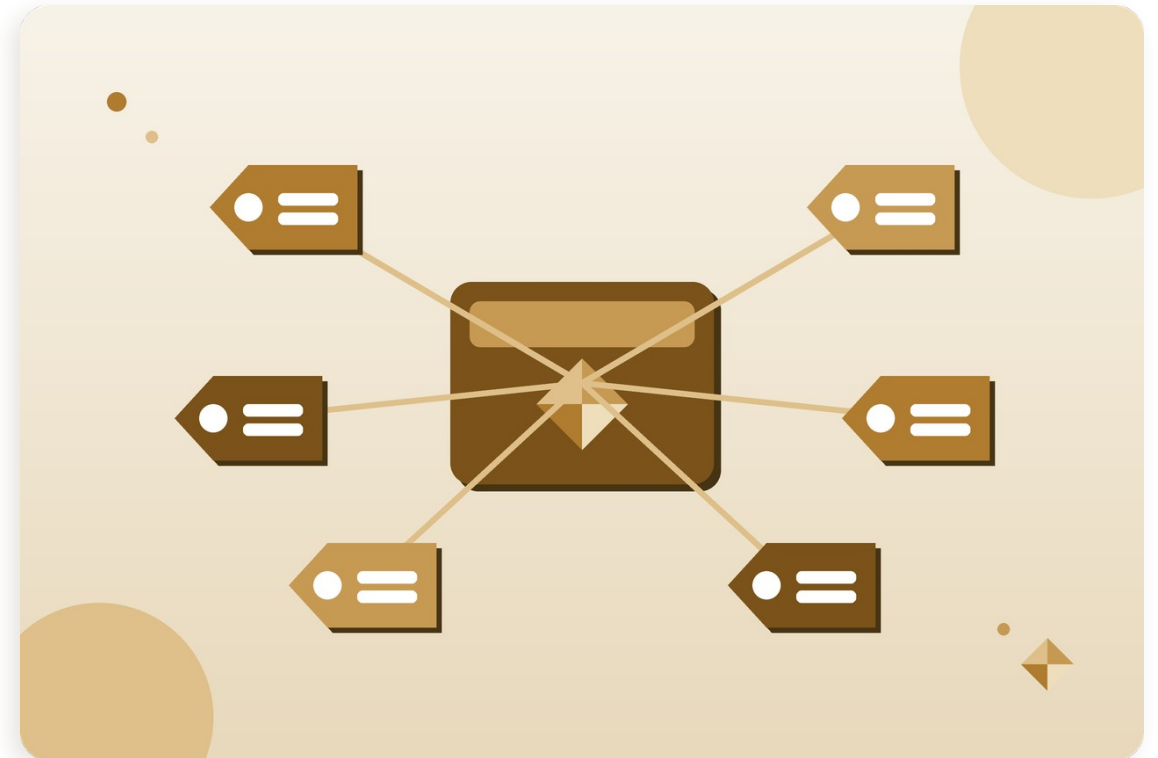
TECHNOLOGY SERVICE

Tag Management

A growing marketing stack means a growing number of tags and scripts. We set up and manage your tag management environment — typically Google Tag Manager — so every tag is organised, version-controlled and deployed without touching the website code. New tracking can be added in minutes rather than development cycles.

WHAT TAG MANAGEMENT DELIVERS

- All tags controlled in one central container
- New tracking deployed without developer releases
- Version control, testing and clean governance
- A faster, lighter and more maintainable website



One container, full control over every tag.

TECHNOLOGY SERVICE

Consent & Privacy

Privacy regulation makes consent a non-negotiable part of every tracking setup. We implement a Consent Management Platform and configure your tags to respect each visitor's choices, so marketing data is collected lawfully and transparently — aligned with GDPR and consent mode.

WHAT CONSENT & PRIVACY DELIVERS

- A clear, compliant cookie consent experience
- Tags that respect every visitor's choices
- Setup aligned with GDPR and consent mode
- Reduced legal risk and stronger user trust



Marketing data collected lawfully and transparently, by design.

