

All hail HTTP requests

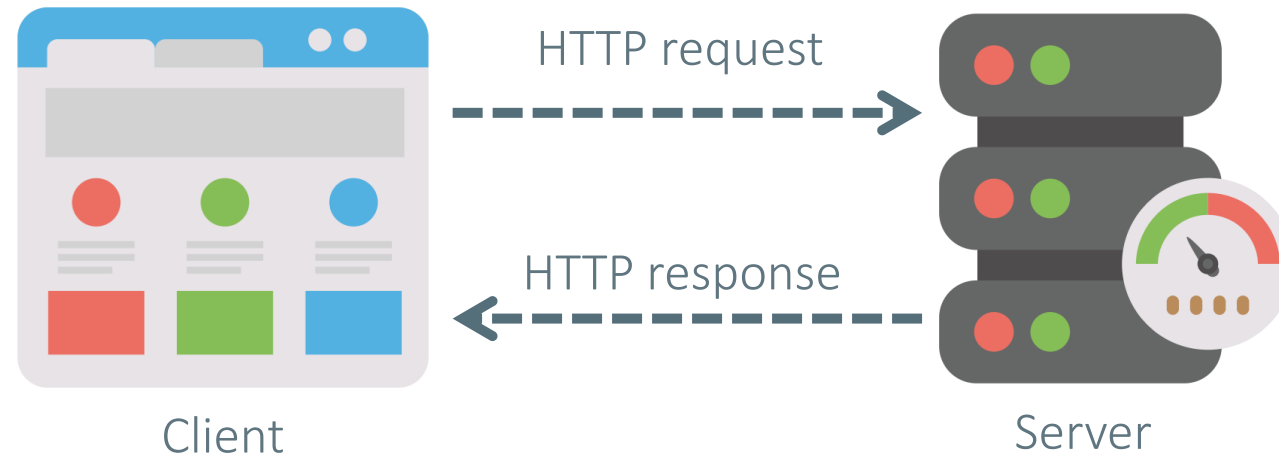
1. All tagging in SGTM are possible because of HTTP requests
2. There is no `dataLayer.push`, no auto-event tracking, no Custom JavaScript variables, etc.
3. Just HTTP requests

What is HTTP?

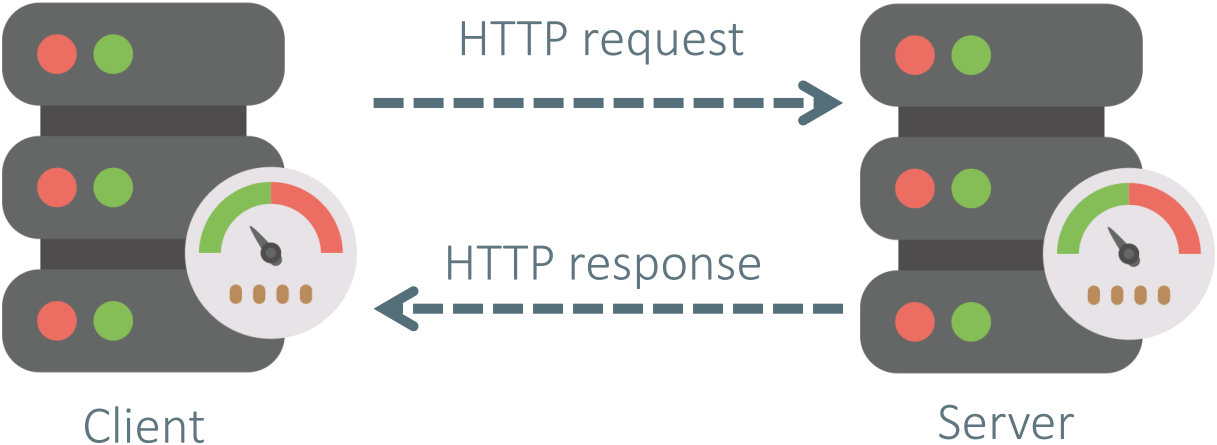
1. **H**yper **T**ext **T**ransfer **P**rotocol
2. It's the protocol of the web
3. It allows browsers, servers, etc. communicate in the same terms

