

UNIVERSAL TRACKING TAG

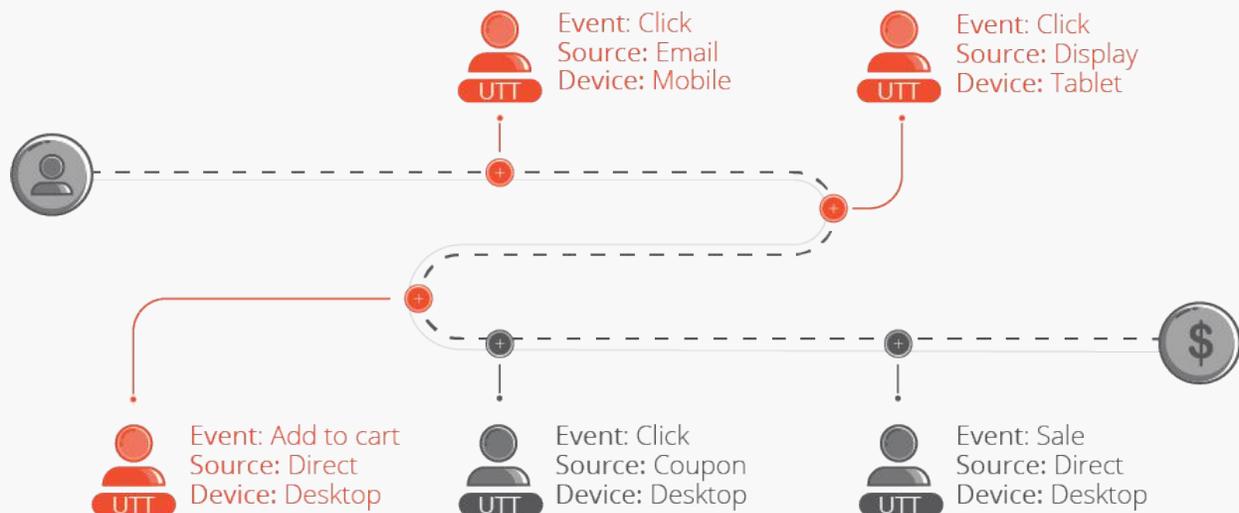
Tracking, reinvented.

Track cross-channel performance more accurately than ever

In the past, partner tracking in web browsers depended on the use of third-party cookies. Even today, most advertisers and tracking providers rely on third-party cookies to track clicks, measure performance, and identify users. Unfortunately, third-party cookies are frequently unreliable and often blocked entirely for Safari users browsing on IOS devices and desktop, which are both affected by Intelligent Tracking Prevention.

That's why we developed the Universal Tracking Tag (UTT). By integrating directly with an advertiser's website, the UTT can generate **first-party** cookies and ensure consistent, comprehensive tracking across all channels.

The Universal Tracking Tag in Action



With traditional tracking, this might look like a short, single-device conversion path. With the UTT, however, we can see that multiple channels combined to drive the sale, across multiple devices, and we can see that a cart event occurred before the winning click.

Track All Channels

Typical partner tracking requires placing specific links on the partner's site and can only see traffic as it leaves that site. The UTT, however, tracks traffic into your site, capturing referral data from each of your marketing channels — even organic traffic.

Identify Users Consistently

Traditional tracking providers only receive user identity data upon conversion, which means that users who authenticate but don't convert in that session or on that device are completely overlooked. The UTT captures identity data at the same moment your site does, providing consistent, accurate user identification on any device.

Improve Your SEO

Direct inbound links to your site help search engines to assess your ranking. Legacy tracking must pass through a network's gateway in order to do its job, and that can dilute your SEO. But with our UTT, your partners use direct links with unique query string parameters, which is easier for them and better for your search rankings.

Better Cross-Device Tracking

Cross-device tracking relies on consistently identifying which devices belong to which users. Only once devices and users are connected can tracking providers begin to construct conversion paths. Since the UTT is better than traditional tracking at tying users to their devices, it is able to see full, cross-device conversion paths more effectively as well.

Track Everything with One Tag

With traditional tracking, you had to set up a separate pixel for each type of event you wanted to track, wasting dozens of hours and increasing the risk of error. With a single, simple integration, the UTT tracks clicks, conversions, cart events, and user identity -- with no need to add multiple scripts to each page.

2004 Called. They Want Their Links Back

Since the beginning of performance marketing, advertisers and networks have relied on unique tracking links to ensure credit is given to the appropriate partner. While it gets the job done, it's cumbersome and complicated. Our UTT streamlines the process, as partners simply append a unique query string to their direct links.

Measure Sessions Precisely

With legacy tracking links, there's no way to tell when a given user session ends and the next one begins, so estimating session length is really just a guess. The UTT, however, knows exactly when each user session begins and ends, so you truly know whether a given click is part of the current session or a new one.

See Less Tracking Drop-Off

Pixel and iframe-based tracking are often unreliable, leading to a disconnect between the advertiser's own click and conversion data versus data shown by the tracking provider. Using industry-leading Beacon and XHR tracking, the UTT tracks users and their actions more consistently than older tracking methods, reducing click and conversion drop-off.

Benefit Immediately from our Innovation

When we make improvements to the UTT -- and we do, frequently -- you will automatically benefit from those improvements. You won't need to re-implement the tag to take advantage of an update.

Consistent, accurate tracking is essential to any partner marketing program. The Universal Tracking Tag makes it easy to track everything you care about, across all your channels.

Contact sales@impactradius.com to learn more.