TECHNOLOGY SERVICE

GA4 Analytics Setup

Analytics is only useful when it is configured around your business goals. We set up and structure Google Analytics 4 — events, conversions, audiences and channels — so the data reflects what actually matters to your organisation, turning a default property into a tool your team can genuinely steer on.

WHAT A GA4 SETUP DELIVERS

- Analytics configured around your business goals
- Clean event, conversion and audience structure
- Reliable channel and campaign attribution
- A property your team can actually act on



Analytics configured around what your business cares about.

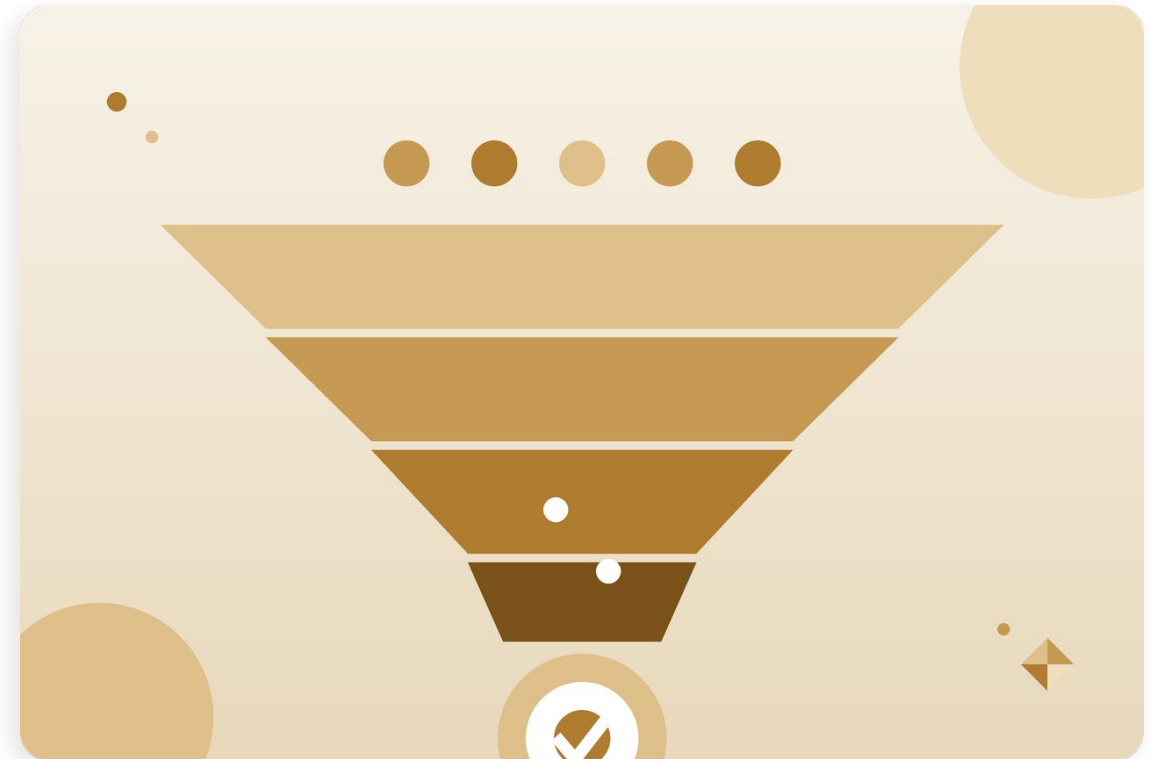
TECHNOLOGY SERVICE

Conversion Tracking

Knowing what works requires measuring the right outcomes. We design a conversion measurement framework that tracks the actions that matter — bookings, leads, sign-ups and revenue — consistently across every platform. With a single, trusted definition of success, campaigns can be compared and optimised with confidence.

