# All hail HTTP requests

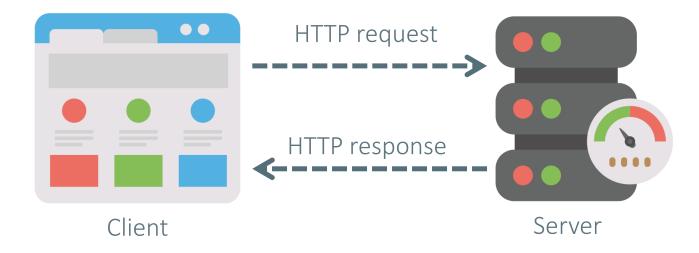
- 1. All tagging in SGTM are possible because of HTTP requests
- 2. There is no dataLayer.push, no auto-event tracking, no Custom JavaScript variables, etc.
- 3. Just HTTP requests

# What is HTTP?

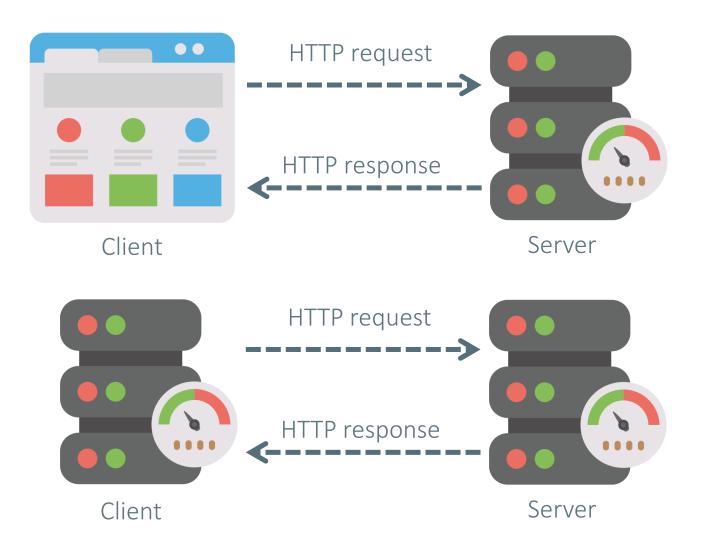
- 1. Hyper Text Transfer Protocol
- 2. It's the protocol of the web
- 3. It allows browsers, servers, etc. communicate in the same terms

## 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)

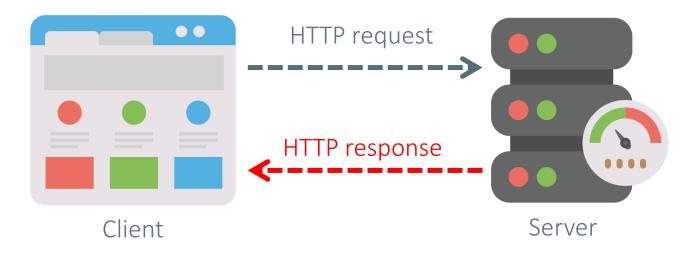
- Method (GET, POST, DELETE, etc.)
- URL (where to send the request?)
- HTTP version number
- other info (e.g. cookies, user-agent)

#### 2. Body (optional)

#### **HTTP Request**

	Method URL Protocol Version
Headers Body (optional)	GET /index.html HTTP/1.1 Host: www.example.com User-Agent: Mozilla/5.0 Accept: text/html, */* Accept-Language: en-us Accept-Charset: ISO-8859-1,utf-8 Connection: keep-alive blank line

## HTTP responses

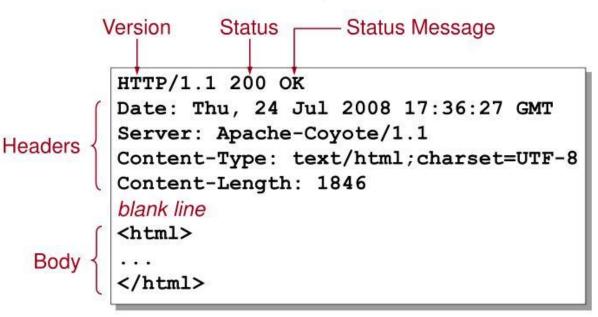


# Components of an HTTP response

#### 1. Header

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

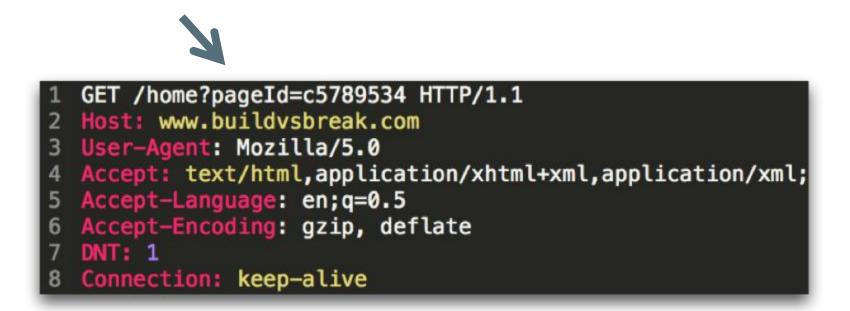
#### **HTTP Response**



### **GET vs POST**

## **GET method**

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



# 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

× Head	ders Previe	w Response	Initiator	Timing
• General				
Reque	st URL: http	s://www.goog	le-analyti	.cs.com/collect?v=1&_v=j88&aip=1&a=1359222919&t=pageview&_s=1&dl=https%3A%2
F%2Fw	ww.analytic	smania.com%2F	&ul=en&de	=UTF-8&dt=Analytics%20Mania%20-%20Google%20Tag%20Manager%20and%20Google%20
nalyt	ics&sd=24-b	it&sr=1920x10	080&vp=190	3x435&je=0&_u=QCGAgAAB~&jid=1293316243&gjid=371262996&cid=1954440157.15888
3196&	tid=UA-8384	8370-1&_gid=1	L916367284	.1616312901&gtm=2yg3h05FJ556&cg1=Main%20Website%2FBlog&cd3=https%3A%2F%2Fw
w.ana	lyticsmania	.com%2F&cd6=t	true&cd7=t	rue&cd4=1954440157.1588853196&z=1278926970
Reque	st Method:	GEB67284.16163		
Status	Code: 🔵 20	0		
Remo	te Address:	142.250.186.1	74:443	
Referr	er Policy: st	rict-origin-w	when-cross	-origin
• Respon	se Headers			
access	-control-allo	w-origin: *		



#### POST can also be used to FETCH data

post 🗸		https://wwv	https://www.mysite.com/user-search/						
Authorization		Headers (1)	Body 🔵	Body • Pre-request Script		Tests			
for	rm-data	x-www-form-	urlencoded	🖲 raw	binary	JSON (application/json)	$\sim$		
1 <del>•</del> 2 3 4	"en	nail": <mark>"test@g</mark> m ontactNumber":		9"					