HTTP requests and responses

1. Client sends a request to a certain URL (of the server)
2. Server responds with a response



HTTP requests and responses



Components of an HTTP request

- 1. Header** (meta information)
 - Method (GET, POST, DELETE, etc.)
 - URL (where to send the request?)
 - HTTP version number
 - other info (e.g. cookies, user-agent)
- 2. Body** (optional)



HTTP responses

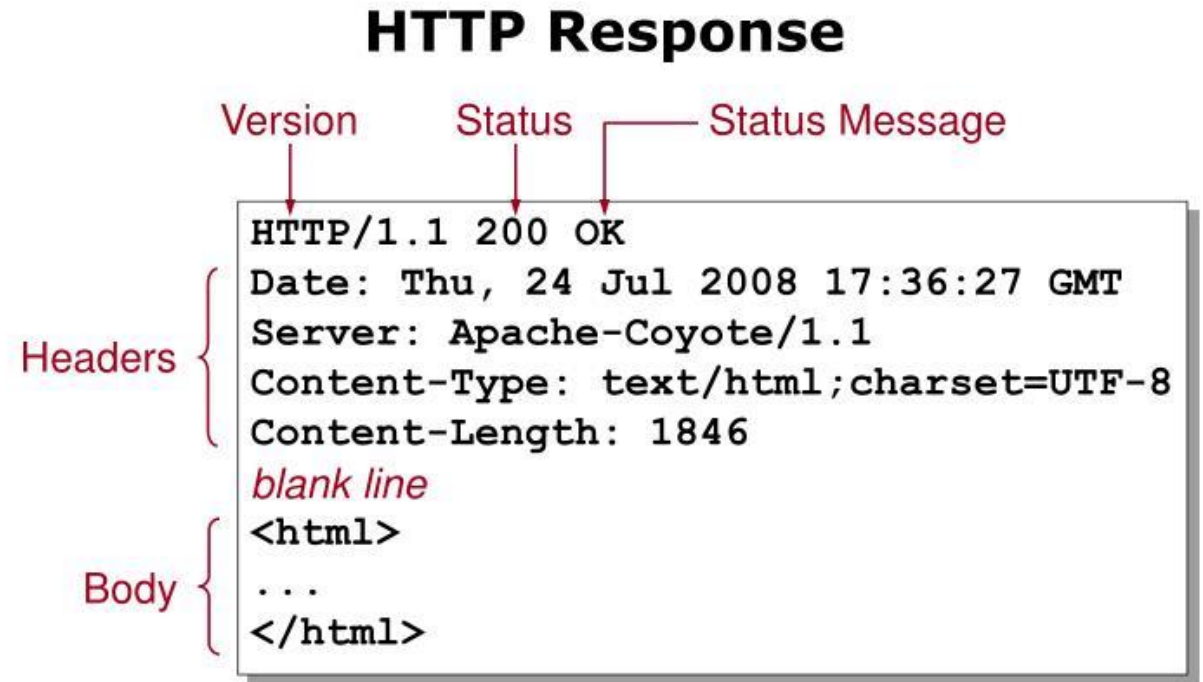


Components of an HTTP response

1. Header

- HTTP version
- Status code (404, etc.)
- Status message (Not Found, etc.)
- other info (e.g. Content-Type)

2. Body (optional)



GET vs POST

GET method

1. Typically used to fetch data/documents from the server
2. Request parameters are included in the URL



```
1 GET /home?pageId=c5789534 HTTP/1.1
2 Host: www.buildvsbreak.com
3 User-Agent: Mozilla/5.0
4 Accept: text/html,application/xhtml+xml,application/xml;
5 Accept-Language: en;q=0.5
6 Accept-Encoding: gzip, deflate
7 DNT: 1
8 Connection: keep-alive
```