WHAT CONVERSION TRACKING DELIVERS

- The actions that matter, measured consistently
- One trusted definition of success across platforms
- Reliable input for optimisation and bidding
- Campaigns you can compare and report with confidence



Measure what truly matters — consistently, everywhere.

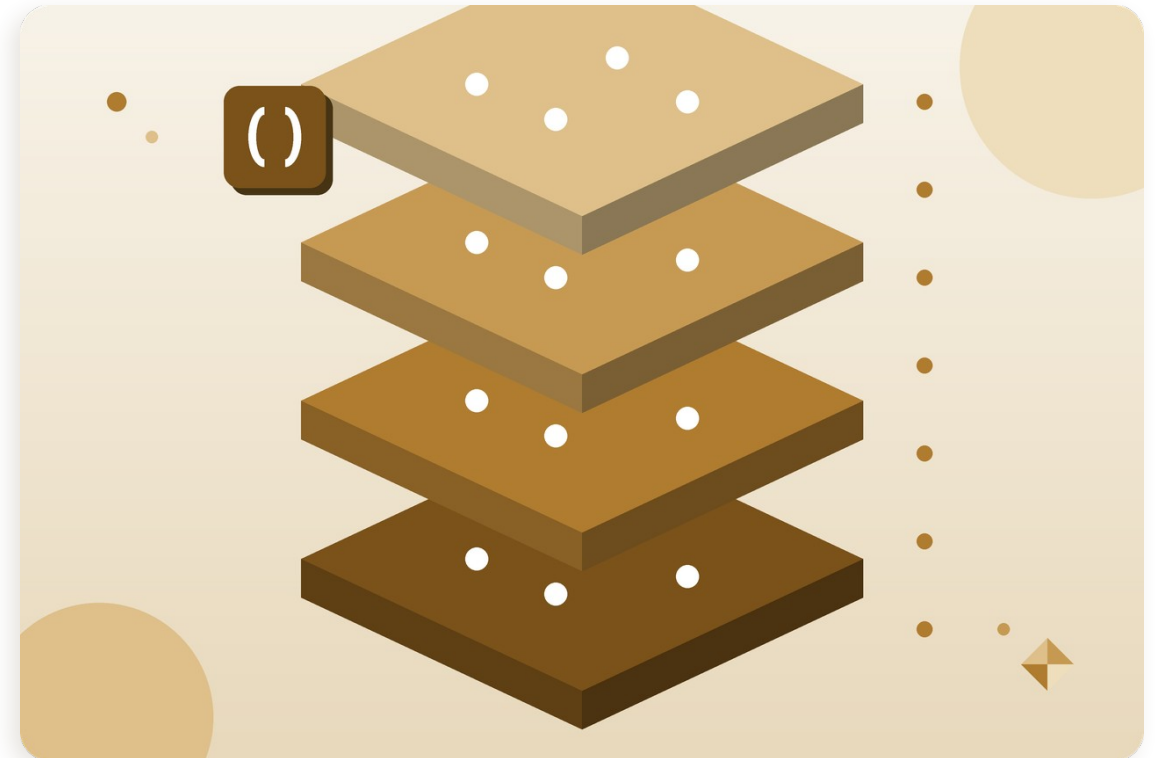
TECHNOLOGY SERVICE

Data Layer Engineering

A data layer is the structured foundation that feeds every tag and tool. We design and implement a clean, consistent data layer, so events and parameters are available in a predictable, reusable format across your entire stack — making tracking robust, scalable and far less fragile when your website changes.

WHAT DATA LAYER ENGINEERING DELIVERS

- A structured, consistent foundation for all tracking
- Predictable, reusable events across every tool
- Tracking that survives website changes
- A scalable base for future measurement needs



A structured data foundation the whole stack can rely on.

