

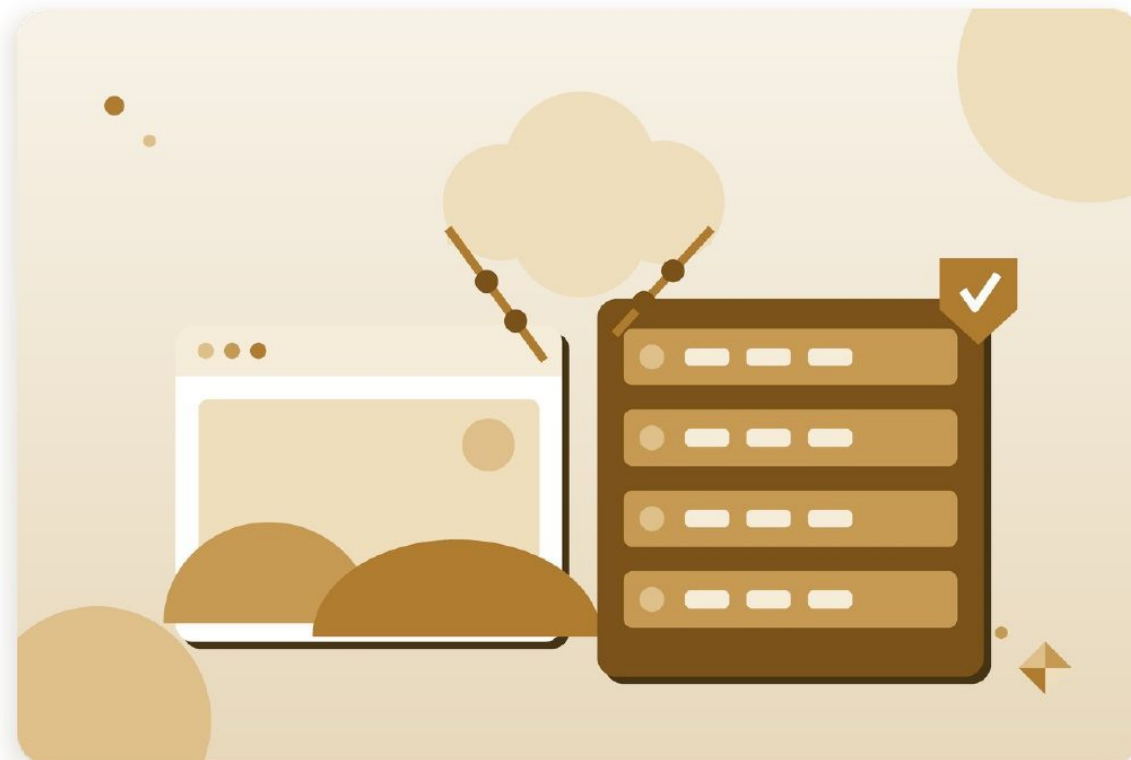
TECHNOLOGY SERVICE

Server-side Tracking

Browser tracking is increasingly limited by ad blockers, cookie restrictions and browser changes. Server-side tracking moves data collection to a secure server environment, sending conversions directly to advertising platforms via the Conversions API — making your measurement more complete, durable and privacy-friendly.

WHAT SERVER-SIDE TRACKING DELIVERS

- More complete and durable conversion data
- Resilient to ad blockers and browser restrictions
- Direct, secure delivery via the Conversions API
- A privacy-friendly, future-proof measurement setup



Recover the data that browser tracking quietly loses.