



ITP2



MOBILE



IT SECURITY LIMITATIONS

The Cookie is Crumbling

Until recently, cookies have been the entire industry's go-to solution for measuring campaigns – and specifically, tracking conversions. However, due to three factors, they can no longer provide universal coverage for campaigns.



Browsers like Safari now block third-party cookies which effectively shuts off measuring campaign success. Other browsers including Firefox and Google are following suit.

Cookies are unable to function within the majority of mobile app environments, cutting off measurement for a significant and growing part of advertisers' audiences.

Certain websites that have specific security settings – in the financial sector, for example – also block cookie-based conversion measurement.

Rethinking Measurement

Platform161 has created a solution to track success in a compliant way, without the use of third-party cookies. With our cookieless tracking solution, instead of placing a small piece of code on the browser, we use a server. The server registers attribution signals, such as clicks, which can connect to any eventual conversion. Cookieless tracking also allows for measuring both post-click as well as post-view.

What we can measure:

- App installs
- In-app to browser conversions
- Web conversions
- Conversions on highly secure sites

Benefits

- Easy and quick set-up
- Better campaign results
- Works on post-click and post view
- GDPR compliant

Contact us to learn more about how our Cookieless Tracking solution can increase your campaign performance today!