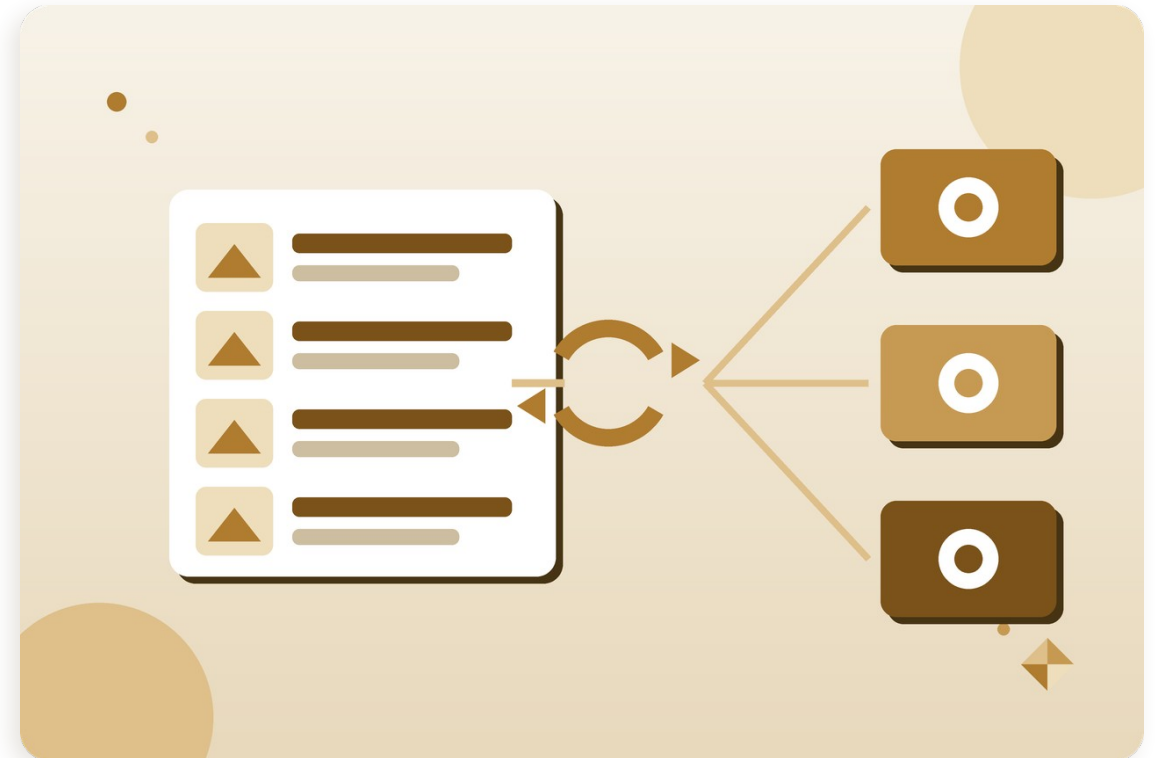
TECHNOLOGY SERVICE

Product Feed Management

Dynamic and shopping campaigns are only as good as the product feed behind them. We build, optimise and maintain product feeds — cleaning data, enriching attributes and keeping everything in sync with your advertising channels — so your ads stay relevant and your coverage stays strong.

WHAT FEED MANAGEMENT DELIVERS

- Clean, enriched and well-structured product data
- Feeds kept in sync across advertising channels
- Better coverage and relevance in dynamic campaigns
- Stronger performance from shopping and retargeting



Clean feeds that power relevant, dynamic campaigns.

TECHNOLOGY SERVICE

Reporting Dashboards

Data only creates value when it is easy to understand. We build clear, automated reporting dashboards — typically in Looker Studio — that bring performance from every channel into one live, always-up-to-date view. No more manual exports: just clear insight your team and stakeholders can act on.

WHAT REPORTING DASHBOARDS DELIVER

- Performance from every channel in one live view
- Automated, always-up-to-date reporting
- Clear visuals for teams and stakeholders
- Less manual work, more time for decisions



Every channel's performance, in one live view.