POST method

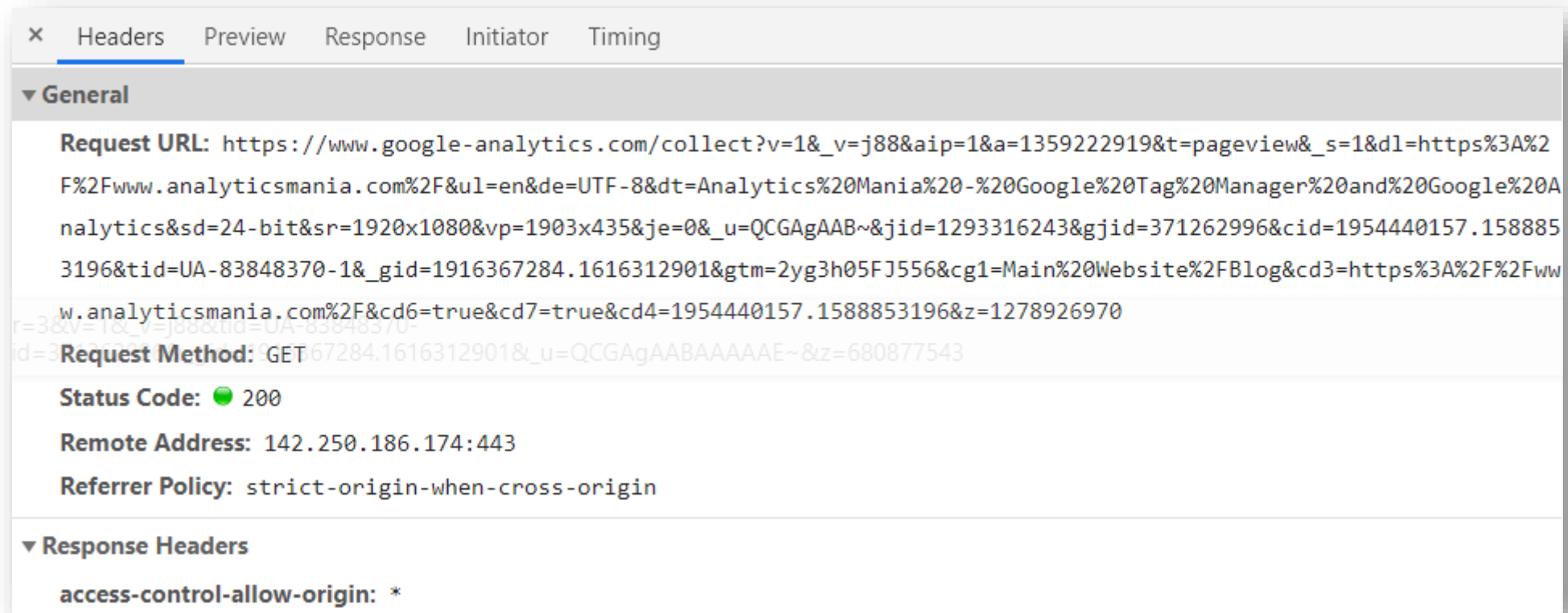
1. Typically used to send data to the server
2. Request parameters are in the body

```
1 POST /signup HTTP/1.1
2 Host: www.buildvsbreak.com
3 User-Agent: Mozilla/5.0
4 Accept: */*
5 Accept-Language: en-US,en;q=0.5
6 Content-Type: application/x-www-form-urlencoded;
7 Referer: http://www.buildvsbreak.com/sign-up/
8 Content-Length: 114
9 Cookie: ubpv=a%2C73fa268a-e729-11e2-a9c8-12313e02a4f0;
10
11 name=Jon&email=jrose400%40gmail.com&company=test
```



But...

GET can also be used to SEND data



But...

POST can also be used to FETCH data

