ANALYZE WEBSITE & CAMPAIGN PERFORMANCE
WITHOUT SACRIFICING USER PRIVACY

Privacy is at the core of Mapp's DNA. With increasing privacy regulations for tracking services, there's demand for an alternative solution that is not dependent on user-identifiable information. Enter **anonymous tracking**.

It's now possible to track website visitors without storing any user-identifiable data. In this way, it acts as a safety net for when visitors turn down your request to store cookies. Marketers will still be able to analyze website and campaign performance, but without sacrificing the anonymity of their customers. So, you can keep tracking the important data, while still aligning with GDPR regulations.

HOW DOES COOKIELESS TRACKING WORK?

→ With Mapp Intelligence, you can implement a pixel configuration that suppresses user-identifiable cookies and parameters if the user does not want to expose this information.

→ Customize tracking while giving users the choice about how much of their data they want to share with your company.

HOW CAN YOU IMPLEMENT IT?

→ The implementation is very simple; all you need to do is enable the feature in our platform and implement the pixel on your website.

→ Even though user-identifiable cookies are deactivated, you will still benefit from key analyses, including:

- Classic analyses for
  - Traffic
  - Page performance
  - Product performance
  - Marketing
  - Referrer
  - Technical analyses

- Attribution analyses (if last click is used)
- Path analyses (if within a session)

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