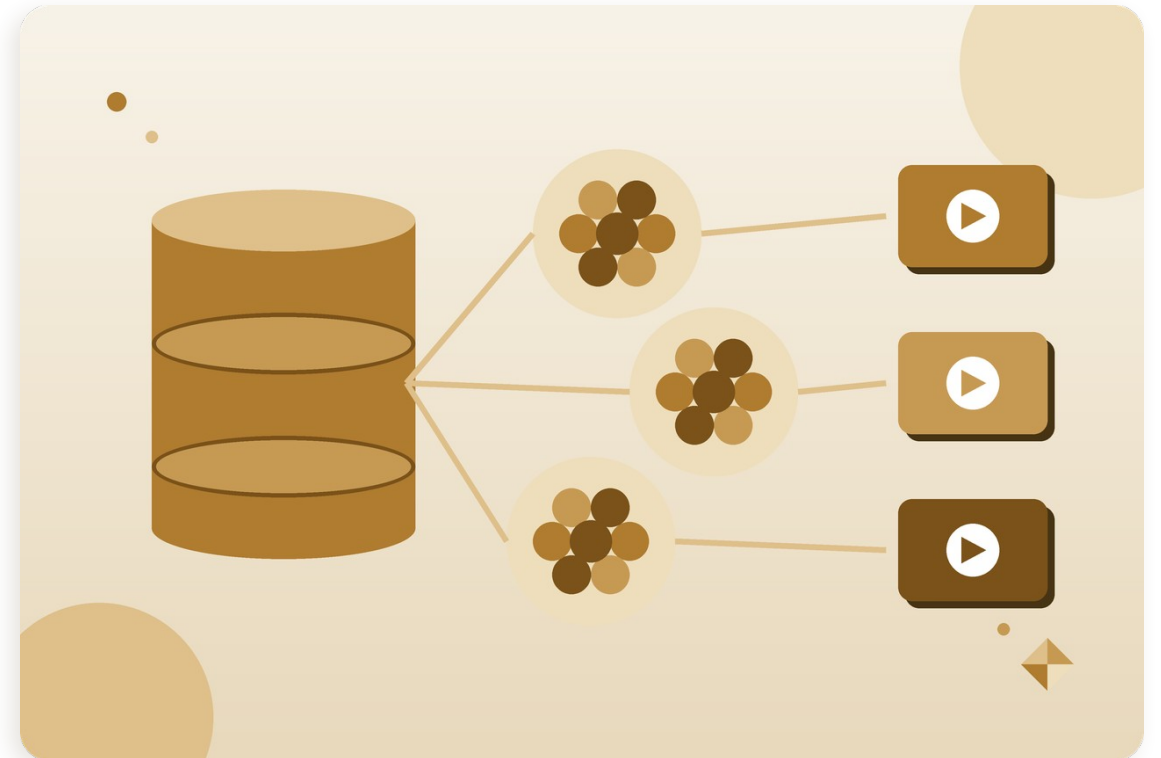
TECHNOLOGY SERVICE

First-party Data & Audiences

As third-party cookies disappear, first-party data becomes a brand's most valuable asset. We help you collect, structure and activate your own data — building audiences that can be used across advertising platforms safely and effectively, turning the data you already own into a durable growth engine.

WHAT FIRST-PARTY DATA DELIVERS

- Your own data collected and structured for activation
- Durable audiences independent of third-party cookies
- Safe, privacy-friendly use across advertising platforms
- A lasting competitive advantage as tracking evolves



Own your data — and turn it into durable growth.

WHY SPALDER TECHNOLOGY

Media expertise meets technical depth

Most technical partners don't understand media, and most media agencies don't go deep on technology. Spalder Technology combines both.

Media-native

We build technology with campaign performance in mind — never in isolation from the work it supports.

Privacy-first

Every setup is GDPR-compliant and built to stay reliable as tracking and regulation keep evolving.

End-to-end

From pixel to dashboard, one partner owns and connects your full measurement stack.

Built to steer on

We deliver data your team can genuinely trust, understand and act on every day.



LET'S WORK TOGETHER

Get in touch

Let's give your marketing a measurement foundation you can trust — and campaigns you can truly steer on.

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